

# Call for concepts on Intellectual Property and the Public Interest from Media

## Submission for Story Ideas from IP Media Fellows is Now Open:

The Center for Health, Human Rights and Development (CEHURD) calls upon concepts from 2013 IP media fellow and journalists in mainstream and digital media to participate in a competitive bid to do investigative stories on the effect of intellectual property rights on human rights and Public interest concerns of Ugandans.

### INTRODUCTION:

Over the past two years CEHURD has been running a fellowship program Mentoring journalists in main stream and digital media in Uganda to report issues of intellectual property and human rights effectively. This program focused on social welfare aspects of IP including balancing Intellectual Property Rights (IPRs) with consumer interests. Even though current fellows have priority in participating in the competition there is room for those interested to join at this stage. Interested applicants should submit story ideas they wish to investigate on the effect of Intellectual property (IP) laws on health, education, agriculture, trade, and livelihoods of Ugandans in this era of the East African Community (EAC) Integration.

### BACKGROUND:

Uganda and the East African community Secretariat have in the recent past enacted laws, regulations, plans and policies to promote trade in innovative and creative works. In Uganda there is the Industrial Property Act of 2013, The Geographical Indications Act of 2013, Trade Secrets Act of 2012, the Trade Marks Act of 2010, a Copyright and Neighboring Rights Act of 2006 and Parliament is considering an Anti-counterfeit law. At the EAC regional level, a Common Market Protocol has been signed and assented to, a regional policy on Utilization of Trade Related Aspects of Intellectual Property flexibilities has been adopted, a pharmaceutical plan of action and negotiation for a model law on anti-counterfeiting is also in the offing.

It should be noted that the above laws and policies have a direct impact on access to essential commodities such as medicines, food, learning materials and thus the necessity for a media mentoring program on IP and the Public Interest to highlight the balance between upholding private rights of IP owners and those of ordinary consumers of IP in Uganda.

### Objective of this call:

The overall objective of this process is to collect well-investigated and balanced stories that illustrate the prospects and challenges Uganda and the region face in enacting intellectual property that suits the development needs of the country/region. Successful articles are expected to contribute to shaping the public debate and insights around intellectual property reform processes. A selection of successful conceptual ideas will receive funding support to be investigated, rewarded, published and shared amongst development partners and stakeholders as best practices.

## **Eligible ideas should illustrate the impact of the following legislations on Human Rights of Ugandans:**

- Industrial Properties Act 2013,
- The Geographical Indications Act of 2013,
- Trade Secrets Act of 2012,
- The Trade Marks Act of 2010,
- Copyright and Neighbouring Rights Act of 2006
- Anti-counterfeit Bill of 2010
- EAC Common Market Protocol
- EAC policy on Utilization of Trade Related Aspects of Intellectual Property (TRIPS) flexibilities
- EAC Pharmaceutical Plan of Action
- EAC Anti-counterfeiting Bill of 2013
- Plant Variety Protection Act of 2013

### **Eligibility:**

This call is restricted to journalists in main stream and digital media. Priority will be given to current participants in the IP mentoring Program at CEHURD but those interested to join at this stage are free to submit a competitive story idea for investigation.

### **Submission:**

Interested candidates should send a one-page concept including;

- A brief description of the story,
- Pending questions to be answered during the fieldwork,
- Proposed sources of information, a work plan, implementation plan and modest budget.

### **Available support:**

Successful Concepts will be creative will receive technical and financial support to investigate and file articles from the field.

### **Evaluation:**

CEHURD will constitute an independent panel to evaluate the Concepts. The best conceptual ideas will be rewarded as follows:

- Ushs1,000,000 for the overall winner
- Ushs 250,000 for winner in the category of print
- Ushs 250,000 for winner in the category of Audio/radio
- Ushs 250,000 for winner in the category of video/television

**Dead line for submission of Ideas is 30th April 2014 and expect feed back by 2nd May 2014.**

NOTE: The articles don't have to be published or broadcast for them to win a prize.



Concepts should be sent to [info@cehurd.org](mailto:info@cehurd.org) and copy Ms. Kwagala on [kwagala@cehurd.org](mailto:kwagala@cehurd.org) or delivered at CEHURD offices:

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