



**GOAL 1.1  
MATCHING TOOLS AND  
PRACTICES WITH USERS'  
NEEDS**

**TIMELINE**

January 2021 to June 2025

**INVESTMENT**

EUR 4.2 million

**STAFF INVOLVED**

53.8 FTEs<sup>1</sup>

**MOST IMPACTED CAPITAL<sup>2</sup>**

Relational

**MOST IMPACTED STAKEHOLDER**

Users & Institutions

**BROADEN THE COOPERATION  
FRAMEWORK OUTSIDE THE EU**

The project focuses on the **impact and sustainability of all the tools developed and practices adopted** in non-EU IP offices (IPOs) under the previous strategic plan. To continue building on the work achieved and to extend the network by establishing strategic alliances with non-EU IPOs and to promote the EUTM and RCD systems beyond the EU boundaries.

Its aim is to effectively **extend EUIPN and Office tools, standards and practices to new markets and to develop tools in collaboration with non-EU stakeholders**. As well as, to reinforce relations with non-EU IPOs (including Boards of Appeal) and non-EU users through intermediaries, such as user associations, international fora and other stakeholders in IPR management, including online marketplaces in particular when questions related to **IP registration** are involved.

**EXPECTED BENEFITS**

- Increase predictability for EU businesses when protecting their rights outside the EU
- Comparable IP standards outside the EU for the EU productive sector
- Extended cooperation and collaborative networks
- Improved user experience through recognisable tools
- Increased awareness of IP and a broader understanding of the EU IP system internationally

<sup>1</sup> Full-time equivalent

<sup>2</sup> As part of an integrated thinking approach, in 2016 the Office adopted the five capitals value creation model (human, organisational, relational, economic & environmental).