

PROGRAM 30 SMALL AND MEDIUM SIZED ENTERPRISES (SMEs)

PLANNING CONTEXT

30.1. The increasing globalization and the growth of a knowledge economy require innovation and effective IP management in all businesses, irrespective of their size and geographical location, in order to enhance competitiveness. Today, larger companies increasingly see IP as a strategic asset whereas the majority of micro, small and medium-sized enterprises (hereafter called SMEs) do not manage or exploit such assets. This involves not just administering the IP assets themselves, but also integrating IP into innovation strategies and business models.

30.2. The contribution of SMEs to economic and social development is significant since they provide almost 70 per cent of all jobs and represent over 90 per cent of enterprises in most countries generating worldwide around 40 to 50 per cent of GDP. But in spite of their economic importance, only a small proportion of IP applications filed worldwide originate from SMEs.

30.3. There continues to be many reasons for the low use of the IP system by SMEs: a lack of awareness of the importance of R&D and resulting innovation; insufficient capacity to manage IP assets strategically; lack of awareness of the IP system; and/or the perceived high cost and complexity of using the IP system. In addition, in a large number of countries, the absence of readily accessible IP information and effective SME support institutions pose challenges for reaching the expansive number of individual SMEs in a given country.

IMPLEMENTATION STRATEGIES

30.4. The Program will act as the dedicated central reference point within WIPO for SME related IP issues and will be guided by the DA Recommendations 1 and 11. It will ensure that a solid platform of SME related content is developed in order to guide the training and capacity building activities targeting primarily SMEs support institutions and other intermediaries being undertaken by the Regional Bureaus (Program 9), Certain Countries in Europe and Asia (Program 10) and the Distance Learning Programs in the WIPO Academy (Program 11). This will encompass the development of materials tailored to the needs of SMEs, available for localization, and identification of good practices (*inter alia* to be included in the *IpAdvantage database*) of using the IP system by SMEs to demonstrate the positive impact on economic benefit, employment and competitiveness. Opportunities for collaboration with other international organizations with dedicated SME support programs will also be explored in order to strengthen the development of relevant content. The training and capacity building activities will be based on the materials developed by this Program.

30.5. Furthermore, and in order to maximize the outreach directly to SMEs, the Program will continue updating the WIPO SME website and regularly issue the SME Newsletter.

30.6. Monitoring and assessment of WIPO's work on SMEs will receive particular attention in the biennium 2014/15 in line with WIPO's results-based management framework. Effective tools for collecting performance data on the performance indicators in all relevant Programs (9, ~~40 and 30~~ and 30) will be developed in close cooperation with those Programs. This will include the development of surveys to measure of the capacity building satisfaction ~~surveys to of~~ SME support institutions and ~~the~~ to tracking of services and IP information being provided to SMEs by such institutions.

MAJOR RISKS AND MITIGATION STRATEGIES

Risk(s) to the Program achieving its Results	Mitigation plans in place or under implementation
As a longer term risk, the SME support needs of developing and emerging regions may change, as the national IP systems become more mature. Failure to adjust content development to this change will result in diminished benefit for beneficiaries from the implementation of capacity building activities.	Close collaboration with Programs, 9 & 10 in particular, who know the specificities of their regions, in order that the content that will be developed continues to be relevant to the regional specific needs.
SMEs in some countries may continue to be unaware of the benefits of using the IP system, leading to lost opportunities for enhancing competitiveness and income generating opportunities.	Parallel work streams, firstly to focus on awareness-raising among SMEs of the benefits of using the IP system to enhance economic benefits through better competitiveness and secondly to encourage national governments to create or improve SME support structures.

RESULTS FRAMEWORK

Expected Results	Performance Indicators	Baselines	Targets
Increased understanding/ capacity of SMEs and SMEs support institutions to successfully use IP to support innovation and commercialization	No. of subscriptions to the SME Newsletter	tbd	tbd
	No. of downloads of topical SME material and guidelines	tbd	tbd
	No. of SME related case-studies accessed via the IpAdvantage and/or other relevant databases	tbd	tbd
	<u>% of participants in training programs targeting SME support institutions who express satisfaction with the content and organization of these events</u>	<u>tbd</u>	<u>tbd</u>
	<u>% of trained SMEs support institutions who provide information, support and advisory/consulting services on IP asset management</u>	<u>tbd</u>	<u>tbd</u>
	<u>No. of countries having established IP training programs for SMEs</u>	<u>tbd</u>	<u>tbd</u>

Proposed Program and Budget for 2014/15

RESOURCES FOR PROGRAM 30

30.7. The decrease in resources under this Program is due to: i) the decentralization of the capacity building activities targeting SMEs to ~~the Regional Bureaus and~~ Program 10 (Results III.6: Increased capacity of SMEs and II.2: Enhanced human resource capacities); ii) the continuation of the implementation of the TTO pilot project under the Regional Bureaus and Program 10 (Result IV.2: Enhanced access to and use of IP information); and iii) continuation of the work on innovation policies under the auspices of Program 16 (Result ~~III.V.2.4~~ Wider and better use of WIPO economic analysis in policy formulation National innovation and IP strategies).

Program 30: Resources by Result (in thousands of Swiss francs)

Expected Result No. and Description	2012/13 Approved Budget	2012/13 Budget after transfers	2014/15 Proposed Budget
III.1 National innovation and IP strategies and plans consistent with national development objectives	-	267	-
III.2 Enhanced human resource capacities able to deal with the broad range of requirements for the effective use of IP for development in developing countries, LDCs and countries with economies in transition	2'433	1'794	-
III.6 Increased capacity of SMEs to successfully use IP to support innovation	5'253	4'547	3'841
IV.2 Enhanced access to, and use of, IP information by IP institutions and the public to promote innovation and creativity	3'207	2'574	-
VII.2 IP-based platforms and tools are used for knowledge transfer, technology adaption and diffusion from developed to developing countries, particularly least developed countries, to address global challenges	368	634	-
Total	11'261	9'816	3'841

Note: The 2012/13 Approved Budget and Budget after transfers by Expected Result have been restated to reflect the proposed Organizational Results Framework for 2014/15.

Program 30: Resources by Object of Expenditure
(in thousands of Swiss francs)

	2012/13 Approved Budget	2012/13 Budget after transfers	2014/15 Proposed Budget	Difference from 2012/13 Budget after transfers	
				Amount	%
A. Personnel Resources					
Posts	5'689	4'697	2'871	(1'826)	-38.9%
Temporary Staff	1'877	1'310	--	(1'310)	-100.0%
Other Staff Costs	--	--	--	--	n/a
Total, A	7'567	6'007	2'871	(3'136)	-52.2%
B. Non-personnel Resources					
Interns and WIPO Fellowships					
Interns	--	--	--	--	n/a
WIPO Fellow ships	--	--	--	--	n/a
<i>Sub-total</i>	--	--	--	--	n/a
Travel and Fellowships					
Staff Missions	750	883	165	(718)	-81.3%
Third-party Travel	744	1'345	320	(1'025)	-76.2%
Course Fellow ships	200	--	5	5	n/a
<i>Sub-total</i>	1'694	2'228	490	(1'738)	-78.0%
Contractual Services					
Conferences	325	190	45	(145)	-76.4%
Publishing	535	190	--	(190)	-100.0%
Individual Contractual Services	881	1'074	235	(839)	-78.1%
Other Contractual Services	191	38	200	162	420.5%
<i>Sub-total</i>	1'932	1'493	480	(1'013)	-67.8%
Operating Expenses					
Premises & Maintenance	--	--	--	--	n/a
Communication	16	11	--	(11)	-100.0%
Representation	5	4	--	(4)	-100.0%
Admin & Bank Charges	--	--	--	--	n/a
UN Joint Services	--	--	--	--	n/a
<i>Sub-total</i>	21	15	--	(15)	-100.0%
Equipment and Supplies					
Furniture & Equipment	21	40	--	(40)	-100.0%
Supplies & Materials	26	34	--	(34)	-100.0%
<i>Sub-total</i>	47	74	--	(74)	-100.0%
Total, B	3'694	3'810	970	(2'840)	-74.5%
TOTAL	11'261	9'816	3'841	(5'976)	-60.9%
POSTS	14	12	7	(5)	-41.7%

Notes:

- (1) 2012/13 Approved Budget and Budget after transfers are restated based on the proposed 2014/15 cost category structure.
- (2) Budget after transfers reflects the adjusted budget of Programs, following transfers during 2012/13 in line with Financial Regulation 5.5. For additional details on the 2012/13 Budget after Transfers, please refer to the Table in Annex I (Budget after Transfers by Program) of this document and document WO/PBC/20/2 (Program Performance Report for 2012). Personnel costs for the 2012/13 Budget after transfers represent actual expenditures incurred up to March 31, 2013 and budgeted amounts, based on standard costs, for the remaining nine months of 2013.
- (3) For further details on posts for the Program please refer to the Table in Annex II.