02/06/2023 Events

The World Intellectual Property Organization (WIPO) team invites you to participate in the campaign dedicated to World Intellectual Property Day 2023 by recording a short video message encouraging women inventors, creators, and entrepreneurs to inform themselves and be part of the intellectual property (IP) system.

The videos will be exhibited in the World Intellectual Property Day Gallery for viewing by the general public.

**Tips to keep in mind when recording your video:**

- The duration should be between 40-90 seconds;
- The camera should be in a horizontal position, so that the image you are capturing is wider;
- Format (16:9) - to record a video in 16:9 format, make sure the camera is set to record in this format, and then start recording video;
- Keep the camera still and with sufficient lighting and sound when recording video.

Use one of the following campaign languages: Arabic, Chinese, English, French, Japanese, Portuguese, Russian, or Spanish. If you use a language other than English, you need to submit an additional English transcript with time codes.

**Participation procedure:**

- Please express your interest in participating in this project and send the video message by email to: worldipday@wipo.int [1] by March 1, 2023.
- The World IP Day team will include relevant translations and the official #WorldIPDay hashtag in the video.

**Key messages:**

See below for a template for your message to answer a series of questions, as follows:

1. The greeting;

2. Name, position, name of your institution or company;

3. The theme of this year's World Intellectual Property Day campaign is: *Women and IP: Accelerating Innovation and Creativity*.

4. Why is it important to encourage more women to engage and participate in innovation, creativity and the IP system?

5. How can women benefit from the IP system and what are the benefits of a more diverse intellectual property ecosystem for the economy and society at large?

6. A call to action: e.g. *I encourage women of all ages to join this year's World IP Day campaign and find out how the intellectual property system can support their ambitions and goals*.

We remind you that on April 26, WIPO Member States celebrate World Intellectual Property Day, to pay tribute to the contribution that intellectual property brings to innovation and creativity. This year, we celebrate women inventors, creators and entrepreneurs around the world and their work. Women and IP: Accelerating Innovation and Creativity is the theme of World Intellectual Property Day 2023.


[2]

**Source URL:** https://www.agepi.md/en/news/world-ip-day-send-video-messages-inspire-women-join-ip-system