



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

TIMELINE

January 2018 to December 2022

INVESTMENT

EUR 5.5 million

STAFF INVOLVED

6.5 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 a five capitals value creation model (human, organisational, relational, economic & environmental).

ARISE + IPR SEA

The Office works in **close cooperation with the European Commission to improve intellectual property (IP) systems in non-EU countries or regions**. There are currently two types of EU-funded project: those funded under the EU's [Partnership Instrument](#) (such as the [IP Key](#)) and those funded under the [Development Cooperation Instruments](#) (DCI/EDF/ENI) (for instance: [ARISE + IPR](#)).

The main objective of **Arise + IPR** is to **support ASEAN regional integration** and further **upgrade and improve the systems for IP creation, protection, utilisation, administration and enforcement** in the region, in line with international IP best practice and EU standards.

EXPECTED BENEFITS

- Enhanced regional IP platforms and network
- Effective participation of the ASEAN Member States in global protection systems and other relevant international treaties in the IP field
- Increased awareness on the importance of IP protection in the ASEAN region
- Strengthened capacity of the IP administration in Cambodia, Lao PDR and Myanmar