**TEMPLATE FOR REPORTING ON RECENT INITIATIVES ON SPORT FOR DEVELOPMENT AND PEACE**

***IP and Sports***

***Task:*** *Provide a summary of the initiative, including a brief overview, proposed/actual outcomes and an assessment of any lessons learned and the way forward.*

Develop strategies for raising awareness on the role that Intellectual Property (IP) plays into sports, as well as providing capacity building and mentoring to Member States, athletes and startups on the sports field in order to foster sports industries.

These strategies include adding IP to sports education, via specific courses on IP and Sports, assisting different stakeholders for relying on IP to unlock the potential that the sport and e-sport industries have, and creating widely available reference materials and publications that could also be used as tools by the participants in the sports industry.

***Timeframe:*** *Please only include initiatives that fall within the reporting timeframe of January 2022 – February 2024*

Period under review - June 2023 – February 2024

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| **Please provide more details on each initiative including items below:** | | |
| **Objective(s):** | *Please indicate which, if any, of the following fall among the main objectives of the initiative:*  Objectives 2, 4 and 8 | |
| 1. Ensuring no one is left behind (advancing empowerment, inclusiveness and equality through sport) | 1. Eradicating poverty and promoting prosperity |
| 1. Leveraging sports events to promote action to combat climate change, advance peace and/or sustainable development | 1. Conflict prevention/peace building |
| 1. Research development, data collection and/or data dissemination | 1. Safely harnessing sport for sustainable development, peace and wellbeing in the context of the COVID-19 pandemic, including through the use of technology |
| 1. Reinforce the 2030 Agenda and eradicate poverty in times of multiple crises, leading to the effective delivery of sustainable, resilient, and innovative solutions | 1. Safeguarding sport from corruption and crime |
| 1. Strengthened global framework on sport for development and peace | 1. Other (please specify) |
| **Situation** | *What is the challenge or problem that the initiative aims to address?*   * Scarcity of learning materials on Intellectual Property (IP) and Sports. * Lack of awareness by the public of the link/relation that IP has with sports. More specifically, the limited knowledge of managing IP assets by athletes, sport administrators, sport academies, training centers, sport industry stakeholders. * Many countries have a limited analysis and development of the role of IP in fostering sports industries and related industries and MSMEs that can contribute to the national economy. * Lack of awareness and policy tools dealing with the IP within the sports industries and how they could foster development at the local level. This also includes solutions to disputes related to IP in the sport industry. * Lack of knowledge about the already established E-Sports industry and the potential unlocked benefits this new industry could generate at the national level, including creation of jobs and economic development. | |
| **Implementation mechanisms:** | *What are the means/processes of implementation of the initiative?*  - Make available to the general public online courses on IP and Sports to be hosted at WIPO e-learning platform.  - Development of pilot projects with national governments  - Preparation of publications and materials that are easy-to-read from professionals within the sports industry  *What are the main deliverables/activities involved?*   * IP and Sports online course * National policy roadmaps on IP and Sports * WIPO publication on IP and E-sport * Provision of Dispute resolution services on IP ad sport related issues through WIPO Mediation and Arbitration Center   *What is the time frame of implementation?*  June 2023 – February 2024 | |
| **Target Audience(s):** | *Who are the beneficiaries of the proposed/implemented initiative?*   * Athletes and e-athletes * Sport enthusiasts * Sports fans * Sports teams and academies * Government Ministries and Agencies with competencies related to IP and/or sports * Video game developers, e-athletes, e-sports tournament organizers * Sports Startups and Entrepreneurs | |
| **Partners/Funding:** | *Who are the main organizations/entities involved in the initiative and what are their roles?*  WIPO has signed Cooperation Agreements in 2023 with The International Trade Center (ITC) and the International Olympic Committee (IOC) aimed at achieving the objectives of the IP and Sports’ projects.  *What are the main sources of funding of the initiative?*  WIPO funding; some projects will be done with partners who bring their own funding. | |
| **SDG Alignment:** | *To what SDG goal/target/indicator is this initiative targeted?*  3 – Good Health and Well-Being  4 – Quality Education  8 – Decent Work and Economic Growth  9 – Industry, Innovation and Infrastructure  *Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.*  The role of sports and physical activity for achieving the SDGs. | |
| **Alignment with global frameworks:** | *How does this initiative align with/contribute to the objectives of the* [*Kazan Action Plan*](https://en.unesco.org/mineps6/kazan-action-plan)*,* [*WHO Global Action Plan on Physical Activity*](https://apps.who.int/iris/bitstream/handle/10665/272722/9789241514187-eng.pdf) *or other related internationally agreed frameworks on sport and/or physical activity?*  It aligns with the Kazan Action Plan as the IP and Sports initiatives would contribute with developing common indicators for measuring the contribution of sport to prioritized SDGs and targets, and with the WHO Global Action Plan on Physical Activity as WIPO’s projects also aim to promote development-oriented policies that support entrepreneurship, creativity and innovation, as well as sustainable growth of sports industries. | |
| **Alignment with United Nations Action Plan on SDP:** | *Which of the four thematic areas of the* [*UN Action Plan on Sport for Development and Peace*](https://www.un.org/development/desa/dspd/wp-content/uploads/sites/22/2018/06/14.pdf) *is this initiative designed to align?*  2. Policy development  *To which action area(s) of the Plan is this initiative designed to contribute?*  (a) support the systematic integration and mainstreaming of sport for development and peace into the development sector and into international, national and subnational development plans and policies. | |
| **Outcomes:** | *What are the expected/actual outcomes of the initiative?*   * IP and Sports Courses * National strategy roadmaps and scoping studies * Communications materials * Publications on IP and Sports * Global events on IP, Sports and e-Sports | |
| **Mechanism for monitoring and evaluating implementation:** | *What are the mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative?*  Process, compliance, results, context, financial, and beneficiary monitoring mechanisms.  *What specific monitoring and evaluation tools are involved?*  KPIs | |
| **Challenges/Lessons learned** | *What have been/were the main challenges to implementation?*   * Market difficulties related to the lack of audiences and revenue streams, given the size of the sports market at the national level. * Not finding a suitable partner to cooperate with * Lack of concrete actions that the government could undertake to foster local e-sport. * Change in states/governments administration   *What lessons learned have been/can be utilized in the planning of future initiatives?*  Yet to be defined. | |