



**GOAL 3.2  
EVOLVING WITH THE DIGITAL  
ERA**

**TIMELINE**

January 2022 to December 2023

**INVESTMENT**

EUR 481 thousand

**STAFF INVOLVED**

4.2 FTEs<sup>1</sup>

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

Organisational

**MOST IMPACTED STAKEHOLDER**

Society and EUIPO

**VIRTUAL VISITOR CENTRE**

The Virtual Visitor Centre (VVC) project will create **a virtual environment of the EUIPO campus** where different types of stakeholders can experience the campus and interact with the EUIPO in several ways.

The VVC will be composed of **two virtual environments**. On the one hand, **a virtual tour**, available 24/7, with a succession of 360 degrees pictures, enabling the general public to discover the EUIPO campus and receive information about the Office, some of its procedures and the benefits it brings to society. On the other hand, **a specialised platform recreating specific conference rooms** of the campus, to host virtual events, conferences and fairs, where participants can move around in a 3D space and interact with one another in a public or private way through text and voice.

**EXPECTED BENEFITS**

- Reinforced positioning of the Office as an innovative institution
- Wider and deeper understanding of IP in the European society
- Reduced environmental impact due to increased access to a high-quality virtual environment

<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).