



**GOAL 2.3
IP SERVICES FOR SMEs**

PROJECT MANAGER

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TIMELINE

January 2021 to June 2025

INVESTMENT

EUR 2 191 334

STAFF INVOLVED

14.93 Full-time Equivalent (FTEs)

MOST IMPACTED CAPITAL¹

Relational

MOST IMPACTED STAKEHOLDER

Users

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

**SME PROGRAMME:
SME OUTREACH AND COMMUNICATION**

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: Outreach and Communication, Data Driven Science, SME Supportive Instruments, Network and Collaboration.

Under the **Outreach and Communication** workstream the Office seeks to provide the **communications infrastructure** necessary to differentiate the nascent EUIPO SME programme from others, through the SME Website project, which is intended to offer a real added value for entrepreneurs, start-ups and EU SMEs delivering access to consolidated, simplified, trustworthy and relevant information, and to mark it as an SME instrument of choice, as well as **building and positioning its brand**, creating a robust visual identity; carving out **space in the online and media communications** sphere for its outputs and objectives; and linking it with **established networks and projects** of the Office.

EXPECTED BENEFITS

- Increased awareness of the benefits of the SME Programme among SMEs