



**GOAL 2.2
NEW SERVICES TO INCREASE
ADDED VALUE TO
BUSINESSES**

TIMELINE

January 2023 to June 2024

INVESTMENT

EUR 467 thousand

STAFF INVOLVED

4.4 FTEs¹

MOST IMPACTED CAPITAL²

Organisational

MOST IMPACTED STAKEHOLDER

Users

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).

ADR STAKEHOLDER ENGAGEMENT AND COOPERATION

This project is part of the **Expand and Broaden the use of Alternative Dispute Resolution (ADR)** programme tasked with implementing the initiatives foreseen under **Focus Area 4 of the Boards of Appeal (BoA) [Action Plan 2021-2026](#)**. The vision of the programme is to **expand and broaden the use of ADR for IP disputes** through the establishment of a Mediation Centre that offers **accessible, added-value ADR services** to users, supported by an optimal ADR ecosystem that **ensures the highest standards of ADR service and mediator competencies**, and that **fully integrates the user and stakeholder perspective**.

The objective of this project is the **design and first implementation of strategies for reaching out to ADR networks and stakeholders** in a structured manner in order to support the spread of the mediation culture and achieve the objectives of the Programme.

EXPECTED BENEFITS

- Raise awareness about ADR in general, promoting a mediation culture in the IP field
- Higher engagement and understanding of users and IP representatives
- Collaboration network with national IP offices and IP organisations
- An innovative and affordable ADR service for high quality dispute resolution
- Contribute to EU initiatives to enhance the enforcement of IP rights