

WIPO FOR CREATORS « CLIP »

29.10.25

Visual Material WG

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ifro |  **SINGAPORE**
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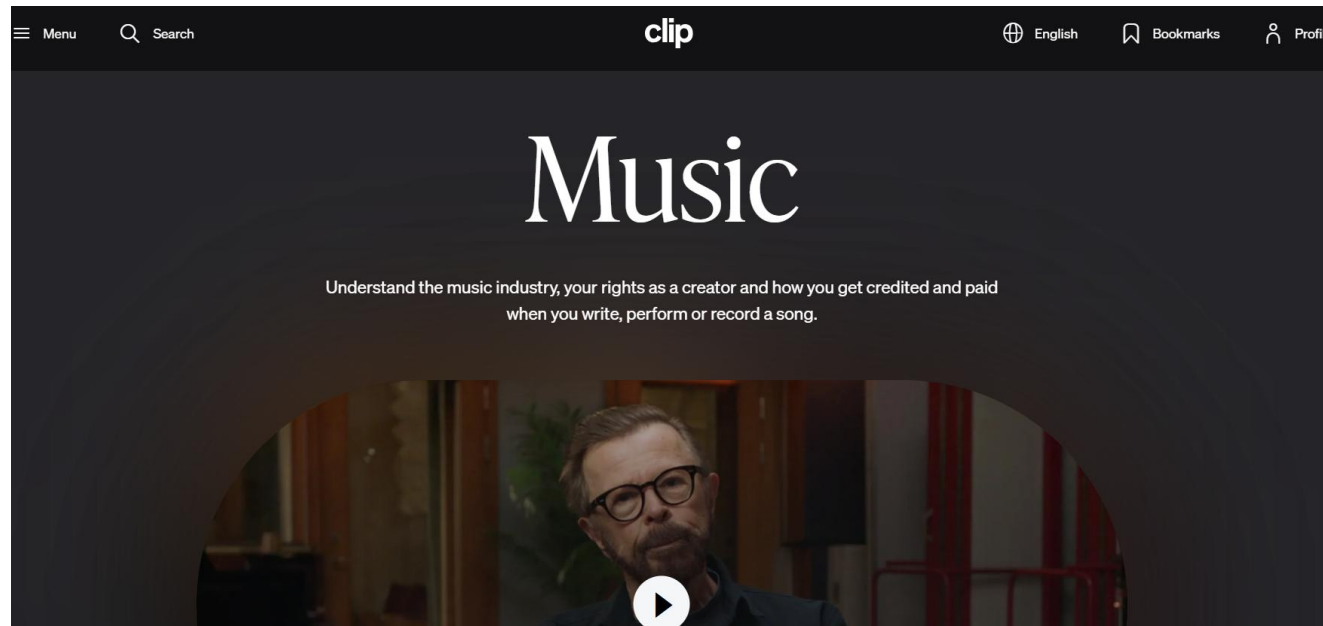
European Visual Artists

WIPO for Creators is a rights awareness initiative led by WIPO, aimed at :

- empowering authors with knowledge to manage their **IP rights**, ensuring they are **recognised and fairly compensated**.
- builds an **inclusive, global community** to strengthen creative industries through improved awareness, education, and rights management—**regardless of geography**.



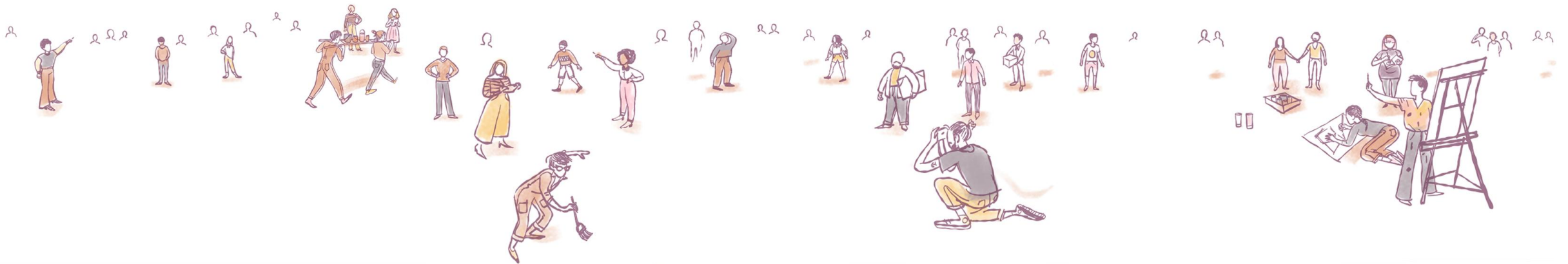
- WIPO for Creators' first major step is the launch of **CLIP - Creators Learn Intellectual Property**, a platform to help artists understand and protect their rights.
- The first CLIP, launched in November 2023, is the result of a collaboration between **WIPO** and the **Music Rights Awareness Foundation** (MRAF), an organisation dedicated to raising global awareness of music rights.



*Bjorn Ulvaeus,
member of ABBA, is
the ambassador of
CLIP Music*

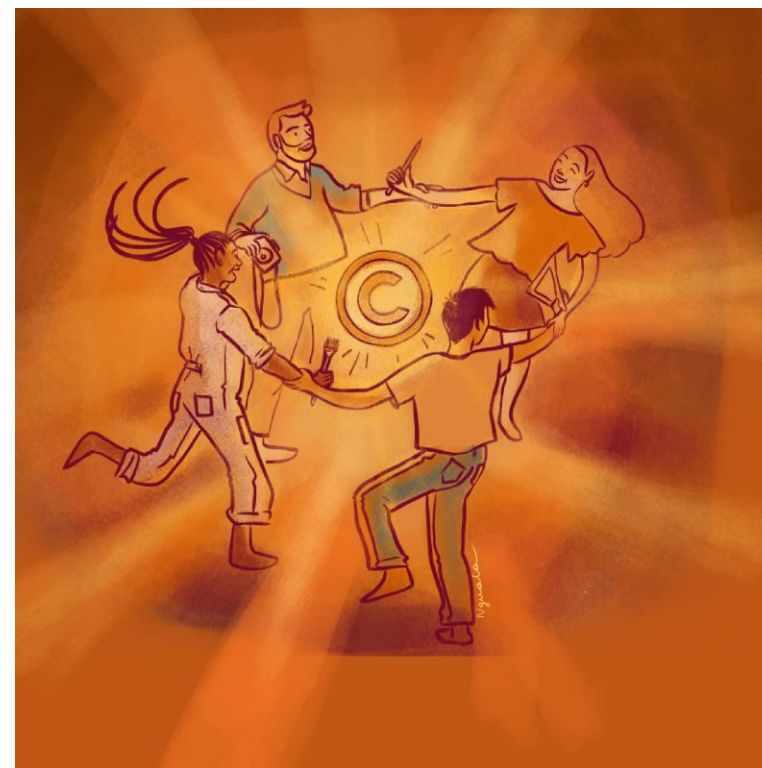
CLIP has now expanded to include the **visual arts sector**, with a dedicated section soon to be launched on the website.

EVA and IFRRO are actively contributing to the development process, bringing their unique expertise to the initiative.



CLIP aims to help artists navigate the landscape of IP rights, providing information in particular on:

- ➡ How to protect and enforce their rights
- ➡ How to be fairly remunerated
- ➡ How to be credited
- ➡ How to resolve disputes
- ➡ The role of CMOs



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What are the benefits of CLIP?


CLIP would offer a platform to:

- **Educate** members
- Invite non-members to **join**
- **Empower artists**
- Bring attention to their role in **licensing, collecting** and **distributing royalties, providing legal support etc.**
- **Centralise reliable information** also outside of the EU – useful for mobility of artists



What are CMOs?
Collective Management Organizations collect and pay remuneration to rights holders.

7 min read



Unions & trade bodies
Unions and trade bodies are organizations that create networks for their members and work to...

2 min read

CLIP – Advisory Board

The **Advisory Board** is composed of leading authors' organisations across various sectors and oversees the development of Clip.



EVA and IFRRO, are part of the **Advisory Board** and the **Sub-committee**.

The subcommittee supports the visual arts content creation process by reviewing drafted content and providing **advice** and **feedback**.

The Sub-committee plays a critical role in upholding our fundamental commitment to remaining **factual, accurate, objective** and **balanced**.



Current organisations in the Sub- committee.

- EVA - Anke Schierholz & Laetitia Nguala Masamba
- CISAC - Leonardo di Terlizzi
- IAF - Janet Hicks
- IFRRO - Anita Huss-Ekerhult and Christian Zimmermann
- WIPO - Dominic Mater
- Senior Advisors TBC
- Lead IP lawyer - Ganna Prokhorova

Next steps

- Search for a **well-known visual artist** to ambassador the project
- Search for senior Visual artists and other experts in the field to contribute their experience to the sub-committee

Suggestions? Ideas?

info@evartists.org



Funding

- CLIP included in Annual Work Programme Creative Europe

*The Annual Work Programme 2026 will also **include support to the World Intellectual Property Organization's (WIPO) CLIP initiative. The action aims to support the development of targeted content for music creators in Creative Europe countries and to expand WIPO's CLIP platform to other cultural sectors**, with the goal of raising awareness among creators of their intellectual property rights and contributing to a fairer, more sustainable creative economy. In doing so, this project will also contribute to supporting efforts aimed at improving artists' working conditions. (p. 10)*

1.10 Support to WIPO's CLIP Initiative **250.000 EUR** MON EAC



Creative
Europe

Tentative Timeline

- Ongoing - bi-monthly meetings of the subcommittee
- Next advisory board meeting -
- Completion for December 2025.



Thank you!

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