

2021 ANNUAL REPORT

./ In the course of 2021, WIPO for Creators implemented its 2021 Workplan and achieved the following main outcomes:

1. Recruitment campaign

The WIPO Secretariat launched a recruitment campaign in the spring of 2021 in order to solicit potential sponsors, members and friends to join the Consortium. This led 12 key creative sector international organizations to join as members and participate on the WIPO for Creators Advisory Board, namely the International Confederation of Societies of Authors and Composers, (CISAC), Digital Media Association (DiMA), Ibero-Latin-American Federation of Performers (FILAIIE), International Federation of Musicians (FIM), International Authors Forum (IAF), International Confederation of Music Publishers (ICMP), International Publishers Association (IPA), International Federation of the Phonographic Industry (IFPI), International Federation of Reproduction Rights (IFRRO), Independent Music Publishers International Forum (IMPF), Society of Audiovisual Authors (SAA), Society for Collective Administration of Performer's Rights (SCAPR).

WIPO for Creators welcomed its first set of funding and in kind sponsors. These include DDEX¹, Universal Music Group² and the UK IPO³. Additionally, BEST Rechtsanwälte, a law firm based in Germany, and SoundCloud joined as contributing sponsors. Regular members were also welcomed, namely The Ivors Academy and the European Visual Arts (EVA).

A series of promotional resources were created and all have been uploaded to the WIPO for Creators website. These include a series of interviews (Testimonials) of a select number of WIPO for Creators main partners, and a short Creators Platform animated explainer video.

In order to ensure global reach of WIPO for Creators, research was carried out to identify strategic partners, especially Foundations and other entities likely to fund the consortium.

2. Creators Platform

In February 2021, WIPO for Creators finalized the first Creators Platform Business Plan and a dedicated WIPO for Creators webpage.

In October 2021, WIPO for Creators published the tender for the Creators Platform, seeking to recruit a Project Management Team and a Content Delivery Team to develop the rights awareness platform that will support creators worldwide across many different creative fields, starting with music. The tender closed on November 15, 2021, and up to December 31, 2021 was at the evaluation phase.

¹ See https://www.wipo.int/pressroom/en/articles/2021/article_0005.html

² See "[WIPO for Creators Welcomes Universal Music Group as First Corporate Sponsor](#)"

³ See https://www.wipo.int/wipoforcreators/en/news/2021/news_0002.html

3. Governance Committee

The Governance Committee (GC) met several times over the course of the year and oversaw Consortium's activities including the recruitment campaign. The GC decided not to enlarge its composition in 2021 but to consider doing so in 2022 in accordance with Section III.A.b.iii of the WIPO for Creators Charter.

4. Advisory Board and Annual Meeting

The first WIPO for Creators Advisory Board meeting was held on September 7, 2021, with the participation of WIPO Director General, Daren Tang and MRAF co-Founder Bjorn Ulveaus. A second Advisory Board meeting was held on November 23, 2021.

A short first WIPO for Creators Annual Meeting was held on November 23, 2021, with the participation of all WIPO for Creators Advisory Board members as well as sponsors and members representatives in attendance.

5. Business Plan and Fund-in-Trust

In light of the status of the recruitment campaign referred to under item 1 above and the Creators Platform Business Plan referred to under item 2 above, the Governance Committee, as advised by the Controller of WIPO, decided to postpone the commissioning of a more comprehensive business plan. The WIPO for Creators Fund-in-Trust, administered by WIPO pursuant to its Financial Regulations and Rules, totalized income in the amount of CHF78,367.17 in 2021, as per attached Annex. The Governance Committee decided not to use any of the received funds in 2021 and to instead carry them over to 2022 in order to fund the development of the Creators Platform.

Annexes:

- WIPO for Creators 2021 Workplan
- WIPO for Creators Funds-in-Trust 2021 Financial Report
- WIPO for Creators 2022 Workplan

[End of document]

WORKPLAN 2022

Pursuant to Section III.A.g or the WIPO for Creators Charter, the Governance Committee adopted the following Workplan for the year 2022.

1. Recruitment campaign

WIPO for Creators will continue working on its recruitment campaign to solicit potential sponsors, members and friends to join the Consortium.

- The Music Rights Awareness Foundation and the WIPO for Creators Secretariat will coordinate and undertake the recruitment campaign following the updated research carried out by an external consultant and with the support of Advisory Board members, including their recorded video statements and the Creators Platform explainer video.

2. Creators Platform

The Consortium will prioritize the development of the Creators Platform in 2022, according to the business plan adopted by the Governance Committee and based on the Terms of Reference for the Project Management Team (PMT) and the Content Delivery Team (CDT).

- Award tender to suppliers to produce PMT and CDT deliverables to be commissioned based on available funding and following an iterative approach, and set up Project Board to supervise PMT and coordinate with CDT.
- As required and based on available funding, commission services from additional provider(s) as recommended by the Project Board in consultation with the PMT.

3. Governance Committee

The Governance Committee will appoint the Creators Platform Project Board and take any other decision that is required to implement this Workplan. The Governance Committee will also consider whether to enlarge its composition and, when so decided, will designate additional members in accordance with Section III.A.b.iii of the WIPO for Creators Charter.

4. WIPO for Creators Meetings

The Consortium will organize regular Governance Committee, Project Board and Advisory Board meetings and hold its second Annual Meeting in the course of 2022 with the participation of all members and sponsors, and if deemed appropriate including a segment open to friends and interested parties.

- Organize Governance Committee, Project Board and Advisory Board meetings in virtual and/or hybrid format.
- Organize Annual Meeting and promotion events, including in partnership with DDEX.

5. Business plan

Based on feedback from the recruitment campaign and in consultation with the Controller of WIPO, the Governance Committee may decide to commission a more comprehensive business plan, when and as deemed appropriate.

Adopted by the Governance Committee on November 19, 2021.

[End of document]

WIPO for creators Funds-in-Trust (WFC Funds-in-Trust)

Created under the Agreement between the World Intellectual Organization and the Music Rights Awareness Foundation of August 4, 2020

Annual Financial Report from January 1 to December 31, 2021

(expressed in Swiss francs)

INCOME	Swiss Francs
Funds received :	
<u>Sponsors</u>	
Total Sponsors	68,367.17
<u>Members</u>	
Total Members	10,000.00
Subtotal	78,367.17
Bank interest:	
- January 1 to December 31, 2021	0.00
TOTAL INCOME	78,367.17
EXPENDITURE	
TOTAL EXPENDITURE	0.00
Balance of funds in favor of the Members and Sponsors as of December 31, 2021 (WWFCR)	78,367.17

Steven Shepherd
Head, Financial Reporting Section
Finance Division

WIPO for Creators 2021 Workplan

Pursuant to Section III.A.g of the WIPO for Creators Charter, the Governance Committee adopted the following Workplan for the year 2021.

1. Recruitment campaign

WIPO for Creators will launch a wide recruitment campaign in order to solicit potential sponsors, members and friends to join the Consortium.

The Music Rights Awareness Foundation and the WIPO Secretariat will coordinate and undertake the recruitment campaign, if required with the support of an external consultant.

2. Creators Platform

The Consortium will prioritize the development of the Creators Platform in 2021, according to the business plan and financial model adopted by the Governance Committee.

Based on market feedback, the Governance Committee may revise the business plan and financial model in consultation with the Controller of WIPO when and as required.

3. Governance Committee

The Governance Committee, currently composed of the Consortium's founding members, namely WIPO and the Music Rights Awareness Foundation, will consider whether to enlarge the Governance Committee, and if so whom to designate as additional members, in accordance with Section III.A.b.iii of the WIPO for Creators Charter.

4. Annual Meeting

Based on feedback from the recruitment campaign, the Consortium will aim to hold its first annual meeting in the course of 2021, involving possible meetings of the Governance Committee, its subcommittees (Advisory Board and Sponsors Committee), the full membership and if deemed appropriate a segment open to interested parties and the general public.

5. Business plan

Based on feedback from the recruitment campaign and in consultation with the Controller of WIPO, the Governance Committee may decide to commission a more comprehensive business plan, when and as deemed appropriate.

Adopted by the Governance Committee on February ..., 2021.