



VIII IP Culture Building and Awareness Enhancement



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01 IP culture cultivation

1.1 The National IP Publicity Week activities

The 2021 National IP Publicity Week activities were held under the theme of “Enhancing Intellectual Property Protection Comprehensively, Striving to Build the New Development Paradigm”. Thousands of themed publicity events were launched nationwide by 20 central government organizations, such as press conferences, IP knowledge competitions, lectures and workshops, creating an enabling environment for the transmission of IP culture. At the main event of 2021 IP Publicity Week activities, State Councilor Wang Yong delivered a

keynote speech. A press conference was held under the theme of “Implementing the Outline of the 14th Five-Year Plan (2021-2025) and Accelerating the Building of China’s Competitiveness with Intellectual Property”. The white paper *Intellectual Property Protection in China 2020* was published. CNIPA Open Day activities were launched hybridly in 10 cities nationwide, and the Salon for Innovation and High-Quality Development of Intellectual Property was held online.



The Main Event of the 2021 National IP Publicity Week Activities



Posters of the 2021 National IP Publicity Week Activities



CNIPA Open Day

1.2 The Intellectual Property Service Tour campaign

The "Intellectual Property Service Tour" campaign is launched in April every year and last for half a year. In 2021, the campaign was held under the theme of "IP services reaching out to the grass roots to support high-quality economic development".

The 2021 campaign was targeted at

- Creating job opportunities and encouraging start-ups in the IP service industry
- Supporting rural revitalization with GIs
- Bringing IP pledge financing services into industrial parks to benefit enterprises
- Promoting transfer and commercialization of IP
- Benefiting and supporting enterprises with IP

02 Exploring new channels to enhance IP awareness

2.1 “New Media+” makes IP full of sound and colour

In 2021, CNIPA integrated the new media into dissemination of IP culture, including WeChat, Weibo, TikTok, and Twitter platforms.

During the 2021 National IP Publicity Week, Sa Beining, a famous anchorman of China Central Television (CCTV), was invited to CNIPA to make a video interview titled *Approaching IP with Sa*, presenting China’s achievements in the IP field and introducing patent

examination procedures to the public. In cooperation with the “China Story” app of Xinhua News Agency, CNIPA produced the *GI Stories on the Dining Table*¹, a short animation in English which received millions of views overseas on Twitter. CNIPA initiated discussions on the topic “IP Creates a Better Life” at TikTok. Discussions were also initiated at Weibo on hotspot topics in the IP field, which greatly raised the awareness and participation of the public in IP issues.



GI Stories on the Dining Table

2.2 Launch of CNIPA Twitter account

In April, CNIPA created a Twitter account “@IPRinCN”, as a new step in connecting and serving innovators worldwide. As of the end of 2021, 80 articles were

posted at the Twitter account, which attracted more than 2 million views overseas and a total of 88,000 interactions.



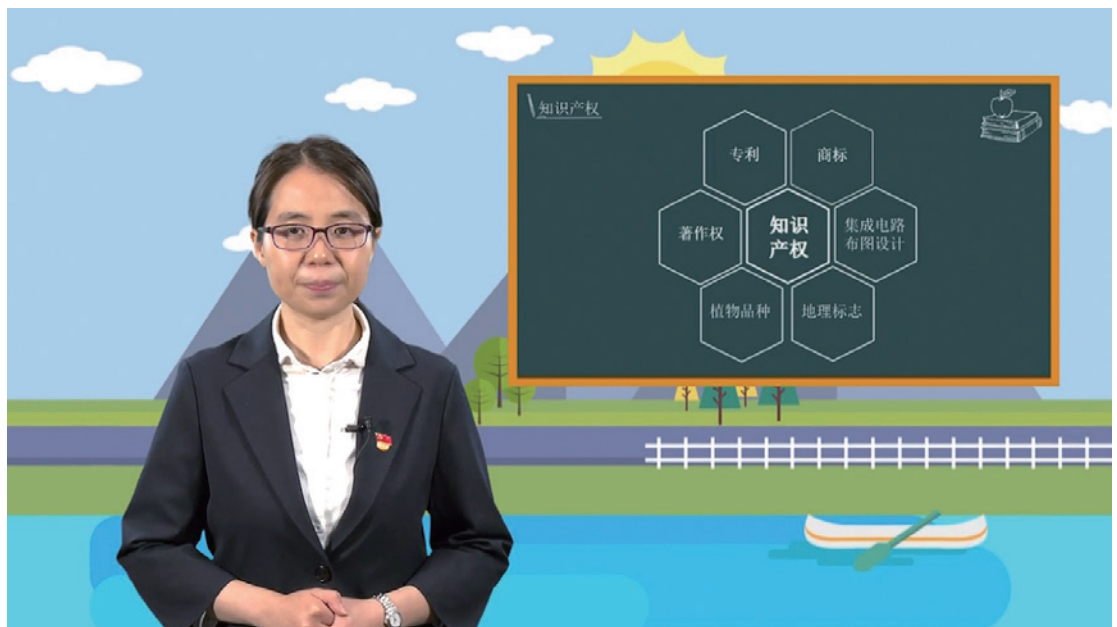
1. https://english.cnipa.gov.cn/art/2021/4/27/art_2609_158917.html.

03 Creating an enabling environment to nurture IP talents

3.1 “Young Innovators”: IP education entered schools

Tailored for students of different ages, the “Young Innovators” program offered various IP curricula for primary and secondary school students. In the past

5 years, the program was carried out in primary and secondary schools in Beijing, Henan, Fujian, Sichuan and other provincial regions.



The “Young Innovators” program offering IP public courses for primary and secondary school students

3.2 IP Outreach to Campuses: IP awareness promotion in universities

CNIPA carried out the “IP Outreach to Campuses” program to promote IP publicity and education among university students. In recent years, the program gradually extended to more than 200 colleges and universities in Beijing, Shanghai, Guangdong, Zhejiang, Jiangsu, Yunnan, and Xinjiang and other provincial

regions. The “IP Outreach to Campuses” program has been recognized as a signature project of CNIPA in providing IP services for innovators. CNIPA signed cooperative agreements for this program with Tsinghua University, Tianjin University, Zhengzhou University and other universities.

3.3 IP training and education for talents in CNIPA

In 2021, training sessions were held for medium-level and high-level IP talents as planned.

In terms of the training of leading and high-level professionals, CNIPA organized intensive training sessions in cooperation with renowned universities such as Peking University and Renmin University of China, focusing on hotspot issues such as IP protection and high-quality IP development. Live training sessions were held for the first time on the

Outline of the 14th Five-Year Plan (2021-2025) for National Economic and Social Development and the Long-Range Objectives Through the Year 2035. 5 special training courses was organized throughout the year for more than 540 participants.

In terms of the training of backbone professionals, 4 training sessions were held for 385 participants in total, with on-site teaching at innovation entities organized in addition to lectures.

3.4 Foreign-related IP training

The number of foreign-related trainers in CNIPA reached 114, with 16 newly accredited in 2021. CNIPA held training sessions for 35 foreign-related trainers to improve their professional proficiency. 13 foreign-related trainers were appointed to 4 online

training sessions, including the 2021 "Belt and Road" Training Seminar on Intellectual Property and the training workshop for examiners of the GCC Patent Office.

3.5 Distance education

The "IP Distance Education in China" App was launched. 980 online sessions were held at the IP distance education platform of China Intellectual Property Training Center (CIPTC) for over 240,000 participants.

In addition, 2 sessions of WIPO online course in Chinese were held, with 20,100 participants; distance education and training sessions were held for 160 trainees from more than 30 countries, regions and organizations.

04 IP education for poverty alleviation: tapping the potential value of IP

Better access to education is central to poverty alleviation. Providing children in underprivileged areas with the access to quality education is a major goal of poverty alleviation and an essential move to cut off the chain of inter-generational poverty. Since 2019, the "IP Outreach to Schools" program has been implemented

in Chongli District of Zhangjiakou City in Hebei Province, Sangzhi County of Hunan Province, etc. 6 IP lectures was held for children in underprivileged areas to enlighten them with the idea of respecting knowledge and innovation, and encourage them to strive for a better life and revitalize their hometowns with knowledge.

05 Green office campaign in CNIPA

In the context of intensive discussions on carbon peak and neutrality nationwide, CNIPA made multiple efforts in creating a green office.



Dining

In 2021, according to the related requirements, CNIPA made full use of information technology to optimize control and management on procurement. With the "Canteen Catalogue" management system and the comprehensive digital canteen management platform, the average consumption of meals was analyzed with quantitative methods to accurately measure the amount of food ingredients needed to be used and purchased. Besides, a new set of kitchen waste treatment equipment was adopted in practicing resource recycling and sustainable development.



Office automation

CNIPA promoted paperless working procedures and online office operation.



Recycling

CNIPA recycled idle assets and abandoned assets via the Public Warehouse Platform for Central Administrative Organizations and Public Institutions.



Transport

CNIPA advocated the idea of green transport, and encouraged employees to adopt low-carbon commuting options, such as taking public transport on Monday, Wednesday and Friday. Fuel consumption was checked for every official vehicle, and new energy vehicles were given priority in the related government procurement.



Electricity and water consumption

CNIPA implemented stricter management mechanism on electricity consumption and enabled overall electricity saving through technical means. It also stressed waster preservation and conducted water consumption balance tests.