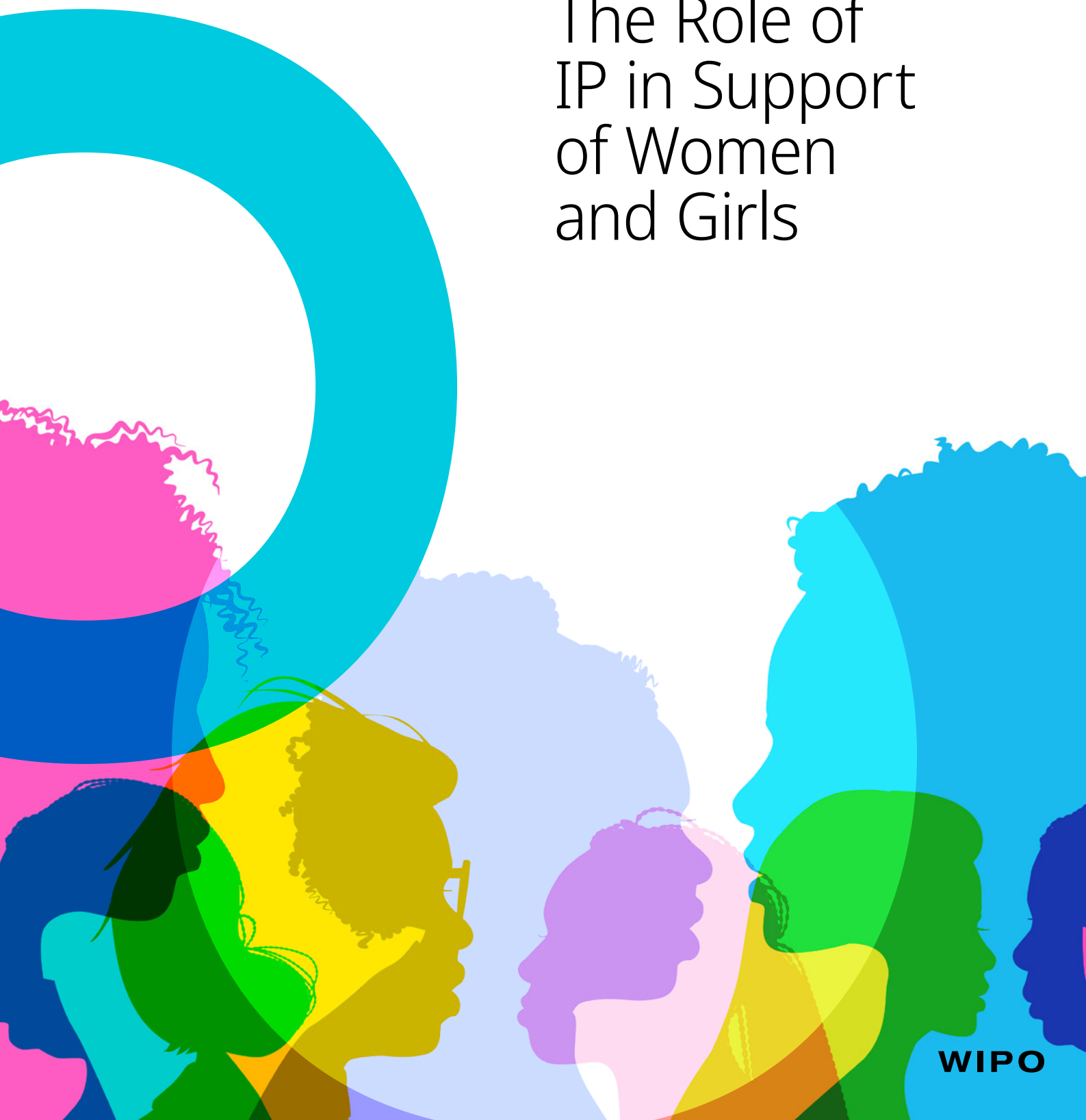




# WIPO Intellectual Property (IP) and Gender Action Plan

## The Role of IP in Support of Women and Girls



**WIPO**



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# Introduction



This document sets out the first strategic action plan for the World Intellectual Property Organization (WIPO) for its newly created IP and gender program. It flows from and aligns with WIPO's Medium-Term Strategic Plan (MTSP)<sup>1</sup> dated June 7, 2021, and complements WIPO's Gender Policy. The MTSP sets out that WIPO's vision is to help create a world where innovation and creativity from anywhere is supported by intellectual property (IP) for the good of everyone. This applies equally to women: we work to create ecosystems *where innovation and creativity by women anywhere is supported by IP, for the good of everyone*.

To this end, WIPO's mission under the IP and Gender Action Plan (IPGAP) is *to lead the development of an IP ecosystem that promotes and encourages women's engagement in IP and innovation*. WIPO, through its expertise, convening role and innovative support services, will equip member states and external stakeholders by providing the necessary data and information to integrate a gender perspective into IP legislation, policies, programs and projects. This will attract investments, create jobs and drive economic growth for the *benefit of women, communities and member states*.

# Landscape

Intellectual property rights have a direct impact on the growth of economies at all levels of development. One study found that IP-backed intangible assets are now responsible for 90 percent of all business value.<sup>2</sup> It has therefore become increasingly important for WIPO to engage communities underrepresented in IP and support those potential rights holders in garnering the benefits offered by the IP system. A report prepared for the WIPO Committee on Development and Intellectual Property (CDIP) in 2019 observed:

Over the past 50 years, women have entered the workforce at all levels in ever greater numbers... To obtain the full benefit of women's participation in the workforce, however, women must be able to secure the fruits of their innovative and creative labors, especially as intangible value now makes up an ever-increasing part of business value and investment. Access to and the effective use of IP rights will be critical to women's ability to capitalize on this value. Despite the importance of women participating fully in all aspects of economic activity, previous research has shown that women are neither participating in the IP system at the same rates as men, nor receiving the same benefits. In short, there is an IP gender gap. For example, although women account for roughly half of the global labor force (as cited in Catalyst (2020). 'Women in the Workforce – Global: Quick Take.' catalyst.org) and more than half of college graduates worldwide, they receive far fewer patents than men (as cited in Organisation for Economic Cooperation and Development (OECD, 2016). 'Gender Equality: Gender Gap in Education.' oecd.org).<sup>3</sup>

Women represent half of the population. When they are not equally participating in economic activity, the global economy ultimately suffers. For instance, one study focusing on the large economic potential that could be reaped by improving labor parity between men and women found that all regions have a substantial incremental GDP opportunity from bridging the gender gap<sup>4</sup> and that closing gender gaps in work would add USD 12 trillion to annual global GDP in 2025.

Due to IP's fundamental role in support of innovation and economic development, there has been growing international interest and research into the IP gender gap. This expands beyond earlier studies focusing on women's patenting activity to also examine women's IP-related activity in other sectors as indicators of innovative and creative activity. In the patenting space, while the share of women inventors has grown in each of the world's geographical regions over the past 10 years, women still accounted for only 16.2 percent of all inventors listed in Patent Cooperation Treaty (PCT) applications and men the remaining 83.8 percent in 2021, up only one percentage point compared to 2020.<sup>5</sup> The same study notes that about 96 percent of all PCT applications listed at least one man as inventor, whereas only one-third listed at least one woman as inventor. New analysis into the US copyright sector shows that the share of copyright registrations overall listing women authors has risen over time (as of 2020, women represented 38.5 percent of authors of registered works), but that women still make up a smaller share of authors in registrations than they do of participants in corresponding creative occupations, suggesting a gender disparity in the use of the copyright system.<sup>6</sup>

Women the world over are driving change and shaping our common future. They are transforming lives through their innovative and creative endeavors. The IP gender gap represents missed opportunities to address global concerns, increase economic growth and improve lives, and is an underutilization of women's innovative and creative capabilities.

At a time when humanity needs to come together to address a range of "grand challenges" – from overcoming the pandemic, to combating climate change – the world cannot afford to lose the innovative potential of any group or community.

# Action plan

The IPGAP frames WIPO's contribution to overarching and worldwide efforts toward achieving economic equality and empowerment for women and girls.<sup>7</sup> With increasing attention focused on this goal, the time is ripe for WIPO, member states and stakeholders to work together to acknowledge the challenges and the gaps that exist, and to take pragmatic and concerted actions to trigger proactive and systemic changes.

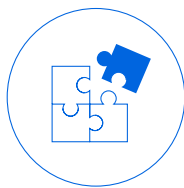
Through the IPGAP, and by harnessing WIPO's inherent values of teamwork, inclusivity, communication and education, the Organization will bring a strategic and coherent framework and direction to its mission to promote and encourage female engagement in IP. The IPGAP will help raise awareness about the economic benefits of strengthening the role of women in national innovation activity and equip governments and stakeholders with policymaking tools to improve national ecosystems in support of women and girls.

*The IPGAP comprises three initiatives and two enabling foundations to frame WIPO's work in pursuit of its mission and vision.*

## IPGAP initiatives and foundations

### Initiative 1

Strategic advice for member states



IP and gender integration

### Initiative 2

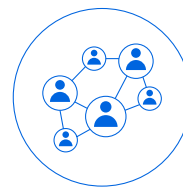
Data collection and analysis



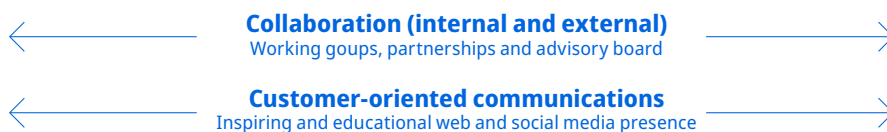
Identifying the scope and nature of the IP and gender gap

### Initiative 3

Creating opportunities



Piloting projects, building capacity, networking



The interactive initiatives of the IPGAP are intended to chart a path for WIPO's work toward its mission and ultimate vision by:

- Supporting governments and other stakeholders in integrating a gender perspective into IP legislation, policies, programs and projects;
- Driving research to identify the scope and nature of the gender gap in IP and ways to close the gap; and
- Continuing existing gender-oriented projects and piloting new gender-oriented projects and initiatives in the IP environment to effectively build and enhance the IP knowledge and skills of women and the institutions that support them.

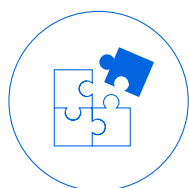
Implementation of the IPGAP will be supported through enabling means of action (foundations) underpinning the initiatives, specifically:

- Strengthening and evolving WIPO's internal and external collaboration; and

- Effectively communicating the full range of WIPO's work on IP and gender through a customer-oriented external communications strategy.

Implementation of the IPGAP will commence in the final quarter of 2022 and will dovetail with the 2022 to 2026 MTSP timeline, allowing all sectors an opportunity to plan and budget accordingly for IPGAP and related activities in the programs of work and budget. The IPGAP is intended to be flexible and will evolve to adapt to the needs of the Organization itself as well as the needs of WIPO's stakeholders and beneficiaries.

## Initiative 1: Strategic advice for member states – IP and gender integration



### Initiative 1 activities

- Legislative and policy toolkit
- IP and Gender Integration Seminar

Drawing on WIPO's own experiences and practices implementing IP and gender-related initiatives, and through focused research and data collection into IP and gender practices around the world, WIPO is positioned to be the locus for member states and other stakeholders seeking expertise and support regarding the benefits and options for strategically integrating a gender perspective into national IP policies and legislation.

#### *Provide policy and legislative options*

Opportunities for WIPO to share models and practices regarding IP and gender exist across nearly all sectors, for example when member states:

- Consider updating or changing substantive IP laws;
- Request WIPO to provide technical assistance with establishing and implementing industrial property or copyright registration platforms;
- Draft or update national IP or innovation strategies; or
- Develop IP and gender provisions for inclusion in IP-related agreements or resolutions.

It is proposed to create a database of legal provisions and policies being implemented or considered relating to IP and gender, which may include initiatives to incentivize underrepresented IP system users, training programs designed for women innovators and creators, recognition and award programs, surveys and their methodologies for tracking data on women in specific sectors, or gender-disaggregated data collection within IP registration systems. This new resource or "toolkit" of possible options and opportunities would be available for WIPO to share with member states as they assess their specific needs and customize policies and legislative approaches to fit their interests regarding gender and IP.

Leveraging its network of external partnerships with international organizations and non-governmental organizations (NGOs), WIPO has additional opportunities to raise awareness of and boost IP and gender-related policies and legislative options through those organizations' own legislative and policy advice activities or through their role as national or international-level advocates for women's economic empowerment.

#### *Inspire IP offices and other national institutions to adopt an IP and gender agenda*

Many national IP offices and other governmental institutions are increasingly motivated and interested in learning how to integrate gender considerations into their workforce, national agendas and laws, particularly as they seek ways to meet their 2030 Sustainable Development Goals (SDGs) targets and to advance their innovation ecosystem and capacity. This is especially true as IP offices look to transform from registries to innovation agencies.

WIPO has worked with member states to support their female innovators, creators and entrepreneurs in understanding and navigating the IP system, as well as gender mainstreaming internally at an organizational and operational level. For those member states at the beginning stage of exploring policies and practices to encourage and enable women's participation in the IP system, it is proposed that WIPO create and launch an "IP and Gender Integration Seminar" as an introductory overview of the techniques being employed by WIPO as well as emerging practices at the national level. The seminar program could include cross-sectoral modules such as:

- The importance of and how to begin collecting gender-disaggregated data and developing indicators for measuring change;
- An overview of legislative and policy initiatives and options for promoting and advancing women's use of the IP system;
- How to implement gender and inclusivity initiatives and develop capacity within IP offices and other IP-related organizations;
- Examples of stakeholder initiatives to support women in IP;
- Models of capacity-building projects for women entrepreneurs; and
- How to build collaborative regional networks to promote IP and gender efforts.

The program could be offered periodically and as requested to member states and missions, helping to boost awareness of WIPO's efforts and services and galvanize national-level action.

## Initiative 2: Data collection and analysis – identifying the scope and nature of the IP and gender gap



### Initiative 2 activity

- Annual data and research roundtable

WIPO will continue to lead the way in conducting research, analysis and data collection/sharing to identify the scope and nature of the gender gap in IP and ways to close the gap.

#### *Annual data and research roundtable*

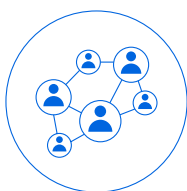
It is proposed that WIPO use its convening role to organize periodic roundtables with external economists and researchers to strategize new ways to collect, analyze and present data that will help influence policymakers to foster national-level initiatives to advance their women innovators and creators.

Possible emerging areas where WIPO could help drive discussion and new approaches include:

- Women's representation in the creative sector and their use of the copyright system;
- Women's participation in the trademark system and branding;
- Causal factors behind women's low use of IP registration systems;
- How and at what rate women are using national-level incentive or assistance programs such as fee discounts and pro bono programs; and
- The effects of COVID-19 on women's innovation, creativity and entrepreneurship, in particular on indigenous women or women from local communities.



## Initiative 3: Creating opportunities – piloting projects, building capacity and networking



### Initiative 3 activities

- Roadmap for sustainable women and IP projects
- Networking support platform
- Partnerships to benefit girls
- Monitoring and evaluation guidelines

With its global reach and role as the UN specialized agency for IP, WIPO has the opportunity, through its formulation and delivery of innovative activities and projects, to systematically enhance and advance women's use of IP by mainstreaming gender considerations across its capacity-building work. Nearly all sectors have already undertaken women and IP-focused work; a data call of all IP and gender activities across WIPO sectors was launched in June 2022 to determine a baseline of what activities have been conducted, are underway or are in the planning stage to help develop organizational processes, procedures and reporting systems for activities going forward.

#### *Sustainable women and IP project models*

WIPO's expansion into looking at IP as an enabler of a country's innovation ecosystem overall presents opportunities for extending our reach to a wider range of potential stakeholders who are already working with women entrepreneurs, researchers, educators and young women and girls. These stakeholders may include national IP training institutions, universities, small/micro enterprise agencies, science or trade ministries, educational ministries, regional or local-level export centers, NGOs working with women cooperatives or NGOs focused on inspiring girls to pursue science, technology, engineering and mathematics (STEM) careers, to name just a few. WIPO can play an important role in building the capacity of these multiplier institutions to serve women by providing them with IP awareness and education and fostering IP skills and gender considerations into their work. It is proposed that following IP and gender-related projects delivered by WIPO, the project team in partnership with the partner or beneficiary institution will develop follow-on materials for the institution to use to sustain, enhance and replicate subsequent projects – for example, a roadmap, guidelines, recommendations, best practices or checklists. These materials could also be made available internally to other project managers at WIPO as reference for future project design.

#### *Sustainable networking support*

As noted in a recent OECD study on women entrepreneurs, "For a variety of reasons, women entrepreneurs may not have access to the same supports and resources as men. Networking programmes can be a vital support. They need to be organized and co-ordinated, involve all relevant stakeholder groups and avail of appropriate platforms including digital platforms."<sup>8</sup> This observation is in line with lessons learned in delivering WIPO projects for women entrepreneurs. WIPO has a role to play in providing participants in WIPO entrepreneurship projects with sustained support and networking opportunities as the need for mentoring and advice on IP and commercialization lives beyond the initial project implementation. Options for providing a platform for sustainable networking could include WIPO establishing a new digital resource in-house, or building upon an existing internal platform. Alternatively, WIPO could consider collaborating with another organization that provides a networking platform for entrepreneurs, such as the International Trade Centre's (ITC) network of 13 SheTrades regional hubs<sup>9</sup> serving women entrepreneurs worldwide, to integrate WIPO's women entrepreneurship project participants and to provide IP and commercialization-related advice through the hubs.

## Outreach to girls

Research has shown that exposure to innovation during childhood through one's family or neighborhood is a significant causal effect and a critical determinant of a child's propensity to become an inventor.<sup>10</sup> Working with WIPO's Youth Engagement Facilitator, it is envisioned to explore new opportunities for WIPO's outreach to girls to inspire their interest in STEM, innovation and creation, and to build their awareness of the IP system and how it can support their endeavors. Partnering with organizations with expertise and existing reach to girls and educators, and exploring how to effectively customize WIPO's messages and educational capacity-building for the specific needs and interests of girls, will be key to engaging effectively with this audience.

## Monitoring and evaluation of IP and gender activities

As the organization looks toward refining and expanding its IP and gender activities to meet new requests for cooperation and assistance, it is an opportune moment to integrate monitoring and evaluation considerations into WIPO's next stage of efforts and activities.

Over the second half of 2022 and during 2023, the Internal Oversight Division (IOD) is conducting an impact evaluation of projects targeting women entrepreneurs, the results of which will offer recommendations regarding service delivery methods that can be considered organization-wide for such programs. It is proposed to convene a task force across relevant divisions including the Program Performance and Budget Division (PPBD), Human Resources Management Division, the IOD and interested substantive project implementers to develop guidelines for monitoring and evaluating IP and gender programs that can be integrated into the design and implementation of any new proposed programs. These guidelines could include, for example:

- Development of specific performance indicators to measure the long-term impact of activities;
- Development of appropriate mainstreaming indicators to ensure gender considerations are integrated into activities and work planning processes (e.g., could include clarification regarding the use of the current Gender Marker<sup>11</sup> and associated codes);
- Sample beneficiary needs assessments; and
- Considerations for measuring impact and/or changes before and after a policy intervention.

Monitoring and evaluation practices and guidelines could also be cross-shared with external stakeholders seeking guidance for measuring their own internal efforts.

*In order to achieve the implementation of the IPGAP initiatives, WIPO will enhance its internal and external collaboration and communications-targeted activities relating to IP and gender. These two enabling processes will provide a strong foundation for ensuring the IPGAP and its mission, vision and values are effectively established.*

## Foundation: Collaboration (internal and external)

### Collaboration activities

- **Internal IP and Gender Working Group**
- **Strategic partnering with Geneva missions, external organizations and small and medium enterprise (SME) intermediaries**
- **Women and IP Advisory Committee**

Around the world, there is growing interest in exploring how to encourage greater participation of underrepresented groups within countries' innovation and IP systems, and many governments are seeking to collaborate with WIPO and other international organizations to help with their efforts toward meeting the SDGs. In response to this, WIPO has been building up its own capacity and expertise in delivering programs and resources designed around IP and gender

considerations. To promote effective internal and external strategic collaboration on all IP and gender initiatives and partnerships, the following activities are envisioned:

#### *Internal cross-sectoral coordination*

A WIPO IP and Gender Working Group is proposed to serve as forum to support horizontal communication, coordination and alignment across all of WIPO's sectors. "Gender Focal Points" currently exist in many sectors/divisions, and have responsibilities linked to WIPO's Gender Policy Terms of Reference.<sup>12</sup> For the purpose of the IPGAP and the IP and Gender Working Group, sectors are encouraged to designate an IP and gender liaison who will track their division's activities related to IP and gender and participate in the Working Group. The Working Group will meet regularly to cross-share information with the overall goal of cultivating sustainable and replicable best practices through avoiding duplication, communicating experiences and lessons learned, and coordinating logistics. The IP and Gender Working Group will also aggregate internal data regarding WIPO's IP and gender activities in response to periodic reporting requirements (e.g., to the CDIP, UN-level reports).

#### *Establish strategic external partnerships*

To optimize our work with external actors and to develop and recommend global best practices and trends in the development of gender growth in IP, it is proposed that WIPO build upon its partnerships worldwide, with both the public and private sectors. To determine where WIPO has the most potential for strategic partnerships, an inventory should be developed of which IP offices, intergovernmental organizations, NGOs and associations have existing IP or innovation and gender programs that may fit with WIPO's own mission and vision to determine opportunities for engagement. WIPO's existing collaboration supporting women entrepreneurs with UN organizations such as the United Nations Conference on Trade and Development (UNCTAD), ITC or International Telecommunication Union (ITU) may offer models and opportunities for deepening already existing complementary work, as well as helping to catalyze positive IP and gender considerations into the work of our partners, particularly those with economic or science-related missions.

At the member state level, WIPO will also work directly with Geneva-based missions to build interest at a high political level and inspire IP and gender advocates who, in turn, can help galvanize national government-wide initiatives. Groups of ambassadors with an interest in supporting women in the IP and innovation ecosystem could be brought together for programs such as an introduction of WIPO's resources and activities and educational seminars, as well as highlighting exemplary women in IP from their countries and regions. WIPO will also explore broadening engagement with national entities intersecting with women and innovation and entrepreneurship. These could include SME intermediaries that advise and advocate for small business enterprises or trade promotion, incubators and training institutes for women entrepreneurs, ministries of education and culture, and other support institutions.

#### *Women and IP Advisory Committee*

To raise the profile of IP and gender externally, the creation of a Women and IP Advisory Committee is proposed as a forum for discussion and idea incubation. The Committee could help amplify WIPO's efforts, explore emerging issues, and offer strategic insight supporting the evolution of WIPO's IP and gender work. Committee members would rotate periodically to ensure diversity and would be comprised of, for example, high-level representatives from:

- IP offices and other economic-focused government agencies;
- Chambers of commerce;
- Associations for SMEs;
- Associations for IP professionals;
- Economists and researchers; and
- Entrepreneurs, innovators and creators, including from indigenous and local communities.

## Foundation: Customer-oriented communications

### Communications activities

- **Women and IP feature series**
- **Inspiring and educational web and social media presence**

The content of our communications will continue to evolve to strengthen the important narrative about the benefits and successes of a more inclusive IP community. Communications will highlight how women's involvement in IP contributes toward improving lives, including through increased employment and higher wages, as well as the society-wide benefits resulting from maximizing the totality of humanity's innovative and creative potential. The communications foundation supporting the IPGAP envisions an adaptable plan – in coordination with other communications strategies being implemented in-house – that will:

- Develop an audience map of women, girls and external stakeholders who will benefit from WIPO IP and gender communications;
- Explore the variety of channels most suitable for each audience to optimize reach;
- Determine the purpose for the communication – for example, highlighting new WIPO resources and tools, amplifying data reports regarding IP and gender, or advertising IP and gender-related programs;
- Map out the optimal timing for release of various communications over the planning period, taking into consideration important anchoring dates such as International Women's Day, World IP Day, the WIPO Assemblies or report publication dates; and
- Craft messages that effectively educate, influence and inspire action.

Building awareness and knowledge sharing of the resources and tools available to entrepreneurs, innovators and creators is integral to helping women in their entrepreneurial journeys and understanding of what the IP system has to offer and how it can play a positive role in their lives.

#### *Women and IP feature series*

Working with project managers, the Department for Economics and Data Analytics, and communications colleagues from across the Organization, it is proposed to develop a regular feature series within the *WIPO Magazine* showcasing exemplary stories about women using IP, as well as features on selected innovation and gender programs and initiatives and economics-focused research in the area. This new feature would promote broad engagement with WIPO stakeholders, provide an opportunity for WIPO to demonstrate its leadership on IP and gender, and amplify relevant initiatives supporting women in innovation.

#### *Web and social media plan*

In alignment with the current website redesign, it is proposed to consolidate and create a new one-stop portal for IP and gender on WIPO's website, containing relevant information and links such as:

- WIPO and other data and research efforts on women and IP;
- News about upcoming IP and gender-related events and programs;
- Links to member state information about national-level IP and gender efforts;
- Opportunities for WIPO Academy and other programs for women beneficiaries;
- A link to the women and IP feature series mentioned above; and
- Announcements of new initiatives.

To raise awareness about how women are using the IP system to benefit their lives, businesses and communities, the development of a catalog of stories of diverse exemplary women in IP and innovation is proposed that can be drawn from to create a new interactive space on WIPO's website featuring inspiring women in IP action around the world.

Success stories featuring innovative and creative women will continue to be regularly produced and featured on WIPO's social media platforms.

# Timeline

Implementation of the IPGAP commenced in late 2022 and will continue in parallel with the 2022 to 2026 MTSP. As noted, it is intended to be flexible and evolve to adapt to the needs of the Organization itself as well as the needs of our stakeholders and beneficiaries. The timeline below indicates anticipated kick-off of the IPGAP initiatives, with many beginning in Q4 2022 and the first half of 2023. Implementation of some initiatives may be strategically timed with events such as World IP Day, the WIPO Assemblies, a ministerial conference, International Women's Day or other critical dates.

**Table 1: Timeline for IPGAP initiatives**

| Activity  | Implementation kick-off (2022 to 2023)  |
|---|---|
| Database and toolkit of IP and gender-related legal provisions and model policies | Research began in Q3 2022 with WIPO legislative and policy advice teams                           |
| Development of IP and gender integration seminar package                          | Preparation began Q4 2022 with potential delivery 2023 General Assemblies                         |
| Coordinate data and research roundtable   | Discussion Q4 2022 to Q2 2023 with WIPO economics team  |
| Development of materials for sustainable IP and gender projects for external use  | Discussion of modality for compiling reference materials to begin Q1 to Q2 2023 with WIPO sectors |
| Sustainable networking support  | Consideration of possible options to begin Q1 2023  |
| Identify new opportunities for girls in STEM                                      | Outreach to and discussion with potential partners to begin Q1 2023                               |
| Development of monitoring and evaluation practices and guidelines                 | Discussion Q4 2022 to Q1 2023 with PPBD, IOD and other relevant sectors                           |
| Creation of internal IP and gender working group                                  | Discussion to begin in Q1 2023 with WIPO sectors  |
| Identification of strategic external partnerships                                 | Discussion began Q4 2022 with External Relations and potential partners                           |
| Creation of Women and IP Advisory Committee                                       | Discussion to begin in Q1 2023 with Senior Leadership Team  |
| First group of Geneva-based ambassadors' meeting                                  | Scheduled Q1 2023 with input from WIPO Diplomatic Engagement                                      |
| Comprehensive communications action plan  | Discussion Q4 2022 to Q2 2023 with WIPO Communications, News & Media, and Marketing divisions     |
| Creation of women and IP feature series in <i>WIPO Magazine</i>                   | Content to be developed starting Q1 2023  |
| Creation of web and social media plan to coincide with WIPO's website redesign    | To be discussed as a key piece of the communications action plan                                  |

# Risk management

**Resources:** An increase in demand from WIPO for IP and gender-related programs could put a strain on resources, which may require consideration of actions such as internal shifting of current workloads and responsibilities, pivoting toward training trainers and multipliers rather than women entrepreneurs directly, or enlisting IP and gender-focused fellows/interns.

**Expertise:** Expanding the types of services and programs we are delivering beyond our traditional customers will involve developing and deepening in-house knowledge and expertise through additional training and exposure, or adding such expertise by working with external contractors or partners (e.g., business entrepreneurship projects for women, IP/innovation education and curriculum design for girls/educators, regional mentorship network coordination).

**Strategically prioritizing collaboration:** Increased awareness of WIPO's work on IP and gender will result in greater demand for WIPO participation in partnerships, joint activities and collaborations in general. WIPO will need to consider how to prioritize the requests.

# Measuring outcomes

Increasing women's engagement in the IP system is a long-term endeavor, and one that needs to be pursued in conjunction with the overarching goal of supporting women's economic success. However, it may be possible to gauge WIPO's incremental progress in several ways in the short and intermediate term. For example:

**Table 2: Possible measurable outcomes of the IPGAP**

| Intermediate indicator  | Possible measurable outcomes  |
|---|---|
| Recognition of WIPO as a global driver of information and data regarding IP and gender  | Growth in invitations for speaking engagements, requests for formal and informal partnerships on IP and gender, citations to relevant WIPO reports and data, requests from member states for information and reporting and convening on IP and gender, media-related amplification of WIPO's communications on IP and gender. |
| Use of and satisfaction with materials created by WIPO relating to IP and gender issues | Increase in use of and reference to WIPO materials such as economic reports and statistics, committee reports, online discussion reports, website resources on IP and women, legislative provisions and policy options.   |
| Across-government engagement by member states on IP and gender initiatives              | Extension of WIPO's reach to and cooperation with relevant national institutions, including SME agencies, innovation ministries, trade agencies and other relevant government stakeholders, in addition to national IP offices and economic ministries.   |
| Growth in cooperative activities between WIPO and external partners on IP and gender    | Expansion of WIPO's work and expertise around IP and gender through already-established as well as new partnerships with IGOs, NGOs and the private sector to supplement and complement initiatives for women in IP, women entrepreneurs and girls in innovation.   |
| Increase in awareness resulting in country-level actions on IP and gender               | Rise in number of different countries participating in IP and gender-related discussions, requesting capacity-building and resources, or initiating new activities.   |



# Annex: How the IPGAP supports WIPO's MTSP

| IPGAP initiatives  | Associated expected result                    | MTSP strategic pillar addressed              |
|--|---|--|
| Strategic advice for member states – IP and gender integration               | 1.1<br>3.1<br>4.1<br>4.2<br>4.3<br>4.4        | Pillar 1<br>Pillar 3<br>Pillar 4             |
| Data collection and analysis   | 1.1<br>2.2<br>4.1<br>4.2<br>4.4               | Pillar 1<br>Pillar 2<br>Pillar 4             |
| Creating opportunities – piloting projects, capacity-building and networking | 1.1<br>2.4<br>3.1<br>4.1<br>4.4               | Pillar 1<br>Pillar 2<br>Pillar 3<br>Pillar 4 |
| Collaboration (internal and external)  | 1.1<br>2.4<br>3.1<br>4.1<br>4.2<br>4.4<br>5.1 | Pillar 1<br>Pillar 2<br>Pillar 3<br>Pillar 4 |
| Customer-oriented communications   | 1.1<br>2.4<br>3.1<br>4.3<br>4.4<br>5.1        | Pillar 1<br>Pillar 2<br>Pillar 3<br>Pillar 4 |

## MTSP expected results

1.1 More effective communication and engagement worldwide to raise awareness of and increase understanding about the potential of IP to improve the lives of everyone, everywhere

2.4 Effective interaction and partnerships with the UN, IGOs and NGOs in support of global goals to which IP can contribute

3.1 Wider and more effective use of WIPO's global IP systems, services, knowledge and data

4.1 More effective use of IP to support growth and development of all member states and their relevant regions and sub-regions, including through the mainstreaming of the Development Agenda recommendations

4.2 Development of balanced and effective IP, innovation and creative ecosystems in member states.

4.3 Increased IP knowledge and skills in all member states

4.4 More innovators, creators, SMEs, universities, research institutions and communities leverage IP successfully

5.1 A Secretariat that is empowered through a dynamic corporate culture and is provided with the right resources and training to work effectively, collaboratively and innovatively

## MTSP strategic pillars

Pillar 1: Reach out worldwide to explain the potential for IP to improve the lives of everyone, everywhere

Pillar 2: Bring people together and partner with stakeholders to shape the future of the global IP ecosystem

Pillar 3: Provide high-quality IP services, knowledge and data that deliver value to users around the world

Pillar 4: Support governments, enterprises, communities and individuals to use IP as a tool for growth and sustainable development

# Notes

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