

INNOVATION FOR ALL

2.1

2.1 Develop an Intellectual Property Roadmap

Overview

Compiled by ICC's Commission on Intellectual Property (IP), leaning on the expertise of IP experts around the world, the roadmap is a vital tool for any professional looking for a snapshot of the intellectual property landscape.

Context

Authored by more than 240 IP experts from around the world, the IP Roadmap is available in Arabic, Chinese, French, German, Portuguese, Russian, Spanish, Turkish and other languages.

It is a reference tool which provides a concise overview of current key and emerging IP issues for business, policy making and legal communities.

While IP has long been used by businesses to increase their competitiveness in the commercialisation of goods and services, there is growing recognition that IP is a valuable asset

in itself that can bring in revenues, improve balance sheets, increase stock value, or be used as collateral. The market for trading in IP is growing and becoming ever more inventive.

Desired outcomes

The 2020 Roadmap will examine how the IP system has evolved since 2017 to get the most benefit out of technological advancements. It will demonstrate how businesses can best leverage technology and innovation for societal benefit and ensure that such benefits are available to all. Update to chapters and the sections on valuation and monetisation of IP assets, patents and standards, designs, trademark restrictions on packaging, domain names, plant varieties, information products, sustainable development, climate change, innovation and competition are expected.

Desired impact

The Roadmap will be promoted extensively in order to reach as wide an audience as possible. It will particularly reach professionals, chamber leaders and national committees.

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2.2 Develop global principles on ethical use of Artificial Intelligence

Overview

ICC will develop a set of principles that will help business create and promote artificial intelligence (AI)—technology that is innovative, trustworthy and human-centric.

Context

AI's economic impact holds challenges surrounding the role of humans, transparency and inclusivity.

To harness the benefits and mitigate challenges, governments, businesses, intergovernmental, multistakeholder and business-led organisations are working with ICC to review and consider guiding principles and standards for AI development.

There is a need for a unifying voice to create a policy environment at the international level to foster trust in and adoption of AI.

Desired outcomes

A set of business principles on responsible and human centric development and deployment of AI.

This output seeks to

- Gather and review existing principles on AI and distil commonalities in a short report.
- Bring to the table and gather perspectives from actors just starting out in this space, especially developing countries and SMEs.
- Demonstrate, through case studies, how businesses already active in the field of AI are implementing (some of) the principles and make recommendations for how they can be implemented more widely.
- Advocate and mobilise global support for the principles, among businesses and governments.

Desired impact

AI is perceived as a great transformer for both developed and developing economies. It promises to enhance decision-making processes through the knowledge gained, through the application of analytics and machine learning, to the data available.

Timeframe and key milestones:

March 2020: Launch of the report
2020—2021: Advocacy

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2.4 Adapt IP protection system to a digital world

Overview

Protection of intellectual property encourages the production and dissemination of knowledge and a wide range of quality goods and services.

Context

Almost everyone in society is a user and potential creator of intellectual property. Its protection, through a system of national and international rules, called intellectual property rights, is necessary to provide incentives and financing for innovation and creation, which in turn lead to economic, cultural and social progress.

Software-based innovation and the growth in artificial intelligence-related technologies has led to a strong growth in devices connected to the Internet, in both professional and personal environments.

Desired outcomes

The modernisation of IP protection systems to cater for the specificities of digital content and artificially generated content will not only improve protection for this growing area of innovation and creation, but also pave the way for the protection of future generations of digital designs and content.

Desired impact

In the digital age, where there is a lack of the presence of physical assets, protection needs to exist for systems, data and knowledge. The protection of these is far less tangible, however it is important since every business on the internet has intangible assets. These bring great value to the world of business but at the same time it is a significant challenge to protect them. In order to ensure that innovation in this area is shared, the protections must be in place to allow for wider society to benefit.

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2.7 Develop policies on data ownership use and flows

Overview

The flow of digital information has proven to be a key driver of economic development and job creation, especially in developing economies.

Context

Data is becoming increasingly valuable for business and whilst there has been much discussion and several policy initiatives relating to the privacy and localisation of data, there has been much less discussion relating to the value of data, its “ownership”, control, use and transfer.

Desired outcomes

ICC has already undertaken a considerable amount of work in the areas of data privacy and localisation through its Commission on the Digital Economy. The data mapping exercise will further expand upon this work.

ICC will produce guidance for companies on the existing policy and legal landscape governing access, ownership, control and transfer of data.

Desired impact

To produce new policy in this area in order to safeguard business against cybercrime, reducing the cost to global economy.

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TRADE AND INVESTMENT

5.11

5.11 Design a package of model contracts for start-ups

Overview

ICC has a robust series of well-respected model contracts, drafted by global experts with a view to producing balanced models for use internationally.

Context

International start-ups don't always have the resources or foresight to think through important foundational elements as they establish their initial businesses.

Providing them with a suite of balanced, internationally relevant model contracts addressing the major legal issues typically faced by start-ups will help them to create a strong foundation, consider key issues they may not have thought of and prevent problems down the road.

ICC's track record of producing models and its global expert network make it uniquely suited to the task.

Desired outcomes

In line with ICC's mission to make business work for everyone, every day, everywhere, this project will help smaller players around the world enter the international trade arena well equipped to compete, with ICC acting as a knowledge solutions provider.

Desired impact

Small entrepreneurs around the world are supported to join the global trading system.

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TRADE AND INVESTMENT

5.15

5.15 Create a platform on space commerce

Overview

As the role of the private sector grows in the various arenas related to the commercialisation of space, a platform for involved global business becomes increasingly necessary.

Context

Commercial spending in space is on track to outpace spending by other constituencies.

ICC has a vital, first-mover role to play in developing policy, tools and services for business related to the commercialisation of space.

The policy environment is nascent, and business should have a voice in shaping an enabling environment for innovation, public-private partnerships and the like.

ICC's unique federating ability, its global presence, and strong track record of developing tools for business and other stakeholders makes it a natural home for such an initiative.

ICC would have a first-mover advantage in framing debates, shaping issues and developing guidelines and principles related to this important and future-looking sector.

Desired outcomes

This project is still in the scoping stage, however possible areas of work include:

- Platform for multistakeholder discussions in service of developing business codes and tools
- Voluntary codes, guidelines, Incoterms® rules for space
- Arbitration of commercial space disputes
- Ownership and exploitation of resources gathered in space
- Specialised space-related financing
- Transfer of space assets, space debris, space tourism, advertising, biotech/pharma, 3D printing, etc.

Desired impact

To provide a platform for outer-space-related businesses to discuss and identify issues of concern.

To tackle such issues through the development of tools and services.

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