SDG Spotlight on National and Regional Initiatives: Guidelines for Stories

Please provide the following information for any SDG stories you submit:

- Area / sector (e.g. agriculture, energy, transport, etc.)
- Name of inventor(s)/entrepreneur(s)/creators(s)

General details of the invention/service/creation

- Name of technology/product/service/creation
- High-level description of the technology/ product/service/creation (i.e. what it does and how it works)
- The SDG that the invention/product/service/creation is related to and how (if possible, include statistical and other information about the SDG addressed)

Innovation and IP rights

Comment from the inventor(s)/entrepreneur(s)/creators(s) on:

- What inspired the innovation/creation
- How the innovation/creation is protected with IP rights
- Why innovation/creation is crucial in achieving the related SDG
- Why it is important for inventor(s)/entrepreneur(s)/creators(s) to protect their innovation/creation with IP rights
- The greatest challenges encountered in developing the innovation/creation
- How policymakers can support innovation/creation for SDGs and why it is important to support inventor(s)/entrepreneur(s)/creators(s) on this goal

A call to action

Ask the inventor(s)/entrepreneur(s)/creators(s) to make a call to action in support of the SDGs.

Impact

Provide details of how the innovation/creation is being used and what impact it is having on achieving specific SDGs.

Visuals

- Illustrate the story with a selection of high resolution photos (300dpi)
- Do not forget to include photo credit details (e.g. © [name of photographer/company] or "Courtesy of [name of company], together with confirmation that WIPO may use the images for the purposes of promoting the story on its website and social media accounts
- Full HD video footage (if available – see notes on video production)
- Any other visuals elements (e.g. graphs, infographics, posters, patent drawings, diagrams) that may be available.