



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

TIMELINE

July 2020 to June 2025

INVESTMENT

EUR 18.9 million

STAFF INVOLVED

23.0 FTEs¹

MOST IMPACTED CAPITAL²

Relational

MOST IMPACTED STAKEHOLDER

Users & 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).

ECP6 SUPPORTING SMES

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 new projects to be adopted and implemented. Each ECP contains at least one project, which 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 **ECP6** concentrates on **empowering European Union SMEs to protect and enforce their competitive advantage through IP rights**. Given their working proximity to SMEs, and specialised knowledge and language skills, **IPOs and user associations** are of fundamental importance to the success of the project. In this context, the European Union Intellectual Property Network (EUIPN) is contributing by mapping existing services yearly, and by carrying out SME-focused activities and support activities. These activities, carried out by the IPOs, are aimed at benefitting SMEs in the Member States.

EXPECTED BENEFITS

- Increased understanding of IP
- Improved knowledge exchange with IPOs, external partners and SMEs