



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

TIMELINE

July 2020 to June 2025

INVESTMENT

EUR 8.8 million

STAFF INVOLVED

33.0 FTEs¹

MOST IMPACTED CAPITAL²

Relational

MOST IMPACTED STAKEHOLDER

Institutions

¹ Full-time equivalent.

² As part of an integrated thinking approach, in 2016 the Office adopted the Five Capitals Value Creation Model (human, organisational, relational, economic & environmental).

**ECP4 CONVERGENCE OF
PRACTICES**

Structured around a project-based approach, **European Cooperation** has a portfolio of projects consisting of both **European Cooperation Projects (ECPs)** set out during the previous strategic plan, and a series of new projects adopted in the framework of the SP2025. Each ECP includes at least one project. This is supported by a working group made up of experts from national and regional IP offices from the EU, users and, where relevant, experts from international organisations.

By taking this approach, the **ECP4** concentrates on promoting the development of **common examination standards and practices** in cooperation with national and regional IP offices in the EU. New common practices are being developed in areas where harmonisation will bring the greatest benefits to Network stakeholders. These include common practices on trade mark applications made in bad faith, and on trade marks contrary to public policy or to accepted principles of morality. In addition, the Maintenance of Common Practices project is ensuring that the common practices already established remain up to date and relevant in an evolving IP landscape.

EXPECTED BENEFITS

- Improved communication between the EUIPO and national and regional IPOs in the EU
- Enhanced interoperability between the EU and national trade mark and design systems
- More developed maintenance system to ensure convergence within the Network is more sustainable