

# Making IP Fun and Accessible





# What We Do.



## In a nutshell...

- WIPO's Youth Engagement work seeks to bridge the gap between intellectual property (IP) and the aspirations of young people, everywhere.
- We engage youth in the spaces that define their creativity and ambition - on digital platforms, in creative and innovative industries, or entrepreneurial ecosystems.
- Through edutainment, we break down the complexities of IP, transforming it from a technical concept into an accessible and relatable tool.
- Through country-specific projects, we provide youth with the knowledge and confidence to protect, scale, and share their creative and innovative works.





# Intellectual Property and Youth Empowerment Strategy (IP-YES)

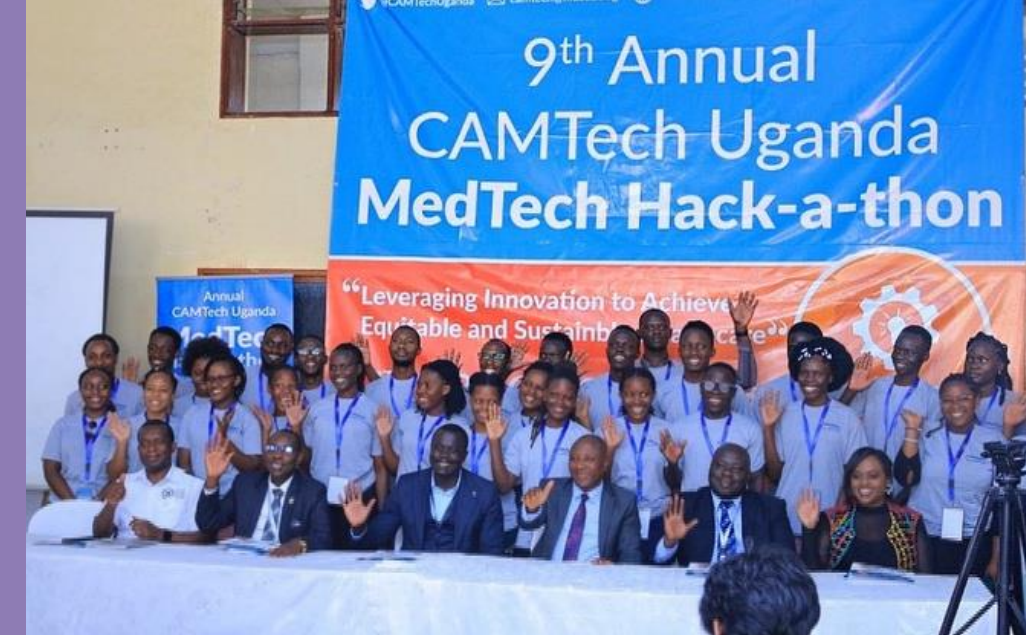


The IP-YES! strategy is built on three core pillars:

- Sparking Passion: Engage youth through relatable and exciting projects.
- Building Skills: Provide practical education on IP and its applications.
- Empowering Action: Enable youth to apply IP knowledge to real-world opportunities.

# AWARENESS RAISING

- Customized programs like IP Clubs bring IP awareness to local communities.
- WIPO's Pororo the Little Penguin animation series effectively introduces children to IP concepts through storytelling.
- The IP Youth Ambassador Program engages young role models to promote IP awareness.
- Outreach events promote the understanding of IP.
- Social media platforms like TikTok and Instagram are leveraged for targeted youth campaigns.
- Ensuring youth representation and participation in global policy dialogues.





# SKILLS DEVELOPMENT

## Education

- IP for Youth and Teachers Program

## Youth career programs

- Internships
- Fellowships
- Junior Project Officer
- Young Experts Program

# CAPACITY BUILDING

## Engagement with IP Offices

- Collaborating with national IP offices on impactful youth engagement projects.
- Sharing best practices and offering guidance to help member states foster youth-friendly IP initiatives.





# PROJECTS



**ASEAN Countries**

## **IP FOR YOUNG CONTENT CREATORS**

- TikTok Competition
- Branding Bootcamp at TikTok HQ in Singapore
- Capacity building on youth engagement for IP Offices.



**Tunisia**

## **TANIT YOUTH INNOVATION HUB**

- Comprehensive IP training for youth-led innovation activities.
- Training and certification of adult facilitators on teaching IP.



**Ecuador, Peru and Costa Rica**

## **IP BUSINESS BOOTCAMP FOR YOUNG MIGRANT ENTREPRENEURS**

- Supporting young migrant entrepreneurs with IP and business training.
- Inserting IP education in IOM Entrepreneurship Program.

# PROJECTS

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**Uganda**

## **GAMIFICATION OF IP EDUCATION FOR YOUTH**

- Creation of a board and card IP games designed to help African youth understand the role of IP in the broader innovation ecosystem.



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**International**

## **NFT GAME JAM FOR YOUNG GAME DEVELOPERS**

- 3-day marathon of game development designed to stretch the imagination of young game developers.
- IP training and mentorship sessions tailored for developers.



# WIPOS INAUGURAL IP MOOT COMPETITION

- A flagship initiative designed to immerse law students in the practice of IP law.
- This competition offers participants a platform to develop and showcase their legal research, writing, and oral advocacy skills in a simulated court environment.



## Current Status:

17 from universities worldwide are actively engaged in the ongoing competition.

Teams have recently submitted their written memorials and are preparing for the upcoming oral rounds scheduled for late February.

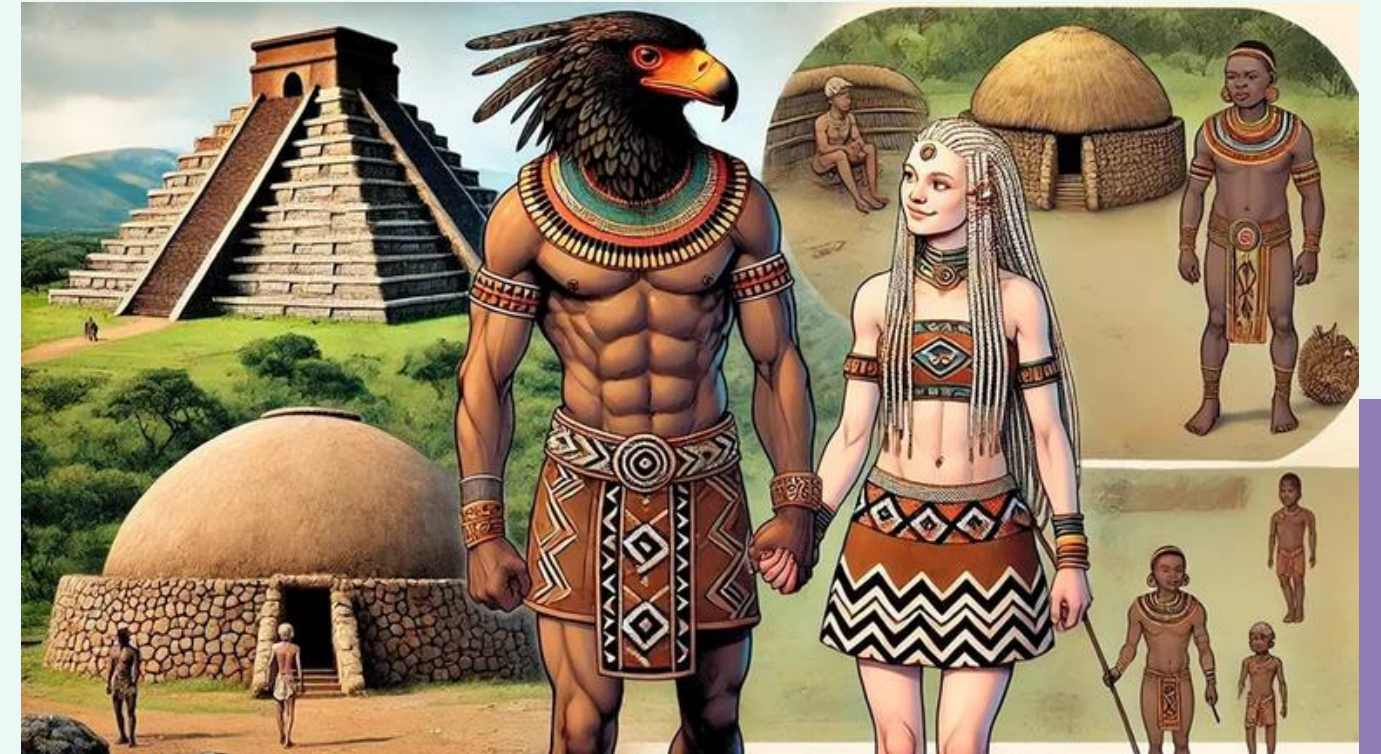


# MOOT PROBLEM FOCUS

The hypothetical case touches on contemporary challenges at the intersection of copyright law, cultural heritage, Non-Fungible Tokens (NFTs), and generative AI. Participants are tasked with navigating legal questions such as:

- The applicability of existing copyright laws to digital assets like NFTs;
- The protection of cultural heritage in the digital realm;
- The implications of generative AI on authorship and ownership rights.

This problem encourages students to critically analyze and propose solutions to issues that are at the forefront of IP law and enforcement today.





# WIPO's Role in Global Youth Advocacy

- Active participation in UN processes like the ECOSOC Youth Forum and the Implementation of the Pact of the Future that includes a Global Digital Compact and a Declaration on Future Generations.
- Ensuring youth representation in discussions on IP and sustainable development.
- Supporting meaningful youth participation in leadership and decision-making fora.





# IP FOR YOUTH WEBPAGE

News, IP success stories,  
Opportunities for youth and  
more.

**LINK:**



<https://www.wipo.int/youth-engagement/index.html>





