



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

**PROGRAMME MANAGER**

Alvaro García

**TIMELINE**

February 2020 to January 2023

**INVESTMENT**

EUR 1 170 000

**STAFF INVOLVED**

2.35 FTEs

**MOST IMPACTED CAPITAL<sup>1</sup>**

Relational

**MOST IMPACTED STAKEHOLDER**

Institutions

<sup>1</sup> As part of an integrated thinking approach, in 2016 the Office adopted the five capitals value creation model (human, organisational, relational, economic & environmental).

**EUGIPP- EU GEORGIA  
INTELLECTUAL PROPERTY  
PROJECT**

The Office has consolidated a close cooperation with the European Commission to improve IP systems in non-EU countries/regions. EU-funded projects are currently of two types, those funded under the EU's [Partnership Instrument](#) (such as the [IP Key projects](#)) and those funded under the [Cooperation/development Instruments - DCI/EDF/ENI](#) (such as [EUGIPP](#)).

Under this approach, the **EU Georgia IP Project (EUGIPP)** contributes to the implementation of the EU-Georgia association agreement by **supporting IPR in Georgia**. Its overall objective is to work with Georgian Authorities in its efforts to embed a conducive IP environment towards European integration.

**EXPECTED BENEFITS**

- Progressive convergence of Georgia towards EU standards in IPR legislation, protection and enforcement
- Greater transparency and fair implementation of the IPR protection and enforcement system
- Further improvement of the IPR environment
- Increased public awareness on the importance of IPR protection