

ICC Promoting a Positive Innovation Agenda

SPONSORSHIP OPPORTUNITY

Promoting a Positive Innovation Agenda

An ICC Commission on Intellectual Property Project

WHAT

Two-phased project lead by business, aims to steer national and international discussions towards a more positive approach to IP. This constructive approach will focus on sharing practical experience and realities on the ground, demonstrating and communicating the positive role of IP - and especially patent - protection in supporting innovation and technology development and diffusion. The project may be expanded to address other types of IP protection in the future.

1. REPORT

- Based on credible research and data, and backed by examples and case studies
- How technology development and transfer/diffusion is working in practice today, (e.g. cross border collaboration, innovation targeted at emerging markets, technologies being diffused through products/services using technology plus maintenance and use, etc)
- Identification of technology collaborations/partnerships and flows in and between countries at different stages of development, demonstrating that the divide often portrayed between developing and developed countries is too simplistic
- A description of some common types of technology transactions and how they can help the economy backed up by case studies in developing countries
- Elements of an enabling framework for technology development and collaboration

2. SPEAKER SERIES

- IP negotiators in Geneva rely heavily on civil society NGOs – which often have negative views on IP protection – for information and analysis on IP issues. There are few alternative sources of information, especially from industry.
- To provide such an alternative information source, a series of briefings for negotiators based in Geneva will be organised on themes related to technology development and diffusion, and the role of patents in innovation, to provide a channel for business to share its practical experience and perspectives with negotiators. As IP negotiators at WIPO meetings also come from relevant ministries in capitals, such briefings will also serve to provide information to national policy makers.



WHY

International discussions on the role of intellectual property in technology development and diffusion are often very theoretical and increasingly politicized. IP protection - especially through patents - is presented as more of an impediment than a positive tool for technology transfer and innovation.

These discussions inevitably have a negative effect on the evolution of the IP system, as evidenced by the blockage of WIPO initiatives to render the international system more efficient and effective (e.g. patent harmonisation, PCT discussions etc.) and by initiatives to weaken IP protection both internationally and in national discussions.

WHEN

The provisional time frame for the first phase (preparation of the report) is as follows

- | | |
|------|---|
| 2012 | September - December |
| | Raising financing; Collect tenders for study; Select consultant |
| 2013 | January – July |
| | Scoping study; finalise terms of reference; Drafting report; Layout – printing - launch |

A schedule for the speaker series will be defined in 2013.

AN OPPORTUNITY FOR EVERY GOAL

The project will be undertaken by the ICC Commission on Intellectual Property. It shall be directly overseen by a task force that will include representatives of sponsors/contributors as well as other interested commission members.

ICC is currently calling for companies to financially support the additional costs associated to this project, which include:

Report

- Drafting
- Production, printing and shipping
- Final publication and dissemination

Speaker Series

- Venue
- Accommodation and travel

**ICC invites your company to support this project
through a sponsorship fee of €10,000**

- A minimum of 4 sponsors are required to carry out the initial phase
- Sponsors may choose to contribute to the project at different rates

CONTACT

Luz A. Rodriguez / Global Partnerships Manager / +33 (0)1 49 53 28 42 / lrz@iccwbo.org