



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

PROJECT MANAGER

Carlos Azorín

TIMELINE

July 2020 to June 2025

INVESTMENT

EUR 65 932

STAFF INVOLVED

Full-time Equivalents (FTEs)

MOST IMPACTED CAPITAL¹

Relational

MOST IMPACTED STAKEHOLDER

Institutions

¹ 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 EU national and regional IP office experts, users, and, where relevant, experts from international organisations.

Under this approach, the **ECP6** concentrates on **empowering SMEs across and beyond the EU 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** will be of fundamental importance to the success of the project. In this context, the Office will provide support to SMEs through the implementation of: mapping and benchmarking of **tools, services and interest groups**; national and EU-level **communication campaigns**; and **training and support activities** related to SMEs.

EXPECTED BENEFITS

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