

# Sharing Knowledge and Building IP Skills

The WIPO Academy Year in Review 2020

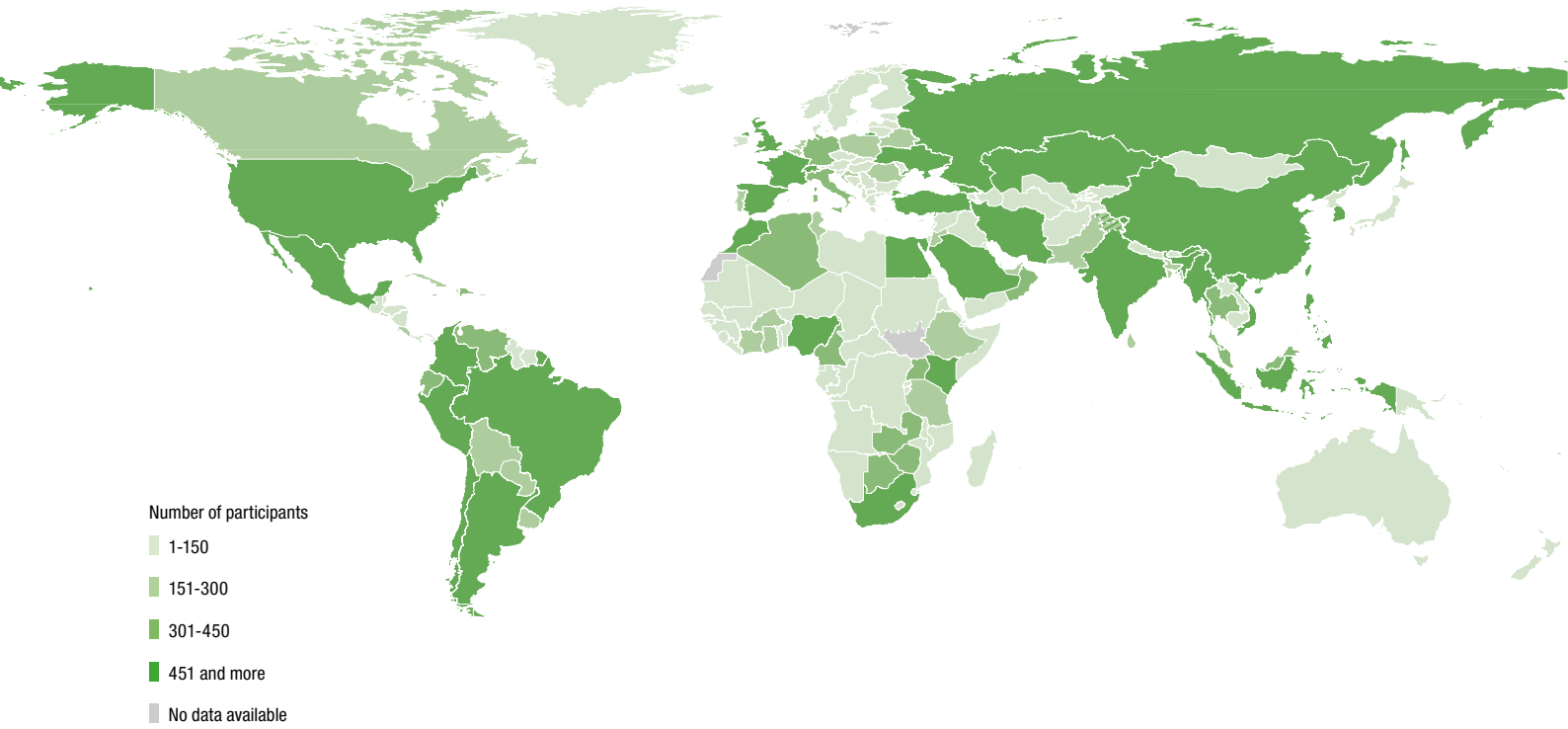


2020

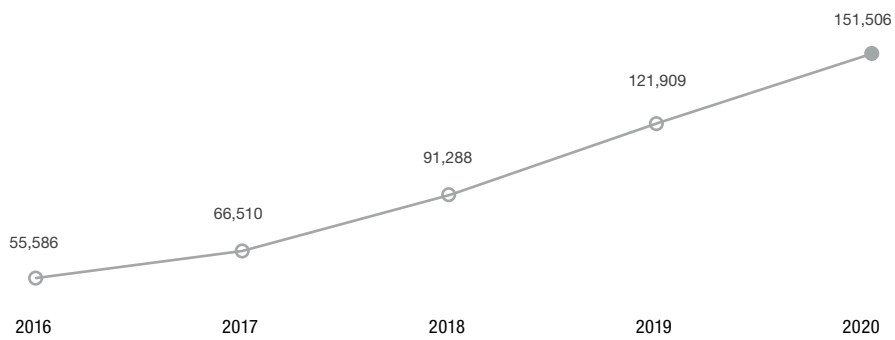


The Academy is the **center of excellence** for intellectual property (IP) education, training and skills-building for WIPO Member States, in particular developing countries, least developed countries (LDCs) and countries in transition. The Academy works to help build human capacity in IP, which is essential to innovation.

### Geographical distribution and ranking of all course participants, 2016–2020



### Total number of course participants, 2016-2020



# Exponential Growth in Demand

Throughout 2020, the WIPO Academy experienced exponential growth in demand for its intellectual property (IP) skills-building training, education courses and services. Last year alone saw an increase of over 24 percent in the total number of participants across all of the Academy's courses compared with 2019 and an increase of almost 175 percent since 2016. The vast majority of these participants (75 percent) came from academia (45 percent) and the private sector (30 percent). Participants from the government and public sectors accounted for 25 percent of the total number of participants.

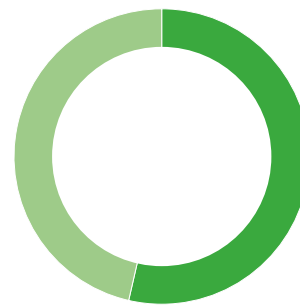
The Academy's distance learning courses continued to dominate the overall statistics, reflecting the ease of access, flexibility and high quality. An increase in demand is reflected across almost all of the Academy programs.

Participation remained high in 2020 with more women (54 percent) than men (46 percent) taking part in the Academy's courses.

The majority of WIPO Academy participants were aged between 18 and 44.

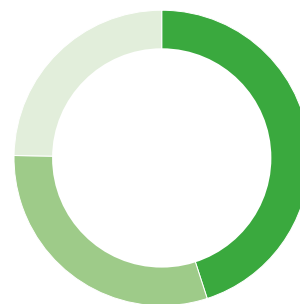
In terms of the geographical distribution of participation, the Asia and the Pacific and the Latin America and the Caribbean regions maintained their position as leading regions. The map reflects the number of participants worldwide.

Participants by gender



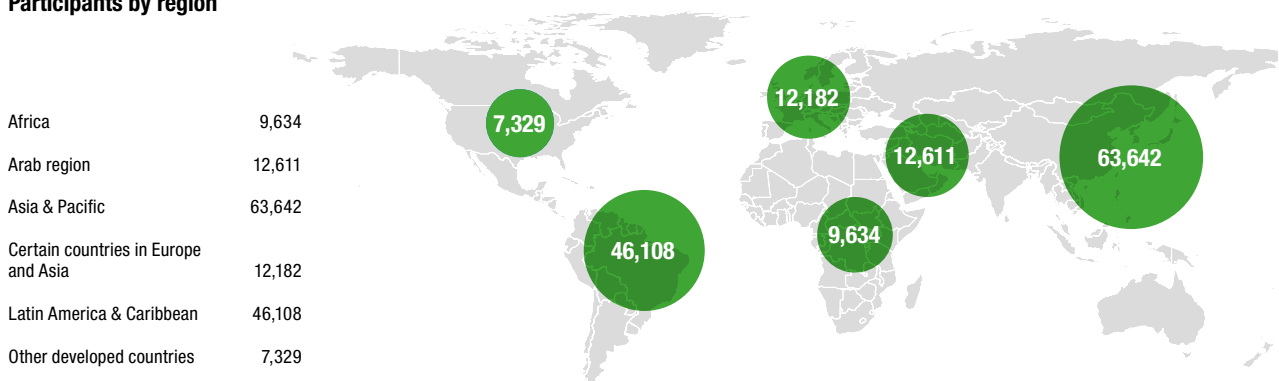
54% Female (81,201)  
46% Male (70,305)

Participants by professional profile

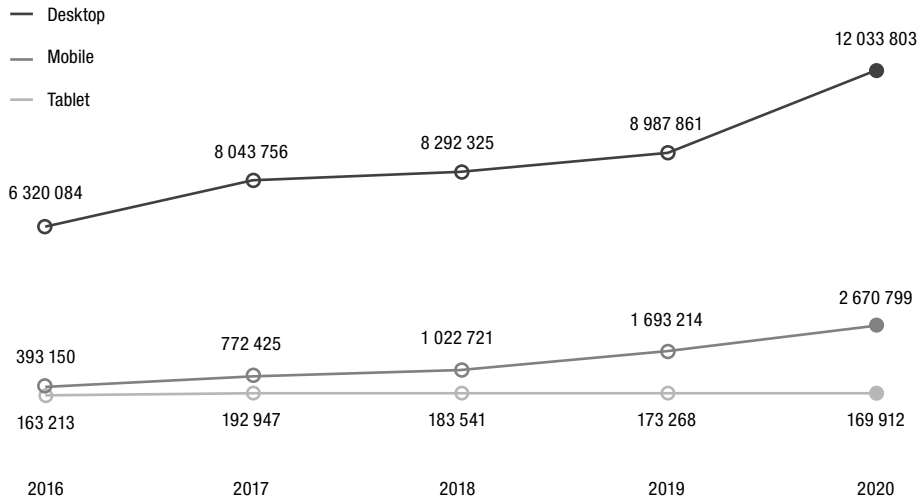


45% Academia (68,208)  
30% Private sector (45,818)  
25% Public sector (37,480)

Participants by region



### WIPO Academy website access, 2016–2020



Access rates for the WIPO Academy website had a 37 percent increase in 2020 compared with 2019 as result of the shift to digital delivery across all programs.

### Intellectual Property Training Institutions (IPTIs) Project in numbers since 2010

**10 established IPTIs delivered**

**5,105**

Activities

for

**254,125**

Participants

**WIPO Academy trained**

**+600**

Trainers

in

**69**

Training Modules

# Impact of the COVID-19 Pandemic on the Academy's Operations

**The main impact of the COVID-19 pandemic to the Academy's work has been the rapid digital transformation of its operations across all programs.**

The Distance Learning (DL) Program has a long-established reputation as a pioneer in the field of both online and blended IP education, offering courses globally in a variety of languages and in a wide range of IP topics at a general and advanced level.

**Over the years, the WIPO Academy has continuously invested in its state-of-the-art eLearning platform. In 2020, it also responded to a significant increase in requests to provide eLearning services to other Sectors within WIPO, as well as requests from Member States for customized versions of DL courses.**

The shift to digital delivery was also key to ensuring continuity for those Academy courses which previously relied more heavily on traditional in-person teaching settings such as Joint Master's Degree Programs, WIPO Summer Schools and professional development training.

As a result of measures taken by governments to reduce the spread of the COVID-19 pandemic, the Academy worked successfully with its university partners to redesign their Joint Master's Degree curricula to suit digital delivery using a combination of distance learning and virtual classroom technologies. This enabled participants to continue their studies and graduate from their respective programs.

This represented a small increase in the total number of graduates in 2020 as compared with 2019. A reduced number of WIPO Summer Schools were offered in 2020, with several being adapted and piloted either digitally or in a hybrid format.

The converse result was a record level of summer school participants – an increase of 82 percent compared with 2019 – due to the increased accessibility and affordability offered by the new delivery format.

The Professional Development Program had to postpone or cancel several its planned training courses in the first half of the year and offered a reduced program of eight courses via WebEx from July to December 2020. This prompted the development of a new blended learning delivery model better suited to future requirements from 2021 onwards.

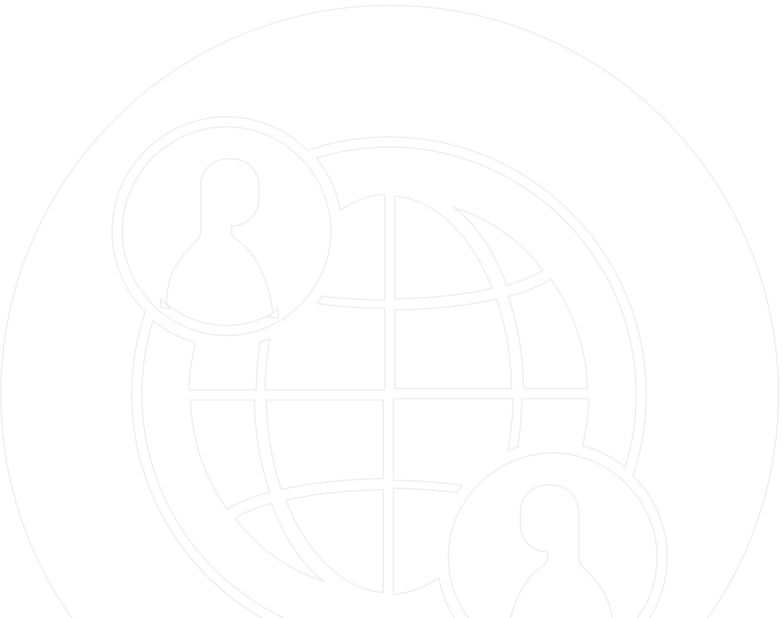
Access rates for the WIPO Academy website had a 37 percent increase in 2020 compared with 2019 as result of the shift to digital delivery across all programs.

In 2020, the Academy continued to support Member States through projects helping them to establish their own national IP Training Institutions (IPTIs).

These projects have their origin in the WIPO Committee on Development and Intellectual Property (CDIP) "Start-Up Academy" project. Data collected in 2020 from these institutions demonstrates the significant return on investment achieved in terms of the number of IP training activities and beneficiaries.

Since 2010, over 5,000 training activities have been organized for more than 250,000 participants. The IPTI projects were adapted and delivered digitally in 2020 and this work will be further scaled-up in 2021.

# Distance Learning Development Professional Academic Institutions



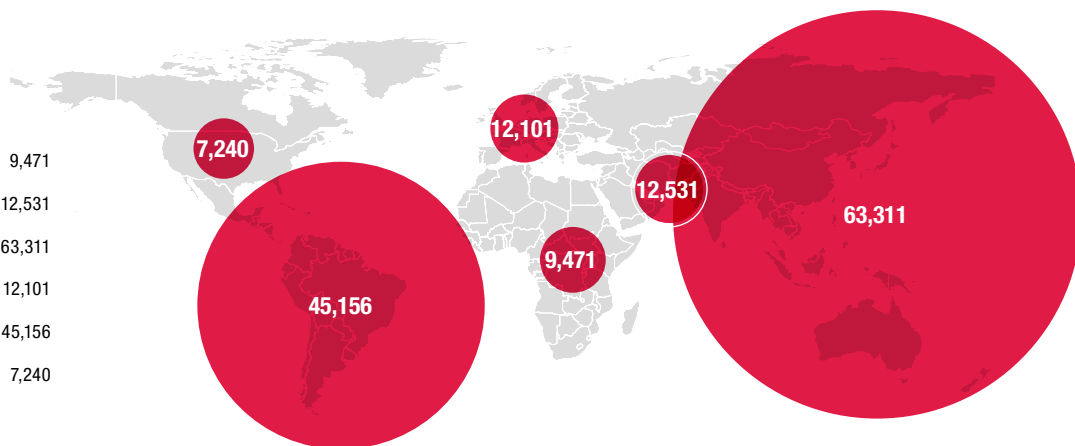
# Programs

**This section of the Annual Review provides more information on each of the WIPO Academy's programs in 2020.**

For each program, there is an overview of the main performance indicators as well as the key data for 2020: total participants by region, by age, by gender and by professional profile.

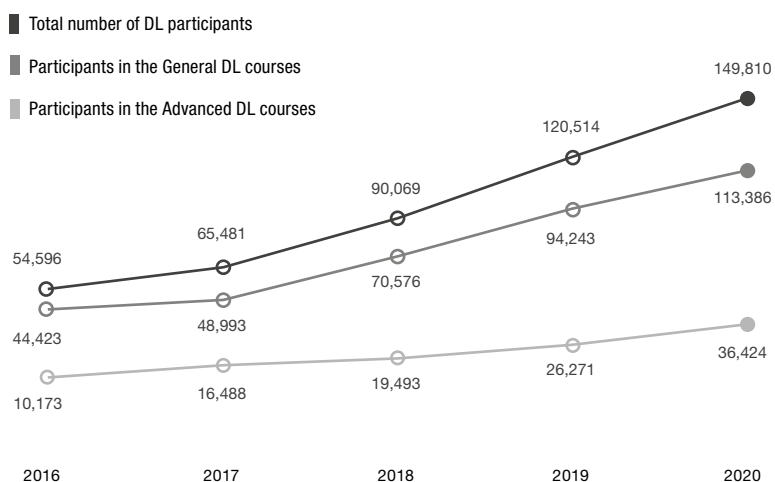
### DL participation by region

Africa	9,471
Arab region	12,531
Asia & Pacific	63,311
Certain countries in Europe and Asia	12,101
Latin America & Caribbean	45,156
Other developed countries	7,240



The COVID-19 pandemic resulted in a major increase in demand (24 percent compared with 2019) for the WIPO Academy’s DL courses throughout 2020.

### DL participation by year, 2016–2020





# Distance Learning (DL)

**The COVID-19 pandemic resulted in a major increase in demand (24 percent compared with 2019) for the WIPO Academy’s DL courses throughout 2020 (see graph).**

The DL Program delivered 330 advanced and general training courses in over 10 languages including the six UN languages and Portuguese.

In addition to providing DL training courses, customization, administration, management and evaluation services to other WIPO Academy programs, the DL Program also provided similar support to other WIPO Divisions looking to deliver and adapt their training, such as the Human Resources Management Department, the WIPO University Briefing Program, the Innovation and Knowledge Infrastructure Department, the Patent Cooperation Treaty (PCT) and the International Union for the Protection of New Varieties of Plants (UPOV).

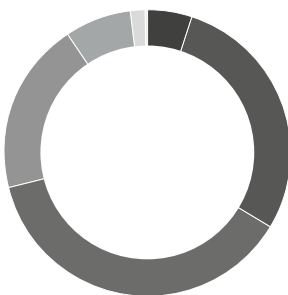
As indicated earlier, 75 percent of the total number of participants, including participants in the DL courses, came from academia and the private sector.

Women accounted for 54 percent of participants compared to 46 percent participation for men.

Participants between the ages of 18 and 44 made up 86 percent.

English followed by Chinese and Spanish remained the main languages of instruction.

DL participation by age



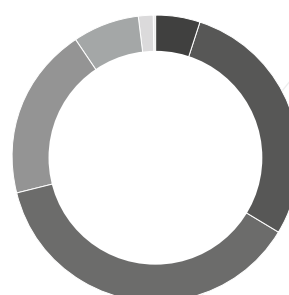
- Under 18 (7,633)
- 18-24 (43,058)
- 25-34 (55,842)
- 35-44 (29,505)
- 45-54 (10,924)
- 55-64 (2,584)
- 65+ (264)

DL participation by gender



- 54% Female (80,258)
- 46% Male (69,552)

DL participation by language

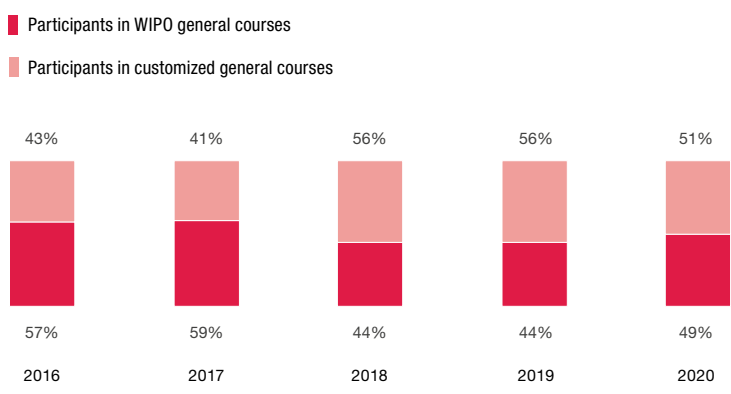


- English 59,061
- Chinese 30,910
- Spanish 25,502
- Portuguese 15,256
- Russian 5,932
- French 4,844
- Arabic 6,725
- Other languages 1,580

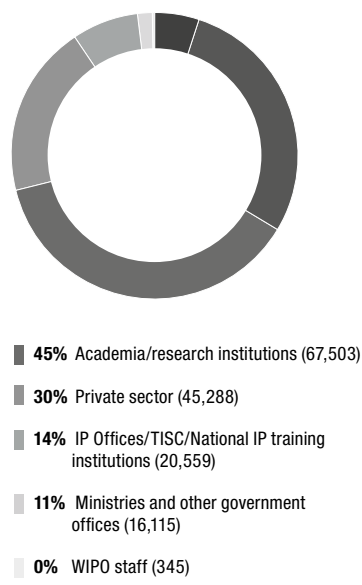
In 2020, a record number of nine countries customized the General Course on IP (DL-101), and other specialized courses for use in their national training programs with the support of the Academy. Currently 23 Member States are using customized DL courses developed in cooperation with the Academy.

A near equal number participated in customized and general DL courses offered by the WIPO Academy. Moreover, access to the WIPO Academy website in 2020 increased by 37 percent compared to 2019, with desktop access continuing to be the preferred means of access for participants although mobile access is significantly on the rise.

**Participation on customized versions of the general DL courses, 2016–2020**

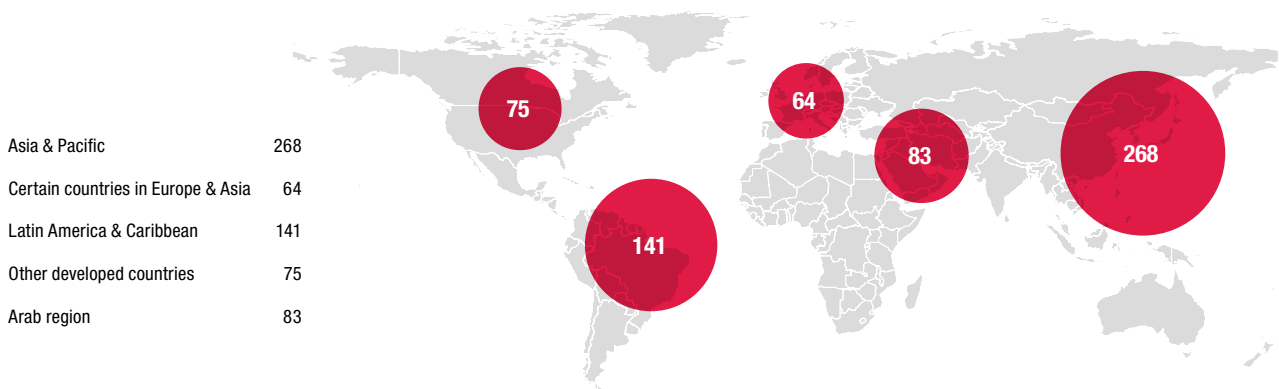


**DL participation by professional profile**



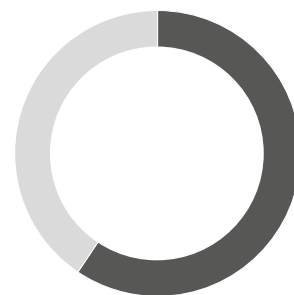
The Academy has created accessible versions of the General Distance Learning Course on IP (DL-101) in all the UN languages plus Portuguese for the visually impaired or otherwise print disabled.

Participation in accessible DL courses for the visually impaired by region



Most of the participants in the accessible courses are from the Asia and the Pacific, and the Latin America and the Caribbean regions. The WIPO Academy will continue to increase the number of courses offered to this important category of users.

Participation in accessible DL courses for the visually impaired by gender



■ 59% Female (407)

■ 41% Male (278)

IP4Youth&Teachers was launched in 2018 with the objective of providing knowledge to children and young people (ages 5 to 18 years) on how to use the IP system for innovation and creativity.

This service includes a general course on IP for teachers, customizable teaching content, gamified IP learning content for youth, teachers' guides and other services.

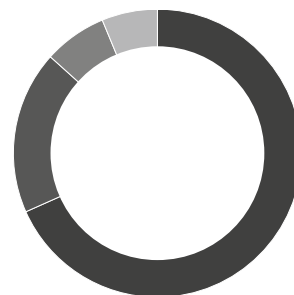
The majority (91 percent) of the 240 IP4Youth&Teachers beneficiaries in 2020 were from developing countries (68 percent), countries in transition (19 percent) and least developed countries (7 percent).

**IP4Youth&Teachers participation by gender**



■ 51% Female (122)  
■ 49% Male (118)

**IP4Youth&Teachers participants by economic group**



■ 68% Developing countries (164)  
■ 19% Countries in transition (44)  
■ 7% Least developed countries (17)  
■ 6% Developed countries (15)

**The DL Program also initiated the development of several new practical courses in 2020 such as the:**

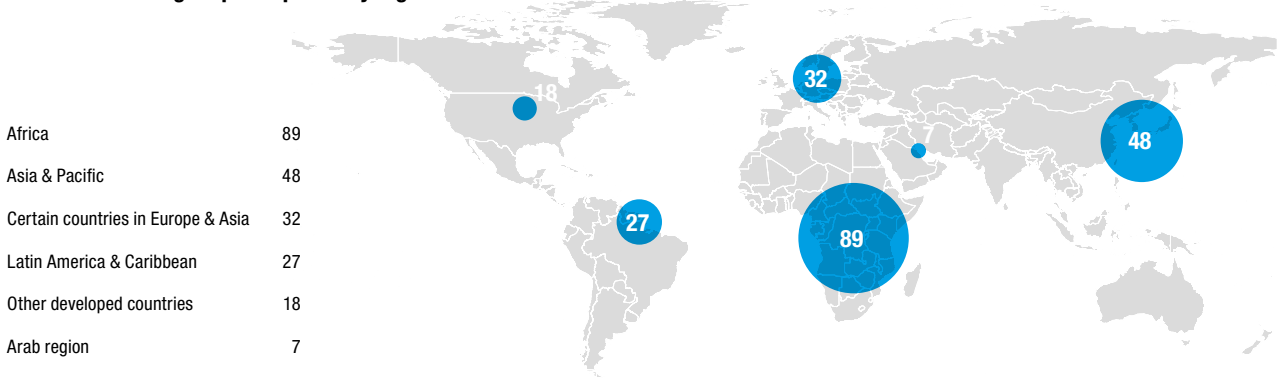
- *WIPO International Patent Drafting Certification Course*, in cooperation with WIPO's Patent Law Division and the International Federation of Intellectual Property Attorneys (FICPI);
- *Certification of Aptitude Course in Collective Management*, in cooperation with the WIPO Copyright and Creative Industries Sector, the African Intellectual Property Organization (OAPI) and University of Yaoundé II;
- Executive Course on *Intellectual Property and Genetic Resources in the Life Sciences*, in cooperation with the Global Issues Sector;
- Executive Course on *Intellectual Property and Exports*, in cooperation with the Latin America and Caribbean Bureau and Inter-American Association of Intellectual Property (ASIPI);
- Leadership Course on *Intellectual Property and the Life Sciences* for participants in the L'Oréal-UNESCO for Women in Science Programme, in cooperation with UNESCO, L'Oréal Foundation and Korea Funds-in-Trust for IP Education;
- Specialized Course on the *Madrid System for the International Registration of Marks*, in cooperation with the Madrid Registry and IP Australia;
- E-Tutorial on *Using Patent Information*, in cooperation with WIPO's Global Infrastructure Sector;
- *IP Capacity Building Program for University IP Managers in the African Region*, in cooperation with the Regional Bureau for Africa; and
- Specialized Course for the Egyptian Judiciary, in collaboration with the Egyptian Ministry of Justice.

**Other new projects added during 2020 included the:**

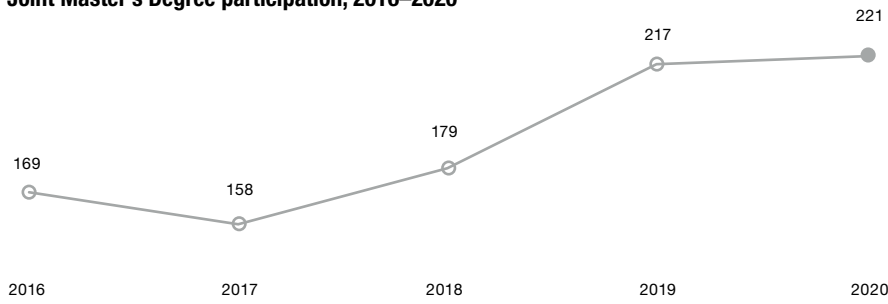
- Specialized Course on *Intellectual Property Enforcement*, in cooperation with the Building Respect for IP Division;
- Specialized Course on *How to Make a Living from Video Games*, in cooperation with the Copyright and Creative Industries Sector;
- Specialized Course on *WIPO Development Agenda Projects (Design and Implementation)*, in cooperation with the Development Agenda Cooperation Division;
- Certification Courses for staff of all Technology and Innovation Support Centers, in collaboration with the Global Infrastructure Sector, based on the standards set by the International Organization for Standardization and the International Electrotechnical Commission (ISO/IEC); and
- Accessible *e-Training Portal for the Visually Impaired and Print Disabled* and a Course on *Accessible Book Production* in collaboration with the WIPO Accessible Book Consortium (ABC).

The DL Program also initiated the development of several new practical courses in 2020.

### Joint Master's Degree participation by region



### Joint Master's Degree participation, 2016–2020

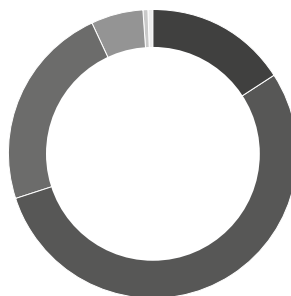


### Joint Master's Degree participation by gender



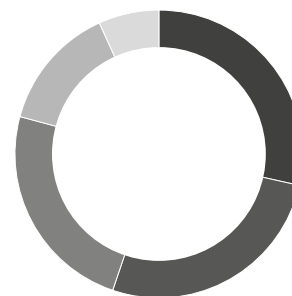
56% Female (123)  
44% Male (98)

### Joint Master's Degree participation by age



18-24 (35)  
25-34 (120)  
35-44 (51)  
45-54 (13)  
55-64+ (1)  
65+ (1)

### Joint Master's Degree participation by professional profile



Private sector (63)  
Ministries and other government offices (59)  
Academic institutions (53)  
National IP offices (31)  
Others (15)

# Joint Master's Degrees

**Despite the COVID-19 pandemic, the Academy was able to maintain the delivery of all its Joint Master's Degree programs.**

A total of 221 participants graduated in 2020 as compared with 217 in 2019. The largest group of graduates came from the private sector (28 percent).

In terms of gender, women graduates outnumbered men graduates by 56 percent to 44 percent.

The African region had the largest number of graduates (40 percent), as a result of the generous funding of scholarships by the Government of Japan. The Arab region represented the lowest share of graduates. Work is underway to address this through the introduction, in 2021 and 2022, of new Joint Master's Degree programs in Saudi Arabia and Oman.

Achievement of these results was due to the successful adaption of the Joint Master's Degree curricula to the digital environment using both distance learning and virtual classroom technologies which allowed participants to follow the programs remotely.

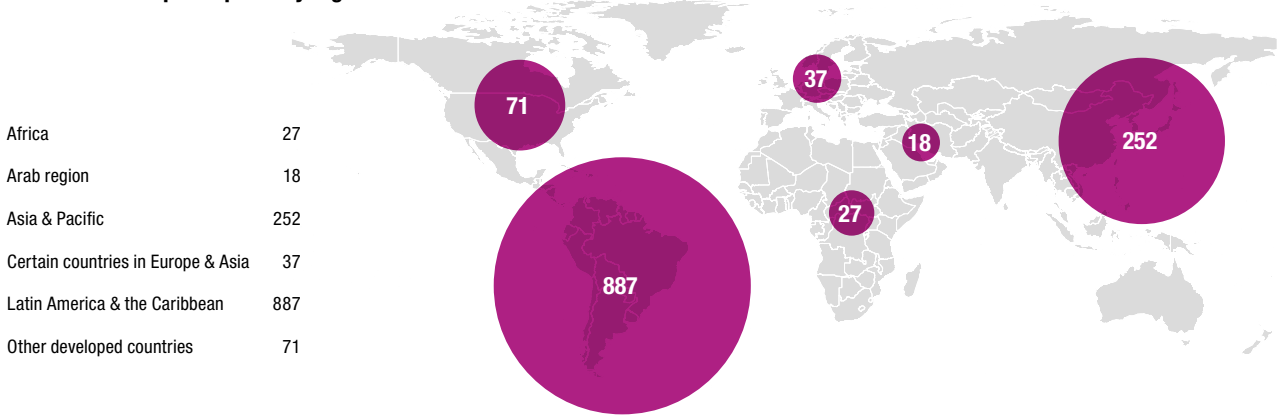
In a number of instances, some participants were already in-situ for the residential phase when COVID-19-related measures were introduced. Some were able to return home while others remained in place and followed the programs from their university accommodation units.

The Academy worked closely with its partners to support the health and well-being of students while ensuring continuation of their studies and quality of the programs offered.

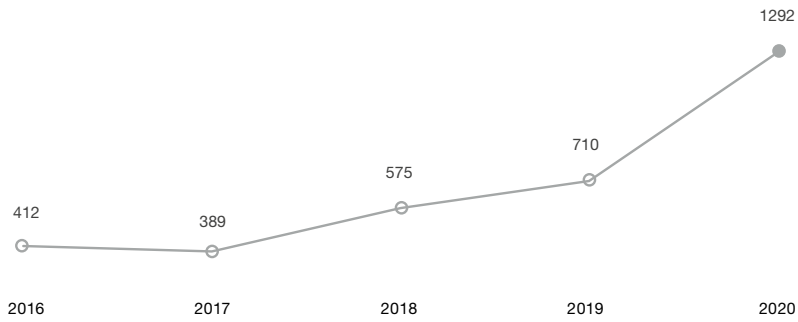
Guidelines for the preparation and delivery of online lectures were developed with partners to support lecturers in adapting their methodologies to online teaching.

A total of 221 participants graduated in 2020 as compared with 217 in 2019.

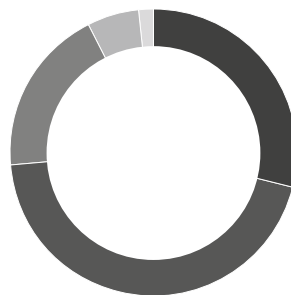
### Summer School participants by region



### Summer School participants, 2016-2020

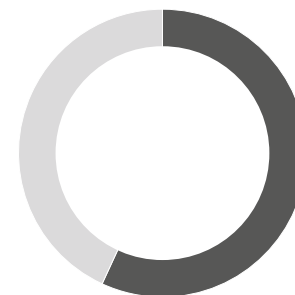


### Summer School participants by age



- 18-24 (376)
- 25-34 (578)
- 35-44 (242)
- 45-54 (77)
- 55-64+ (19)

### Summer School participants by gender



- 57% Female (735)
- 43% Male (557)



# WIPO Summer Schools

Twenty-four summer schools were initially planned for 2020. In February, the only in-person summer school was successfully organized in Brazil, in cooperation with the WIPO Brazil Office.

**A pilot initiative to organize four of the planned summer schools online was launched with long-standing partners:** the University of Geneva, George Mason University, the Mexican Institute of Industrial Property (IMPI), the Monterrey Institute of Technology and Higher Education (ITESM), the Korean Intellectual Property Office (KIPO) and the International Intellectual Property Training Institute (IIPTI Korea).

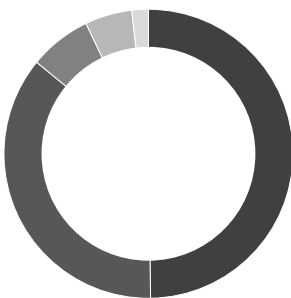
A hybrid program was organized with the East China University of Political Science and Law in Shanghai, which involved 43 participants joining in-person classes and eight international students participating online.

A total of 1,292 participants took part in the six summer schools that were organized in 2020 as compared with 710 participants in the 16 summer schools organized in 2019, representing an increase in participation of 82 percent. Of these, 86 percent came from academia (50 percent) and the private sector (36 percent). In terms of gender representation, 57 percent of participants were women and 43 percent were men. The largest share of participants came from the Latin America and the Caribbean region (69 percent).

**Assessments of the online delivery mode for summer schools were generally positive and focused on the accessibility and affordability this delivery model offered participants who might not have otherwise had the opportunity to take part.**

Some comments also indicated that the lack of in-person contact and networking opportunities was an important element missing from the overall experience. These evaluations will be considered and reflected in the planning for WIPO Summer Schools in 2021 and for future years.

**Summer School participants by professional profile**

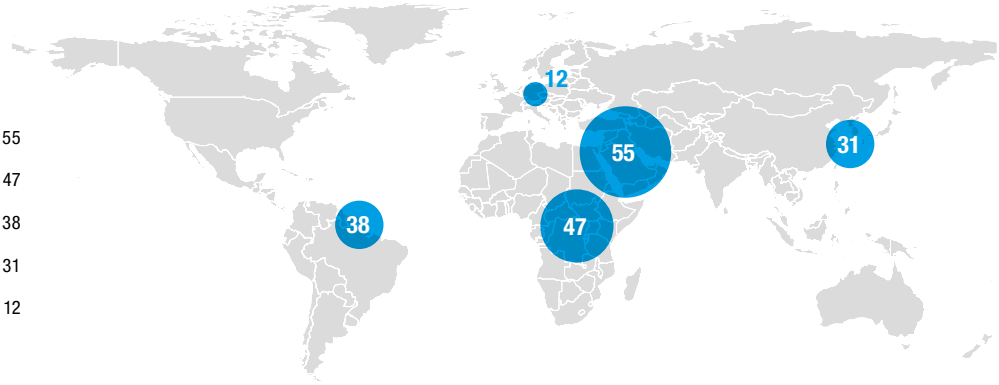


- Academic institutions (643)
- Private sector (467)
- Ministries and other government offices (90)
- National IP offices (68)
- Others (24)

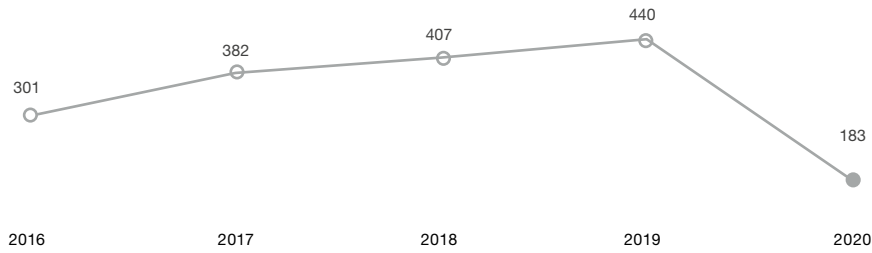
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### PDP participation by region

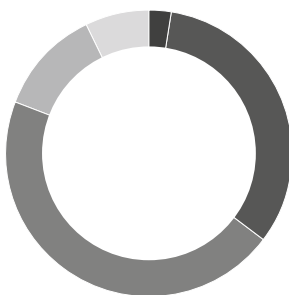
Arab region	55
Africa	47
Latin America & Caribbean	38
Asia & Pacific	31
Certain countries in Europe & Asia	12



### PDP participation, 2016-2020



### PDP participation by age



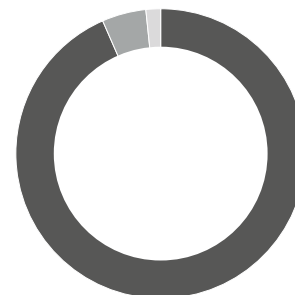
- 18-24 (5)
- 25-34 (60)
- 35-44 (83)
- 45-54 (22)
- 55-64+ (13)

### PDP participation by gender



- 46% Female (85)
- 54% Male (98)

### PDP participation by professional profile



- 93% Government (IP offices, ministries, agencies) (171)
- 5% R&D institutions (9)
- 2% Others (3)

# Professional Development Program (PDP)

**PDP is the only Academy program which focuses specifically on providing training for government officials.**

The format of these is a series of one or two week in-person training courses organized in partnership with IP Offices and other partners, primarily in developing countries. Given the in-person nature of these courses, it was the area of the Academy's activities most affected by COVID-19 restrictions.

The majority of courses had to be postponed or cancelled and a reduced program of eight courses was offered via WebEx from July to December 2020. As a result, there was a decrease in the number of participants from 440 to 183. Of those participants, 85 percent were government officials.

Of the total participants, 54 percent were men and 46 percent women.

Geographical representation was evenly spread between the Arab (30 percent), Africa (26 percent) and the Latin America and the Caribbean regions (21 percent).

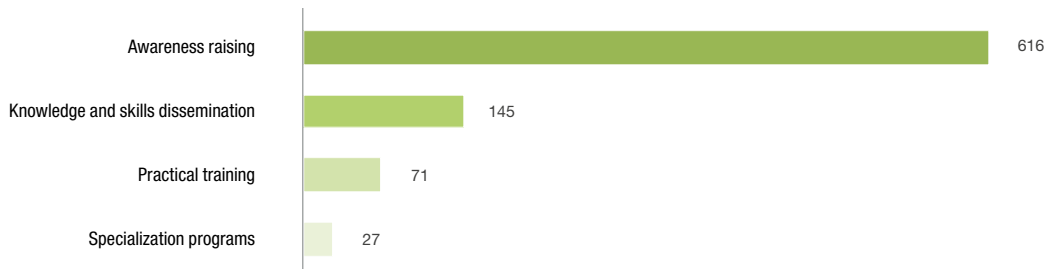
Based on the experience in 2020, PDP has recognized the need to transform its current format to offer blended learning, enhancing the distance learning element and integrating new components, as well as new teaching and learning methodologies to better facilitate the acquisition of technical IP skills by government officials.

In addition, the new format will enhance the quality of training courses; respond to new learning needs and objectives; pool resources of partner institutions; and alleviate administrative workloads.

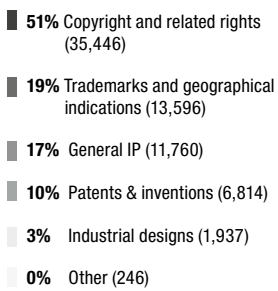
The new format will also enable closer collaboration among PDP partners and will include the following themes: Copyright, Trademarks and Geographical Indications, Patents, IP Office Management, IP Management and Commercialization, Transfer of Technology and Licensing, IP Innovation Policy, Climate Change and Renewable Energy, and IP for Policymakers.

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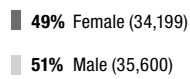
### IPTI training activities by category



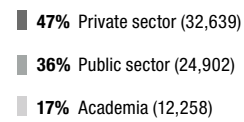
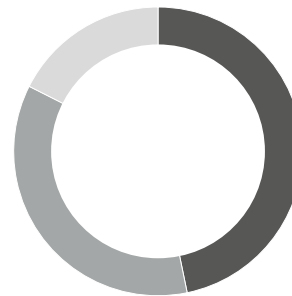
### IPTI participation by training topic



### IPTI participation by gender



### IPTI participation by professional area



By 2020,

**10**      **5,000+**      **250,000**

national IPTIs

training activities

participants

# National IP Training Institutions (IPTIs)

**Since 2010, the WIPO Academy has been providing support to Member States to establish their own self-sustaining IP training institutions empowering them to deliver IP training focused on national needs and priorities.**

By 2020, ten national IPTIs had been established in Azerbaijan, Colombia (separately with the copyright and industrial property offices), Costa Rica, the Dominican Republic, Egypt, El Salvador, Georgia, Peru and Tunisia.

Since their establishment, these national IPTIs have organized over 5,000 training activities for almost 250,000 participants.

In 2020, the national IPTIs organized close to 860 training activities for almost 70,000 participants.

The majority of participants in these training activities came from the private sector (47 percent).

The percentage of men (51 percent) and women (49 percent) was almost equal.

The training covered all major IP topics, with the majority dealing with copyright and related rights (51 percent).

The nature of activities ranged from those categorized as awareness raising (72 percent) to practical training and specialization (28 percent).

There are currently nine further projects underway, several of which will be completed in 2021.

**In addition, a series of new initiatives were launched to mark the 10<sup>th</sup> anniversary of the CDIP project, including the addition of a “members’ area” within the IPTIs Virtual Network which was established in 2019 in response to a request from Member States.**

This new area offers the IPTIs a space with useful resources and friendly functionalities to exchange ideas and develop synergies and potential joint initiatives.

# Support from Donor Partners

## **Republic of Korea Funds-in-Trust for IP Education (FIT/KREDU)**

Since 2011, the Korean Intellectual Property Office (KIPO) has collaborated with the WIPO Academy on capacity-building activities through the Korea Funds-In-Trust (FIT) for IP Education (FIT/KREDU). This is the only FIT that is directed solely at IP education and skills-building and managed by the WIPO Academy. In 2020, FIT/KREDU supported the DL Program's blended learning courses, including the Advanced International Certificate Course and the training for women scientists and innovators, jointly organized with UNESCO. In-person courses moving online in 2020 meant that more people were able to benefit from FIT/KREDU-funded programs: 112 participants completed the WIPO-Korea Summer School in 2020 (compared with 24 participants in 2019). WIPO-KIPO Professional Development courses were hosted by KIPO (IIPTI) online in the Republic of Korea for 32 examiners of trademarks and designs, and a new tailored course was delivered for 22 patent examiners in specialized fields, such as biotechnology and pharmaceuticals. Feedback from online training was excellent, with participants particularly appreciating the opportunity to acquire new skills during the pandemic. Finally, in December 2020, 17 students from 13 countries graduated from the first ever edition of the Joint Master's Program in IP and Development Policy at the Korea Development Institute (KDI) School of Public Policy and Management.

## **Japan Funds-in-Trust**

The Government of Japan, through the Funds-in-Trust (FIT/JP Global), has supported both the WIPO, Africa University and African Regional Intellectual Property Organization (ARIPO) Joint Master's Degree (since 2009/10) and the WIPO, University of Yaoundé II and African Intellectual Property Organization (OAPI) Joint Master's Degree Program (since 2012/13). In that time, the Government of Japan funded scholarships for a total of 200 Master's participants comprising 100 graduates from Africa University and 100 graduates from the University of Yaoundé II. In the academic year 2020, a total of 24 scholarships were offered to the two programs thanks to funding from FIT/JP Global. In addition to scholarships, FIT/JP Global provided expert lecturers and IP textbooks for both universities and supported the WIPO-South Africa Summer School since 2013 through the funding of 67 scholarships. The 2020 edition of the WIPO-South Africa Summer School was postponed to 2021 owing to the COVID-19 pandemic.

## **China Funds-in-Trust**

The WIPO Funds-in-Trust China (FIT/China) and the Chinese Scholarship Council/China National IP Administration (CSC/CNIPA) support the WIPO-Tongji University Joint Master's Degree by providing scholarships for participants. Since 2017/18, a total of 22 international participants from a wide range of countries have been able to participate in the program thanks to this support. In 2020/21 alone, there were nine participants funded via FIT/China and CSC/CNIPA. The WIPO Academy also benefits from a Junior Professional Officer funded by FIT/China.

# Future Trends

## The key lessons learned during the Academy's operations in 2020 and their relevance for future planning are to:

- Focus on IP skills-building to ensure the Academy's IP education and training courses provide tangible benefits to participants. These benefits can be demonstrated and assessed in terms of practical application of IP knowledge and can have a real impact on the use of the IP system for innovation, creativity and economic growth.
- Certification of knowledge and skills could represent a new area of activity for WIPO where its valued and recognized role and impact in the area of capacity-building would be placed at the service of its Member States. WIPO would cooperate closely with national authorities as well as with national and international IP professional associations in the design and implementation of these certification schemes. IP offices and national IP training institutions would be vital partners in this endeavor.
- Academia and the private sector are the major beneficiaries of the Academy's training courses representing 75 per cent of the total number of participants. There is scope to further increase participation by the private sector, in particular from small and medium-sized enterprises (SMEs), start-ups and entrepreneurs. This would be done in full partnership with Member States who are best placed to design and deliver IP skills-building programs for the private sector at the national level. WIPO can enable and support Member States in providing IP knowledge and skills through certification courses and the introduction of new tools and services offered by the national IP training institutions to the private sector.
- Implement a redesigned Professional Development Program for government and public sector officials by providing specialized training to raise knowledge and skills required by national IP administrations. These redesigned courses would facilitate the acquisition of technical IP knowledge and skills by government officials and provide mechanisms for evaluation and impact assessments.
- Promote the WIPO Academy's IPTI virtual network as a catalyzer for sharing information, expertise and best practices on the design and delivery of IP skills-building programs for the private sector.
- Continue to develop new specialized DL courses that would respond to specific training and educational requirements and needs of Member States and users of the Academy's services.
- Digitalization of the Academy's operations to be further accelerated based on the experiences of 2020. Investments in the eLearning platform and other aspects of the Academy's IT infrastructure will enable all of the Academy's programs to provide high quality distance and blended IP skills-building programs.





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