



**GOAL 2.3
IP SERVICES FOR SMEs**

TIMELINE

July 2020 to June 2025

INVESTMENT

EUR 3.5 million

STAFF INVOLVED

13.0 FTEs¹

MOST IMPACTED CAPITAL²

Relational

MOST IMPACTED STAKEHOLDER

Users

SME PROGRAMME: SME WEBSITE

Small and medium-sized enterprises (SMEs) are the backbone of Europe's economy. They represent **99 % of all businesses in the EU**. In the past five years, they have created around 85% of new jobs and provided two-thirds of the total private sector employment in the EU.

The Office's **SME Programme** foresees four work-streams: Communication and Outreach, Data Driven Science, SME Supportive Instruments, Network and Collaboration.

The **SME Website** project, following the SME Programme mandate and situated under Supportive Instruments, will be set up to offer **real added value for entrepreneurs, start-ups and EU SMEs** delivering access to consolidated, simplified, trustworthy and relevant information. It aims to become an online guide orientating start-ups and entrepreneurs in the development of their business.

EXPECTED BENEFITS

- Augmented positive impact on IP protection awareness, translated into an increment of applications from SMEs
- User satisfaction with the website through visits and usage of the integrated tools

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).