

Global Agenda Council on the Intellectual Property System 2012-2014



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IMPROVING THE STATE
OF THE WORLD



Understanding/Context

Science, technology, knowledge and creativity are critical to human progress. For the past 200 years, the global intellectual property (IP) system has encouraged creativity, ensured quality and rewarded invention. The global IP system is a long-term investment engine requiring long-term thinking to deliver long-term value. Despite its complexity, it is fundamental to human progress.

Shaping the Agenda

The Council is pursuing three key areas for progress: Vision 2030; IP and the Creative Economy; and IP for Humanity. The Council developed Vision 2030 to ensure that society continues to harness the benefits of the world's knowledge for generations to come. As part of this initiative, the Council has launched a research project on IP fundamentals to improve the rigour of research that is critical to policy-making in the IP arena. The Council has also completed a project highlighting the top 10 innovative national policy measures to promote intellectual property creation and its commercialization. The Council has progressed on a new project to make online IP education available to technical university students in specific economies around the world.

The Council has presented a video during global IP events and as teaching material at UCLA to stimulate broader support for the global IP system. It organized a workshop in Rio de Janeiro to see how the vision could be applied at the national level. To improve the IP system for creative content in a changing world, the Council defined a series of six megatrends that are shaping the creative economy and seven digital copyright principles. The Council has turned these items into a paper on managing rights in the global creative economy. The papers have been published and publicized by the Forum and in mainstream media.

The Council has worked on a number of projects to improve access to the benefits of IP for the “bottom of the pyramid”, including a survey of mechanisms that encourages IP rights holders to address humanitarian problems. The Council is also working on a pro bono IP project, soon to be launched in South Africa and Colombia. These projects aim to raise the profile of the potential for the IP system to play a critical role in social and economic development around the world.

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Over the coming year, the Council will develop an initiative focusing on unleashing innovation in the informal economy. It has also collaborated with the Global Agenda Council on Women's Empowerment to initiate work on understanding and addressing the gap in women's access to the IP system. It will continue to work closely with the Forum to integrate the insights generated by the Councils into different meetings, including the Annual Meeting 2014 in Davos Klosters.

Contact Information

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