

Intellectual Property Policy and Strategy of The Gambia

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Definition of Concepts

In this National Intellectual Property Policy and Strategy, unless the context otherwise requires:

Collecting society means association that administers copyright and related rights, collects royalty from users and distribute to copyright and related rights holders that are members of the society.

Copyright is a set of rights over creative works that includes literary and artistic works such as novels, poems and plays, films, musical works, artistic works such as drawings, paintings, photographs and sculptures, and architectural designs.

Expressions of Folklore are any forms, whether tangible or intangible, in which traditional culture and knowledge are expressed, appear or are manifested, and comprise the following forms of expressions or combinations thereof:

- i. verbal expressions, such as but not limited to stories, epics, legends, poetry, riddles and other narratives; words, signs, names, and symbols;
- ii. musical expressions, such as but not limited to songs and instrumental music;
- iii. expressions by movement, such as but not limited to dances, plays, rituals and other performances; whether or not reduced to a material form; and
- iv. tangible expressions, such as productions of art drawings, designs, paintings (including body-painting), carvings, sculptures, pottery, terracotta, mosaic, woodwork, metal ware, jewelry, basketry, needlework, textiles, glassware, carpets, costumes; handicrafts; musical instruments; and architectural forms

Geographical indication is a sign that identifies a good as originating in the territory of a country; or a region or locality in that territory, where a given quality, reputation or other characteristics of the good is essentially attributable to its geographical origin.

Genetic Resources means any material of plant, animal, microbial or other origin containing functional units of heredity of actual or potential value.

Industrial design is the ornamental or aesthetic aspect of an article. The design may be a three-dimensional form such as shape or two dimensional such as composition of lines or colors, which gives a special appearance to a product of industry or handicraft and can serve as a pattern for a product of industry or handicraft.

Intellectual property refers to creations of the human mind: inventions, literary and artistic works, and symbols, names, images and designs used in commerce.

Intellectual Property System consists of policies, laws and institutions governing intellectual property.

Invention is an idea of an inventor, which permits in practice the solution to a specific problem in the field of technology. An invention may be a product or a process.

Innovation is the development of new ideas or inventions into products or services.

Integrated circuit means a product in its final form or intermediate form, in which the elements, at least one of which is an active element, and some or all the inter-connections are integrally formed in and/or on a piece of material and which is intended to perform an electronic function.

Lay out-designs means the three-dimensional disposition, however expressed, of the elements of an integrated circuit, at least one of which element is active, and some or all the interconnections of an integrated circuit, or such a three-dimensional disposition prepared for an integrated circuit intended for manufacture.

Patent is a title granted to protect an invention, issued, upon application and subject to meeting legal criteria, by a competent authority.

Performer means actor, singer, musician, dancer, and other person who act, sing, play in, or perform literary and artistic work

Plant Variety is a plant grouping within a single botanical taxon of the lowest known rank which can be defined by the expression of the characteristics resulting from a given genotype or combination of genotypes; distinguished from any other plant grouping by the expression of at least one of the said characteristics; and considered as a unit with regard to its suitability for being propagated unchanged.

Producer means a person that undertakes the initiative and responsibility for the making of audio-visual works.

Related Rights are rights related to copyright and include those of performing artists in their performances, producers of phonograms in their recordings, and those of broadcasters in their radio and television programs.

Technology Transfer is the transfer of systematic knowledge or acquisition of foreign technology for the production of a product or the application or improvement of a process or for the rendering of services including management and marketing technologies to meet the needs of the recipient.

Traditional knowledge refers to any knowledge originating from a local or traditional community that is the result of intellectual activity and insight in a traditional context, including know-how, skills, innovations, practices and learning, where the knowledge is embodied in the traditional lifestyle of a community, or contained in the codified knowledge systems passed on from one generation to another. The term shall not be limited to a specific technical field, and may include agricultural, environmental or medical knowledge, and knowledge associated with genetic resources.

Unfair Competition is any act of competition contrary to honest business practices.

Abbreviations

ARDI-Access to Research for Development and Innovation
 ARIPO- African Regional Intellectual Property Organization
 ASPI-Access to Scientific Publication and Information
 CSG-Collecting Society of The Gambia
 IP- Intellectual Property
 IPAs- Intellectual Property Assets
 IPDP- Intellectual Property Development Plan
 IPMU-Intellectual Property Management Units
 IPO-Intellectual Property Office
 IPRs- Intellectual Property Rights
 IPS-Intellectual Property System
 GADHOH-Gambia Association of Deaf and Hard Of Hearing
 GDP-Gross Domestic Products
 GIEPA-Gambia Investment and Exports Promotion Agency
 GNLSA-Gambian National Library Service Authority
 GOVI-Gambia Organization for the Visually Impaired
 GPU-Gambia Press Union
 GRA-Gambia Revenue Authority
 GTTI-Gambia Technical Training Institute
 MOA-Ministry of Agriculture
 MoBSE-Ministry of Basic and Secondary Education
 MOFEA-Ministry of Finance and Economic Affairs
 MOHERST-Ministry of Higher Education Research Science and Technology
 MoH&SW- Ministry of Health and Social Welfare
 MOJ-Ministry of Justice
 MSME-Micro, Small and Medium Enterprises
 MOTC -Ministry of Tourism and Culture
 NARI-National Agricultural Research Institute
 NAQAA-National Accreditation and Quality Assurance Authority
 NCAC-National Council for Arts and Culture
 NCLR-National Council for Law Reporting
 NDP- National Development Plan
 NIPDP-National Intellectual Property Development Plan
 NIPPS- National Intellectual Property Policy and Strategy
 NTMP-National Traditional Medicine Program
 PAGE-Program for Accelerated Growth and Employment
 PRS- poverty reduction strategies
 R&D- Research and Development
 SMEs-Small and Medium-Size Enterprises
 TCEs- Traditional Cultural Expressions
 TISCS- Technology Innovation Support Center Services
 TK- Traditional Knowledge
 TRIPS- Agreement on Trade Related Aspects of Intellectual Property
 UTG- University of The Gambia
 WCT-WIPO Copyright Treaty
 WIPO-World Intellectual Property Organization
 WPPT-WIPO Performance and Phonographic Treaty

Introduction

The Gambia has a clear development vision, elaborate national and sectoral development policies, strategies and plans aimed at fostering socio-economic progress, reducing poverty and improving the living standards of its people.

The country's development vision and long-term plan is articulated in The Gambia Development Plan 2018-21. The Government's vision for the "new Gambia is a country that upholds the highest standard of governance, accountability and transparency; where social cohesion and harmony prevails among communities; citizens enjoy a standard of living and access to basic services to enable them to lead descent and dignified lives; youth, women, children realize their full potential, and a nurturing and caring environment exists for the vulnerable; there is an enabling environment for the private sector to thrive; and the natural heritage is nurtured and preserved for future generations".¹

The goal of the development vision is to "deliver good governance and accountability, social cohesion, and national reconciliation and a revitalized and transformed economy for the wellbeing of all Gambians".² The country had successfully implemented two poverty reduction strategies (PRS) that aimed at meeting the national development vision articulated in the "Vision 2020-The Gambia Incorporated" issued in 1999 and the Program for Accelerated Growth and Employment (PAGE) and the PAGE Priority Action program.³

The Gambia has several sectoral development policies and strategies aimed at contributing to the realization of the national broad development objective. The objectives and strategies articulated in the National Development Plan (NDP) and policies dealing with health, education, Micro, Small and Medium Enterprises (MSME), trade and investment could be effectively supported with intellectual property.

Intellectual Property (IP) serves as an effective policy tool in unlocking local creative, inventive and innovative potential, stimulating the transfer and use of foreign technologies and creative works, encouraging fair competition thereby promoting the creation of wealth and fostering national social, cultural and economic development. However, the contribution of IP to the development of the country hitherto has been negligible. This has been partly due to the absence of a national IP policy framework that guides the integration of IP into national development policies, strategies and plans and ensures its meaningful contribution to the realization of national development goals.

The Government of The Gambia recognized that effective use of intellectual property, as a tool for development requires clear policy guidance and in this regard, solicited the support of the World Intellectual Property Organization (WIPO) to assist in the development of a comprehensive IP governance framework. This policy and implementation strategy is therefore intended to provide a framework that will facilitate the integration of intellectual property into national and sectoral development policies and strategies, ensure the setting up of a development oriented IP system and foster the use of IP as a tool for development. Provisions for review of the policy and strategy are

¹ The Gambia National Development Plan [2018-2021]: Delivering good governance and accountability, social; cohesion, and national reconciliation and a revitalized and transformed economy for the wellbeing of all Gambians, December 2017.

² *Ibid.*

³ The program, which succeeded the Second Poverty Reduction strategy clearly spells out the country's development strategy and investment focus areas for the period between 2012 and 2015.

aimed at facilitating the monitoring and evaluation of the impact of the IP system on the attainment of the national development goals.

While preparing the draft National IP Policy and Strategy (NIPPS), the drafters have been guided by:

- a) The development goals articulated in national and sectoral development policies and strategies of the government of The Gambia; and the requirements of intellectual property treaties to which The Gambia is party;
- b) The need to address gaps and issues identified in the needs assessment studies carried out with the support of WIPO and the National Intellectual Property Development Plan (NIPDP) endorsed by stakeholders in 2016; and
- c) Existing IP policies⁴ and shared experiences from a number of countries including Australia, China, Ethiopia, Ghana, India, Japan, Kenya, Mauritius, Moldova, Mozambique, Rwanda, Seychelles, Tanzania, Zambia and Zimbabwe.

An attempt was made to tailor the draft IP policy to reflect the specific needs of the country and potential users of IP and meet the needs for using the intellectual property system as a tool for realization of development policy goals, encouraging the generation, protection and exploitation of intellectual property assets; providing guidance in the strengthening of the intellectual property legal and institutional framework; linking the national IP system with the international IP system; and facilitating the maximization of opportunities offered by the country's membership to regional and international IP treaties and organizations that administer such treaties.

The draft NIPPS was further enriched using comments and inputs made by WIPO, members of the national IP steering committee and, inputs that were obtained from stakeholders' consultations during the field visit. The enriched draft NIPPS was presented and validated at the multi-stakeholders' validation workshop held on February 7 and 8, 2018.

Vision of the National Intellectual Property Policy & Strategy (NIPPS)

The intellectual property system (IPS) is used as a tool for harnessing the creative and innovative potential of Gambians, promoting sustainable, inclusive and rapid national social, economic and cultural development; supporting the transformation of the Gambian economy; and attainment of the national development vision.

Mission of the NIPPS

The mission of the NIPPS is to create an enabling environment for setting up and running a balanced, effective and accessible intellectual property system that will promote creative, inventive and innovative activities, facilitate protection and commercialization of intellectual property assets (IPAs), stimulate transfer of foreign technology, promote orderly trade, raise awareness and build respect for intellectual property rights and strengthen competitiveness of local industry and business in and outside of the country.

⁴ These include draft IP policies and strategies.

Objectives of the NIPPS

The main policy objectives are to:

- a. Facilitate integration of IP into national and sectoral development policies, strategies and plans and ensure its contribution in the realization of their development goals;
- b. Provide for the development and strengthening of balanced and accessible IP protection, administration and enforcement legal and institutional framework;
- c. Foster the use of intellectual property as a tool for development, strengthening & maximizing potential in areas where the country has comparative and competitive advantage;
- d. Stimulate and foster the generation, protection and commercialization of IP assets in The Gambia and facilitate the transfer and acquisition of foreign technology;
- e. Build capacity of individuals, the private sector and institutions involved in the generation and commercialization of IP assets;
- f. Build up capacity, including development of human resources needed for effective protection, management and enforcement of intellectual property and the exploitation of intellectual property as a tool for development;
- g. Promote greater awareness of intellectual property by potential users, government officials and the public and improve the use of the IP system by the Gambian population; and
- h. Strengthen linkage between the national IP system and the international IP system and maximize benefits from the opportunities offered.

Policy Guiding Principles

- a) The NIPPS seeks to provide a framework for effective utilization of IP as an instrument for meeting national and sectoral development policy goals and enhancing social and economic development.
- b) The NIPPS recognizes that all protection measures aimed at various aspects of IP will be effective and broad to cover IP aspects that may not perfectly fit in conventional IP arena.
- c) The NIPPS guides that existing intellectual property laws are revised and new laws are enacted considering the goals and objectives of national and sectoral development policies, the need for balance between the interest of the right holders and the public as well as exploiting flexibilities available in international IP treaties to which the country belongs.
- d) The NIPPS appreciates the importance of linking the national IP system with the international IP system, the need for acceding to existing and new regional and international IP treaties considering the best interest of the country.
- e) The NIPPS recognizes that intellectual property measures should complement and support government policies such as those dealing with empowerment of the youth and women, meeting the needs of persons with disabilities, addressing environment concerns and promotion of green technologies.

Key Policy and Strategic Issues

The critical and key policy issues are the areas in which the government intends to intervene in creating an efficient and dynamic national IP system required to support national and sectoral development

goals and meet the desire of using IP as an effective tool to foster socio-economic development.

The major issues and challenges identified based on the situation analysis, which hamper effective use of intellectual property in meeting development goals of the country as well as improving the living standards of Gambians are the following:

- 1.1 Inadequate integration of intellectual property into national and sectoral development policies, strategies and plans
- 1.2 Inadequate institutional mechanisms to ensure policy coherence and coordination
- 1.3 Lack of Institutional IP policy and management framework and capacity
- 1.4 Inadequate intellectual property legal framework
- 1.5 Inadequate linkage with the international Intellectual Property System
- 1.6 Inadequate intellectual property administrative framework & weak Institutional capacity including copyright collective management society
- 1.7 Inadequate generation of IP assets
- 1.8 Inadequate protection of IP assets
- 1.9 Inadequate commercialization and technology transfer
- 1.10 Insufficient awareness of IP
- 1.11 Inadequate enforcement of intellectual property rights
- 1.12 Inadequate use of IP in areas where the country has comparative and competitive advantage such as capturing good will and reputation associated with the intangible values of distinctive products, traditional knowledge and creative industries.

This policy will address or provide guidance to address the issues by defining policy goals and strategies, providing a five-year action plan and a result based monitoring and evaluation framework.

Policy Goals and Strategies

Critical issues that need to be addressed by the policy have been used as a framework for setting the policy goals and outlining strategies. The intended goals that will be achieved and the strategies that will be implemented in addressing the issues are dealt with below under the heading of each of the critical issues.

1. Integrating IP into National and Sectoral Development Policies and Strategies

Goal: To ensure meaningful contribution of the intellectual property system in supporting the goals and strategies of national and sectoral development policies, strategies and plans.

Strategies:

- a) Issues that involve intellectual property and areas that may be supported by intellectual property will be identified and intellectual property will be integrated during the formulation or revision of national and sectoral development policies, strategies and plans.
- b) Sensitization of policy makers on the significance of integrating intellectual property in the formulation of development policies, strategies and plans as well as using intellectual property as a tool for enhancing development.
- c) Building policy analysis, formulation, evaluation and monitoring capacity.
- d) Setting up a monitoring mechanism to evaluate the contribution of intellectual property in the realization of development goals of the policy instruments.

2. Ensuring Policy Coherence & Coordination

Goal: To Set up and strengthen an effective mechanism that will ensure policy coherence and effective coordination amongst relevant public bodies.

Strategies:

- a) Setting up a National IP Council comprising of representatives of relevant government bodies to serve as an effective policy coordination and decision-making body that will ensure policy coherence, promote the use of IP as a tool for development and deal with cross cutting issues
- b) Promoting and strengthening linkage between IP office and relevant public and private bodies

3. Setting up Institutional IP Policy and Management Framework and Building the Requisite Capacity

Goal: To ensure that institutions involved in the generation of IP assets have a policy and institutional framework to support the generation, protection and exploitations of IP assets.

Strategies:

- a) Enact law on the ownership and exploitation of research results generated using public resource including those made in collaboration with foreign institutions and using resources of development partners.
- b) Ensure the issuance and implementation of institutional IP policies based on the NIPPS in public higher learning institutions and research and development organizations that will direct and support the generation of intellectual property assets and deal with issues such as disclosure and ownership of research results.
- c) Encourage and support the establishment and strengthening of intellectual property management units that will implement institutional IP polices.
- d) Build up IP management capacity by training assigned personnel and by equipping the IP management units with the requisite facility and operational manuals such as license guidelines and draft license agreements.

4. Strengthening the Intellectual Property Legal framework

Goal: To have adequate, effective, dynamic and comprehensive IP and related laws that will encourage local creativity, inventive and innovative activities, stimulate transfer of technology, enhance fair competition, maintain balance between the interests of right owners and the public and comply with the requirements of relevant international IP treaties.

Strategies:

- a) Review and amend existing intellectual property and related laws to support national and sectoral development policies, complement relevant laws such as the 2007 Competition Act; accommodate new developments and changes, and meet the requirements of relevant international intellectual property laws taking into account the need to balance the interests of the public and intellectual property right holders using flexibilities available to developing countries and learning from relevant international best practices.

- b) Enact new laws for protection of geographical indications, traditional knowledge (TK), new plant varieties, layout designs of integrated circuits, protection of undisclosed information and unfair competition that should be protected in compliance with international agreements to which The Gambia is a party as well as meet the needs of stakeholders.
- c) Ensure the participation of key stakeholders in the development of new and revision of existing IP laws.
- d) Promote awareness of IP laws by key stakeholders, potential users and the public.
- e) Review the impact of IP laws and their contribution to socio-economic development of the country on a periodic basis.

5. *Linkage with the International IP system*

Goal: To accede to and ratify relevant regional and international IP agreements that will complement the objectives of the national IP system and promote cooperation in the field of IP.

Strategies:

- a) Undertake studies on relevant regional and international IP treaties and accede to international IP agreements, which would support the socio-economic development objectives of The Gambia.
- b) Take active part in international fora where intellectual property issues are discussed and intellectual property norms are set with a view to catering for and promote national interest.
- c) Promote the use of the international IP system in protecting IP assets of Gambians outside of the country.
- d) Establish, maintain and strengthen cooperation with foreign national, regional and international intellectual property offices and organizations.
- e) Exploit opportunities offered by regional and international organizations that administer intellectual property treaties to which the country belong to meet the needs of capacity building and support local creativity, inventive and innovative activities.

6. *Modernizing and Strengthening IP Administrative Framework and Capacity*

Goal: To establish and strengthen an IP administration institutional framework and build institutional capacity that will render development and quality oriented effective intellectual property services and cater for the interests of right holders.

Strategies:

- a) Streamline IP administration and set up an autonomous single IP office
- b) Organize the IP office as a development and service oriented IP office that will support the generation, protection and commercialization of intellectual property assets in the country, initiate and implement programs aiming at using intellectual property as a tool for development.
- c) Design and implement capacity building programs for the staff of the IP office and other stakeholders using opportunities in and outside of the country.
- d) Strengthen the Collecting Society of The Gambia and enhance its role in promoting creativity by catering to the interests of copyright and related rights holders as well as supporting the creative industry.

7. Generation of IP Assets

Goal: To encourage and support generation of IP assets.

Strategies:

- a) Design and implement a program aiming at strengthening IP asset generation and identification capacity.
- a) Promote and support market and need oriented research in tertiary, higher learning and R&D institutions.
- b) Facilitate access to and promote wider use of technological information contained in patent documents by researchers in higher learning institutions, R&D organizations, business establishments and potential users.
- c) Establish and strengthen technology and innovation support service rendering structures such as TISCs in tertiary, higher learning institutions and the private sector to spur innovation and creativity.
- d) Promote exploitation and use of the resources and support programs offered by international organizations such as WIPO's state of the art search service, Patent Scope, Access to Research for Development and Innovation (ARDI) and Access to Scientific Publication and Information (ASPI) facilities in supporting local R&D, inventive and innovative effort.
- e) Build capacity for the creation of IP assets both in terms of human resource and research infrastructure and provide incentives aiming at stimulating local creative, inventive and innovative activities.
- f) Support the establishment and strengthening of art and science clubs in primary and secondary schools to nurture scientific and innovative culture; and encourage activities that will harness creative and inventive potential of children and the youth.
- g) Increase government budget for research and development and encourage the private sector to support funding of R&D activities.
- h) Empower public higher learning institutions and research and development institutions to use the revenue that they generate from the commercialization of intellectual property assets for creative, inventive and innovative activities.
- i) Stimulate local creative and innovative activities by putting in place incentive and reward schemes to authors, inventors, designers, performers & producers.
- j) Provide tax incentives and privileges on investments made on or support the generation of intellectual property assets.

8. Protection of IP Assets

Goal: To ensure effective and adequate protection of intellectual property assets.

Strategies:

- a) Enact new laws, review and amend existing intellectual property and related laws to address limitations of the Intellectual Property legal framework
- b) Support and facilitate the issuance of institutional IP policy and establishment of IP management units in public higher learning institutions and research and development organizations to facilitate protection of IP assets.
- c) Prepare and publish user guides and manuals on the requirements and procedures of protection of IP assets in The Gambia to facilitate protection of local IP assets.

- d) Encourage and support the protection of Gambian's intellectual property assets in foreign countries.
- e) Set up an innovation fund to assist local inventors and creators in protecting their intellectual property assets.
- f) Establish and regularly update a national IP database on the status of protection of IP assets and make it accessible to potential users.

9. Commercialization of IP Assets and Technology Transfer

Goal: To promote and support the commercialization of IP assets and enhance the use of intellectual property in strengthening the competitive position of local industry and businesses and ensure effective use of intellectual property in facilitating the transfer and use of foreign technology.

Strategies:

- a) Issue new policies and revise existing ones such as the credit policy of Banks to facilitate access to finance and support commercialization of IP Assets.
- b) Facilitate the establishment and strengthening of infrastructure such as TISCs and business incubators in public higher learning and R&D institutions to facilitate prototype development and support the commercialization of research results.
- c) Encourage and foster linkages between institutions that generate intellectual property assets and the productive sector to ensure exploitation of creative, inventive and innovative works.
- d) Set up an innovation fund to assist local inventors and creators in exploiting their intellectual property assets.
- e) Facilitate access to and promote the use of technological and information sources such as patent documents in public domain available in national, regional and international IP databases.
- f) Revise existing procurement law to accommodate the need of promoting the use of local innovations, products and processes.
- g) Encourage union of creators to support the creative industry that may add value and exploit creative works.

10. Promotion of Intellectual Property Awareness

Goal: To improve and strengthen intellectual property awareness of potential beneficiaries of the IP system such as researchers, inventors, authors and designers; leaders of academic, research and business establishments; policy makers, end users and the public.

Strategies:

- a) Strengthen the capacity of the IP office and allot sufficient budget to enable the institution effectively to discharge its responsibility related to the creation and strengthening of intellectual property awareness.
- b) Design and implement target oriented, coordinated and continuous IP awareness programs involving beneficiaries or potential beneficiaries of the intellectual property system and in partnership with relevant bodies.
- c) Integrate intellectual property into the curriculum of primary, secondary and tertiary educational establishments; support and strengthen intellectual property education.

- d) Organize regular colloquia for members of the National Assembly and top government officials.
- e) Popularize IP using different tools such as print, electronic and online media, workshops, seminars, conferences, and events such as celebration of African intellectual property and technology transfer, World Intellectual Property, World Books and Copyright, and National IP days as well as using success stories in The Gambia and other African countries to show case the benefits of IP.
- f) Train journalists and encourage the use of print and electronic media in sensitizing potential right holders, various stakeholders and the public on the importance of intellectual property.
- g) Identify and promote success stories to show case the benefits of IP.
- h) Produce and disseminate intellectual property promotional materials in local languages including relevant WIPO publications.

11. Intellectual Property Rights Enforcement

Goal: To improve and strengthen enforcement of intellectual property rights and promote respect for IP.

Strategies

- a) Revise the remedies against infringement of IPR in line with the requirements of the TRIPS Agreement in a balanced way, considering the socio-economic circumstances prevailing in The Gambia.
- b) Establish and strengthen a special IP enforcement unit within the police force including providing the unit with the necessary office space, equipment and facilities.
- c) Design IP curriculum and strengthen the offering of IP courses by the Law Faculty of The University of Gambia, Judicial Education Center and Police Academy to generate trained manpower that will contribute in building the capacity of enforcement agencies.
- d) Provide the opportunity for in depth IP training of selected staff of the Faculty Law of UTG and instructors that may offer IP course at the judicial education center and police academy
- e) Design and implement intellectual property awareness program for judges, public prosecutors, attorneys, members of the police force and customs officials on IPRs enforcement and the public on the adverse impact of infringement of intellectual property rights.
- f) Publish and disseminate judicial decisions against infringement of intellectual property rights.
- g) Create and strengthen operational linkages and coordination between enforcement agencies.
- h) Establish cooperation and information exchange between relevant government enforcement bodies and foreign IP right enforcement institutions, regional and international organizations, and private sector bodies.
- i) Design and implement a mechanism that would enable enforcement officers to identify and differentiate infringing products from genuine ones including accessing of web sites of the World Customs Organization (WCO) and IPRs holders' organizations.

12. Use of IP in Areas where The Gambia has Comparative and Competitive Advantage

Goal: To promote and increase the use of IP in areas where The Gambia has comparative and competitive advantage or huge potential in entering into and be competitive in international market and enhance trade revenues.

- a) Strengthen the creative industries tapping from the huge and wide cultural resources through provision of incentives and privileges, building creative capacity and supporting authors, designers, handicraft producers and artists that are involved in creative activities.

- b) Develop and implement policies, laws and institutions to facilitate adequate protection and promote wider use of traditional knowledge and traditional cultural expressions (TCEs) and ensure sharing of equitable benefits arising from the use of traditional knowledge and associated genetic resources.
- c) Design and implement IP and branding strategies to capture intangible values associated with distinctive Gambian origin and cultural heritage to improve income of producers and custodians and those involved in the supply chain as well as trade revenue of the country.

Implementation of the NIPPS

Timeframe for implementation of the Policy

The NIPPS will be implemented over a ten-year period beginning from the date of its approval. The policy should be dynamic and revised before the expiry of its initial period considering new needs and developments and based on findings of impact evaluation studies and monitoring activities. A five-year implementation strategy action plan is attached detailing proposed projects and activities as well as responsible institutions and agencies and delivery timelines to ensure effective coordination and implementation. The action plan will be revised, before the end of the five years period, considering what has been achieved, pending and not implemented to attain the policy goals and the strategies outlined. The revised plan will be used during the second five years term of the policy.

Institutional Arrangements

The NIPPS implementation will require the involvement and participation of several public and private bodies. Each of these bodies is expected to take measures envisaged in the policy. The key institution that will oversee the implementation and coordinate relevant public and private bodies will be the National IP Council (NIPC).

The NIPC will be composed of Ministers of the relevant government bodies as follows:

- a) Minister of Ministry of Justice.....Chair person
- b) Minister of Ministry of Finance.....Member
- c) Minister of Ministry of Higher Education, Research and Science and Technology.....Member
- d) Minister of Ministry of Tourism and culture.....Member
- e) Minister of Ministry of Interior.....Member
- f) Minister of Ministry of Tourism and CultureMember
- g) Minister of Ministry of Health.....Member
- h) Minister of Ministry of Trade and Industry.....Member
- i) Head of the IP office.....Secretary

The NIPC will:

- a. Ensure policy coherence and alignment between the national IP policy and national and sectoral development policies as well as integration of IP into national and sectoral policies, strategies and development plan;
- b. Develop national positions on issues related to intellectual property that will be negotiated in bilateral and multilateral forum as well as guide and oversee such negotiations;

- c. Facilitate coordination, consultation and communication between the IP office and relevant government and private bodies that may be engaged in or contribute in the implementation of the national IP policy & strategy;
- d. Oversee the implementation of the national IP policy & strategy and projects aimed at using IP as a tool for development;
- e. Monitor and evaluate the impact of the IP policy & strategy;
- f. Review or cause the policy & strategy to be reviewed every five years;
- g. Prepare and present a revised IP policy & strategy for approval by the government before the expiry of the initial term of this policy; and
- h. Issue its own rules and procedures including modalities of working with regional IP councils.

The NIPC shall, in discharging its responsibilities, be supported by technical committee. The technical committee shall be composed of the following:

- a) Head of Intellectual Property Office.....Chair person
- b) Representative of Gambia Chamber of Commerce and IndustryMember
- c) Representative of Copyright Society of Gambia.....Member
- d) Representative of Gambia Technical Training Institute.....Member
- e) Representative of University of The Gambia.....Member
- f) Representative of Gambia Investment Export Promotion Authority.....Member
- g) Representative of National Council of Arts and Culture.....Member
- h) Representative of Competition Commission.....Member
- i) Representative of Gambia Revenue Authority.....Member
- j) Representative of Standards Bureau.....Member
- k) Representative of Police.....Member
- j) Representative of National Agriculture Research Institute.....Member
- l) Representative of Traditional Medicine Program.....Member
- m) Representative of Inventors Association.....Member

The responsibilities of the committee will include developing policy proposals and rendering technical advice to NIPC. The committee may establish sub-committees consisting of its members as well relevant bodies based on issues that need to be addressed and policy proposals to be developed and submitted to NIPC

The IP office shall serve as a focal institution and secretariat of the NIPC and the technical committee.

Popularization of the NIPPS

The effective implementation of the NIPPS and achievement of its objectives require knowledge and understanding of the policy by different stakeholders.

The IP office, in cooperation with relevant public and private bodies should sensitize key stakeholders, including potential users, IP right holders, officials of the government, members of the business community and the public, using print, electronic and online media, annual event platforms, schools and law enforcement training centers about the policy following its approval.

The popularization of the policy should form part of intellectual property outreach programs of the IP office and carried out in a continuous manner.

Resource Mobilization

The successful implementation of the NIPPS will require financial resource and technical support. These resources will be mobilized based on clearly defined resource mobilization strategies and plans from:

- a) The government;
- b) Donor agencies;
- c) Development partners such as WIPO and other regional and international intellectual property organizations;
- d) Beneficiaries of the IP system; and
- e) Other sources

Monitoring, Evaluation and Review of the NIPPS

The implementation and impact of the national IP policy and strategy will be monitored and assessed at decided intervals to determine if the policy objectives and the various goals set to address identified policy issues are met.

The NIPC will be the main body responsible for monitoring and evaluation or initiate the assessment of the implementation and impact of this policy. It will devise mechanisms for monitoring the implementation and impact of this Policy. These mechanisms will include review of policy implementation reports of the IP office, feedback of stakeholders and findings and recommendations of independent impact assessment studies. The IP office will be responsible for organizing an IP database, analyzing data, undertaking study on the implementation and impact of the policy and reporting to the NIPC on a periodic basis.

The implementation and impact of the IP Policy will be evaluated and reviewed by independent consultants after five years or at any other time as the need arises to evaluate the progress and impact of the implementation of the policy.

Like any policy, the national IP policy should be dynamic to keep abreast with new developments and meet new needs. The NIPC will be responsible to initiate review of the policy and secure approval of a revised IP policy by the government. The findings of policy monitoring and evaluation activities, the results of independent impact assessments, the policy studies that will be made by the IP office following up new national and international developments in the field and new needs of stakeholders will serve as a basis for the refinement and revision of the national IP policy.

Five Years Action Plan for Implementation of IPPS of The Gambia

This Five years action plan defines the goals and strategies to be implemented to attain set policy goals by different responsible bodies in the short, medium and during the planning period (long term). Short term refers to a period of one-year, medium term includes activities that should be implemented within three years and long term or planning period refers to activities that may extend until the end of the planning period beginning from the approval of the Gambia IPPS.

The policy objectives and strategies that will be implemented, the responsible body or bodies, timeline for implementation of the strategies and the performance indicators are outlined in the table below:

Objective 1. To integrate IP into national development plans and sectoral development policies to ensure meaningful contribution of the IP system to support development goals by 2023			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Identify issues and areas that involve and may be supported by IP to integrate them during the formulation or revision of national development plans and sectoral policies	Planning Period	Relevant Ministries and IP Office	Number of IP issues identified and addressed in each policy, strategy and plan
Sensitization of policy makers on the significance of integrating IP during the formulation of development plans and policies as well as using IP as a tool for enhancing development	Short term	IP Office	- Number of participants - Number of forums
Build capacity on policy analysis, formulation, monitoring and evaluation.	Medium term	IP Office	Number of persons trained
Setting up a monitoring mechanism to evaluate contribution of IP in supporting policy goals	Short term	National IP Council	A monitoring and evaluation unit established within the IP Office and monitoring tools put in place
Objective 2. To Set up and strengthen an effective mechanism to ensure policy coherence and coordination amongst relevant public and private sector bodies by 2023			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Setting up an IP coordinating body comprising of representatives of relevant government bodies, academic and research organizations and the private sector that will serve as effective policy coordination and decision-making body that will ensure policy coherence, promote the use of IP as a tool for development and deal with cross cutting issues	Short term	Ministry of Justice	Council established
Promoting and strengthening linkages between IP	During the	National IP Council	Number of Memorandum of Understanding

Objective 1. To integrate IP into national development plans and sectoral development policies to ensure meaningful contribution of the IP system to support development goals by 2023			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
institutions and relevant public & private bodies.	planning period	IP Office	(MOU) signed

Objective 3. To ensure that institutions involved in the generation of IP assets have a policy and institutional framework to support the generation, protection, management and exploitation of IP assets by 2023			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Enact a law on the ownership and exploitation of research results generated using public resource including those made in collaboration with foreign institutions and using resources of development partners	Short term	MOHERST	Law Enacted
Ensure the issuance and implementation of institutional IP policies based on NIPPS in public higher learning institutions and research and development organizations that will direct and support the generation of intellectual property assets and deal with issues such as disclosure and ownership of research results	Medium term	UTG NARI GTTI IP OFFICE	UTG, NARI and GTTI adopt institutional IP Policies
Encourage and support the establishment and strengthening of intellectual property management units that will implement institutional IP polices	Medium	UTG NARI GTTI IP OFFICE	IP Management Units established in NARI, GTTI, UTG
Build up IP management capacity by training assigned personnel and by equipping the IP management units with the requisite facility and operational manuals such as draft license guidelines and agreements	Planning Period	UTG NARI GTTI IP OFFICE	- Number of staff trained - License guideline and operation manuals put in place - Equipped management unit with the requisite facilities

Objective 4. To have adequate, effective, dynamic and comprehensive IP and related laws to encourage local creativity, invention and innovation, stimulate transfer of technology, enhance fair competition, maintain balance between the interests of right owners and the public and comply with the requirements of relevant international IP instruments by 2023			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Review and amend existing intellectual property and related	Short term	Ministry of Justice	- Amended industrial property and

laws to support and complement national and sectoral development policies; accommodate new developments and changes and meet the requirements of relevant international intellectual property laws considering the need to balance the interests of the public and intellectual property right holders using flexibilities available to developing countries and learning from relevant international best practices		IP Office CSG GRA Competition Commission	copyright laws in place - Revised custom and excise act - Study on the relationship between IP and competition law - Amended competition laws based on best practices
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Objective 4. Continued.

Strategies	Time Line	Responsible bodies	Key Performance Indicators
Enact new laws for protection of geographical indications, traditional knowledge (TK), new plant varieties, layout designs of integrated circuits, protection of undisclosed information and unfair competition that should be protected in compliance with international agreements to which The Gambia is a party as well as meet the needs of stakeholders	Medium	Ministry of Justice IP Office NARI	Laws governing protection of geographical indications, traditional knowledge (TK), new plant varieties, layout designs of integrated circuits, undisclosed information and unfair competition enacted
Ensure the participation of key stakeholders in the development of new and revision of existing IP laws	Medium term	Ministry of Justice IP Office	Number of key stakeholders involved
Promote awareness of IP laws by key stakeholders, potential users and the public	Planning period	IP Office	- Number of IP awareness programs implemented - Number of potential IP owners sensitized
Review the impact of IP laws and their contribution to socio-economic development of the country on a periodic basis	Medium	National IP Council IP Office	- Number of reviews carried out - Percentage of contribution of IP to GDP and trade volume
Ensure the dynamism of IP laws to accommodate new needs and address new challenges	Planning period	Ministry of Justice IP Office	- Number of revised laws - Number of new laws enacted

Objective 5. To join relevant regional and international IP agreements that will complement the objectives of the national IP system and promote cooperation in the field of IP by 2023

Strategies	Time Line	Responsible bodies	Key Performance Indicators
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Undertake studies on relevant regional and international IP treaties and accede to international IP agreements, which would support the socio-economic development objectives of The Gambia	Medium term	Ministry of Justice IP Office CSG Ministry of Trade	- Marrakesh Treaty - Hague Agreement - Beijing Treaty - Protocol amending the TRIPS Agreement - WCT - WPPT - Any other relevant agreements
Objective 5. continued			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Take active part in international fora where intellectual property issues are discussed and intellectual property norms are set with a view to cater for and promote national interest	Planning period	Ministry of Justice IP Office Relevant Ministries	- Number of national position papers - Number of measures taken based on the recommendations of the report of the participants
Promote the use of the international IP system in protecting IP assets of Gambians abroad	Planning period	IP Office	Number of IP assets protected in foreign countries
Establish, maintain and strengthen cooperation with foreign national, regional and international intellectual property offices and organizations	Planning period	IP Office	- Number of cooperation agreement entered - Number of benefits derived from cooperation agreements
Exploit opportunities offered by regional and international organizations that administer intellectual property treaties to which the country belong to meet the needs of capacity building and support local creativity, inventive and innovative activities	Planning period	IP Office Users of the IP System	Number of human resources trained, infrastructure set up and improved
Objective 6. To establish and strengthen an IP administration institutional framework and build institutional capacity that will render development and quality oriented effective intellectual property services and cater for the interests of right holders by 2023			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Streamline IP administration and set up an autonomous IP office	Short term	Ministry of Justice NCAC	Autonomous office established and staffed
Organize the IP office as a development and service	Short term	Ministry of Justice	- Number of projects initiated and

oriented IP institution that will support the generation, protection and commercialization of intellectual property assets in the country, initiate and implement programs aiming at using intellectual property as a tool for development		NCAC	implemented using IP for development - Increase in quality of service of the IP Office - Satisfaction of clients using feed backs and suggestion box
Design and implement capacity building program for the staff of the IP office using opportunities in and outside of the country	Short term	Ministry of Justice	Number of trained staff
Objective 6. continued			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Strengthen the collective copyright society and enhance its role in promoting creativity by catering to the interests of copyright and related rights holders as well as supporting the creative industry	Planning period	CSG IP Office	- Number of trained staff of the office - Licensing guide and tools for negotiating license agreements and collecting royalties put in place - Increase in licensing, royalty collection and distribution - Number of reciprocal agreements signed
Building the capacity of IP practitioners using training opportunities available in and outside of The Gambia	Planning period	IP Office	- Number of trained practitioners - Decrease in the number of request of support from the IP Office - Increase in quality of applications
Objective 7. To encourage and support generation of IP assets by 2023			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Design and implement a program aiming at strengthening IP asset generation and identification capacity	Medium	IP Office	- Number of trained personnel - Increase in number of application for protection of IP assets
Promote and support market and need oriented research in public higher learning and R&D organizations	Planning period	IP Office Ministry of Trade	- Number of promotional activities - Magnitude of support given

Facilitate access to and promote wider use of technological information contained in patent documents by researchers in higher learning institutions, R&D organizations, business establishments and potential users	Medium	IP Office	Accessible patent database
Establish and strengthen technology and innovation support service rendering structures such as TISCs in public higher learning institutions and research and development organizations	Medium	IP Office	TISCs established at UTG, GCCI and GTTI
Objective 7. continued			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Promote exploitation and use of the resources and support programs offered by international organizations such as WIPO's state of the art search service, Patent Scope, Access to Research for Development and Innovation (ARDI) and Access to Scientific Publication and Information (ASPI) facilities in supporting local R&D, inventive and innovative effort	Planning period	IP Office	Number of use of opportunities offered by WIPO and other international organizations
Build capacity for the creation of IP assets both in terms of human resource and research infrastructure and provide incentives aiming at stimulating local creative, inventive and innovative activities	Planning period	MOHERST Ministry of Tourism and Culture	- Number of researchers, scientists and engineers trained - A multi purpose cultural center established - Incentive system put in place
Support the establishment and strengthening of art and science clubs in primary and secondary schools to nurture scientific and innovative culture; and encourage activities that will harness creative and inventive potential of children and the youth	Planning period	Ministry of Basic Education MOHERST	- Number of arts and science clubs established in schools - Number of learners that benefit from the clubs
Increase government support for research and development and encourage the private sector to support funding of R&D activities	Planning period	MOHERST Private sector	Percentage of government and private sector funding
Empower public higher learning institutions and research and development organizations to use the revenue that they generate from the commercialization of intellectual property assets for creative, inventive and innovative activities	Medium term	MOHERST Ministry of Agriculture	Percentage of the amount of revenue generated and used by higher learning and R&D institutions

Stimulate local creative and innovative activities by putting in place incentive and reward schemes to authors, inventors, designers, producers, and performers	Short term	Ministry of Finance MOHERST Ministry of Justice Ministry of Culture and Tourism	Number of Incentives and privileges granted
Provide tax incentives and privileges on investments made on or support the generation of intellectual property assets	Short term	Ministry of Finance MOHERST Ministry of Justice Ministry of Culture and Tourism	Number of incentives and privileges granted
Objective 8. To ensure effective and adequate protection of intellectual property assets by 2023			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Enact new laws, review and amend existing intellectual property and related laws to address limitations of the Intellectual Property legal framework	Planning Period	Ministry of Justice IPO CSG	- Law Enacted - Industrial Property and Copyright Acts revised - Laws governing TK GI and Plant varieties, layout designs undisclosed information and unfair competition enacted
Support and facilitate the issuance of institutional IP policy and establishment of IP management units in public higher learning institutions and research and development organizations to facilitate protection of IP assets	Medium term	IPO NARI UTG GTTI	- Institutional IP policies adopted - IPMUs established
Prepare and publish user guides on the requirements and procedures of protection of IP assets in The Gambia to facilitate protection of local IP assets	Short term	IPO	- Number of users of the system - Increased number of application
Encourage and support the protection of Gambians intellectual property assets in foreign countries	Planning period	IPO	- Number of IP assets protected
Set up an innovation fund to assist local inventors and creators in protecting their intellectual property assets	Planning period	Ministry of Finance MOHERST MOTC	- Fund established
Establish and regularly update a national IP database on the status of protection of IP assets and make it	Planning period	IPO	- Accessible patent data base established

accessible to potential users			
Encourage the union of creators to support the creative industry that may add value and exploit creative works	Planning period	NCAC IPO	- Number of projects or activities carried out
Objective 9. To Promote and support the commercialization of IP assets and enhance the use of intellectual property in strengthening competitive position of local industry and business and ensure effective use of intellectual Property in facilitating the transfer and use of technology by 2023			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Issue new policies and revise existing policies such as the credit policy of Banks to facilitate access to finance and support commercialization of IP Assets	Planning period	Ministry of Finance Ministry of Justice IPO	Policies that support commercialization of IP assets issued
Objective 9. continued			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Facilitate the establishment and strengthening of infrastructure such as TISCs and business incubators in public higher learning and R&D institutions to facilitate prototype and product development and support the commercialization of research results	Planning period	IPO NARI UTG GTTI	- Number of infrastructure such as TISCs and business incubation centers established - Number of products developed for commercialization
Encourage and foster linkages between institutions that generate intellectual property assets and the productive sector to ensure exploitation of creative, inventive and innovative works	Planning period	NIPC IPO	- Number of MOUs creating linkage and cooperation entered into - Number of IP assets generated and exploited
Set up an innovation fund to assist local inventors and creators in exploiting their intellectual property assets	Medium	Ministry of Finance Ministry of Justice IPO	- Fund established - Amount of Fund used in supporting exploitation of IP assets
Facilitate access to and promote importance and use of technological and information sources such as patent documents available in national, regional and international IP databases and other sources as a means to acquire, adapt and exploit foreign technologies that form part of the public domain	Planning period	IPO	Number of foreign technologies in public domain adapted and exploited using national, regional and international patent databases

Revise existing procurement law to accommodate the need of promoting the use of local innovations, products and processes	Planning period	Ministry of Finance Ministry of Justice IPO	Number of local innovative and creative works procured
Objective 10. To improve and strengthen intellectual property awareness of potential beneficiaries of the IP system such as researchers, inventors, authors and designers; leaders of academic, research and business establishments; policy makers and the public by 2023			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Strengthen the capacity of the IP office and allot sufficient budget to enable the institution effectively to discharge its responsibility related to the creation and strengthening of intellectual property awareness	Short term	Ministry of Finance Ministry of Justice IPO	-Staff recruited and trained -IP office operational -Budget allotted and used in implementing IP awareness program
Objective 10. continued			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Design and implement target oriented, coordinated and continuous IP awareness programs involving beneficiaries or potential beneficiaries of the intellectual property system and in partnership with relevant bodies	Planning period	IPO GCCCI CSG Police IP Unit	-Clear IP outreach program put in place - Number of IP awareness activities carried out involving beneficiaries or potential beneficiaries of the IP system -Number of collaborations entered
Integrate intellectual property into the curriculum of primary, secondary and tertiary educational establishments; support and strengthen intellectual property education	Medium	Ministry of Basic Education MOHERST IPO	Number of educational establishments integrated IP into curriculum
Organize colloquium for National Assembly and top government officials	Short term	IPO	- Number of National Assembly and top government officials that took part in colloquium - Number of IP activities engaged by the participants after the colloquium
Popularize IP using different tools such as print, electronic and online media, workshops, seminars, conferences, etc. and events such as celebration of African intellectual property and technology transfer and	Planning Period	IPO CSG Gambian National Library Service	- Number of target groups benefiting from IP popularization activities - Number of IP promotional materials prepared and disseminated using print,

World Intellectual Property days, World Books and Copyright day, National IP day, competition events, trade fares as well as using success stories in The Gambia and other African countries to show case the benefits of IP		Authority NCAC GCCl Gambia Press Union UTG MOJ	electronic and social media - Number of events engaged - Statistics of success stories achieved
Train journalists and encourage the use of print and electronic media in sensitizing potential right holders, various stakeholders and the public on the importance of intellectual property	Planning Period	IPO Gambia Press Union GTU	- Number of journalists trained - Number of IP promotional activities made by journalists using different media tools
Identify and promote success stories to show case the benefits of IP	Planning Period	IPO CSG	Number of success stories identified and promoted
Produce and disseminate intellectual property promotional materials in local languages including relevant WIPO publications	Medium term	IPO GNLSA	Availability and accessibility of WIPO promotional materials in major local languages
Objective 11. To improve and strengthen enforcement of IPR and promote respect to IP by 2023			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Revise the remedies against infringement of IPR in line with the requirements of the TRIPS Agreement in a balanced way, considering the socio-economic circumstances prevailing in The Gambia	Short Term	Ministry of Justice GRA IPO	- Amended Industrial Property & Copyright laws - Revised Customs and Excise Act - Amended Criminal law
Design IP curriculum and offer and strengthening the offering of IP courses by the Law faculty of the University of The Gambia, judicial education center and police academy to generate trained manpower that will contribute in strengthening the capacity of enforcement agencies	Planning Period	IPO UTG MOHERST NAQAA Judiciary Police	- Number of students, police, judges, prosecutors trained - Percentage of reduction of IPR infringement - Increase in disposition of IP cases
Provide with the opportunity for in depth IP training of selected staff of the Faculty of Law of UTG and instructors that may offer IP course at the judicial education center and police academy	Short term	IPO Judiciary Education Center Police Academy	- Number of trained staff - Increased quality of IP education

Design and implement training programs for members of the law enforcement agencies	Planning Period	IPO Judiciary Education Center Police Academy	- Number of training programs designed and implemented - Number of trained enforcement agents
Design and implement intellectual property awareness program for judges, public prosecutors, attorneys, members of the police force and customs officials on IPRs enforcement and the public on the adverse impact of infringement of intellectual property rights	Planning Period	IPO	- Number of IP awareness programs designed and implemented - Number of Judges, Public Prosecutors and members of the police that took part in the program - Increased use of innovative methods to reduce piracy such as holograms - Reduced demand for pirated and counterfeit products
Objective 11. continued			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Support the establishment and Strengthening of the IP unit within the police	Short term	IPO Police	- Unit established - Staff assigned and trained - Unit having office space, facility and equipment
Publish and disseminate judicial decisions against infringement of intellectual property rights	Planning Period	IPO Gambia Press Union	Number of published and disseminated court cases
Create and strengthen linkages and coordination between enforcement agencies	Short Term	NIPC	- Number of MOUs signed - Number of measures taken in coordination
Establish cooperation and information exchange between relevant government enforcement bodies and foreign IP right enforcement government institutions, regional and international organizations, and private sector bodies	Planning Period	IPO GRA Police	Number of cooperation agreements entered and information exchanged
Design and implement a mechanism that would enable enforcement officers to identify and differentiate	Medium Term	IPO Police	- Mechanism puts in place - Number of identified infringing goods and

infringing products from genuine ones including accessing of web sites of the World Customs Organization (WCO) and IPRs holders' organizations		GRA	enforcement actions taken
Objective 12. To promote and increase the use of IP in areas where The Gambia has comparative and competitive advantage or huge potential in entering into and be competitive in international market and enhancing trade revenues by 2023			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Strengthen the creative industries tapping from the huge and wide cultural resources through provision of incentives and privileges, building creative capacity and supporting authors, designers, handicraft producers and artists that are involved in creative activities	Planning Period	IPO CSG NCAC	<ul style="list-style-type: none"> - Number of creative works produced and exploited by the creative industries - Magnitude of investment, quality of support and capacity building program implemented compared with competing countries based on base line data - Amount of support, incentives and privileges given
Objective 12. continued			
Strategies	Time Line	Responsible bodies	Key Performance Indicators
Develop and implement policies, laws and institutions to facilitate adequate protection and promote wider use of traditional knowledge and traditional cultural expressions (TCEs) and ensure sharing of equitable benefits arising from the use of traditional knowledge and associated genetic resources	Planning Period	IPO CSG Ministry of Justice Ministry of Health/ National Traditional Medicine Program Ministry of Tourism & Culture	<ul style="list-style-type: none"> - Policies developed and implemented - Laws protecting and facilitating the exploitation of TK, TCEs, access to genetic resources and benefit sharing enacted - Number of institutions facilitating the use of TKs and TCEs
Design and implement IP and branding strategies to capture intangible values associated with distinctive products of Gambian origin and cultural heritage to improve income of producers and custodians and those involved in the supply chain as well as trade revenue of the country	Planning Period	IPO GIEPA GCCl	<ul style="list-style-type: none"> - Distinctive Products identified and selected for branding - IP and branding strategies designed and implemented - IP and Branding Capacity management built at SMES and institutions that support SMES

			- Number of trade and economic activities engaged in
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