



**GOAL 3.2  
EVOLVING WITH THE DIGITAL  
ERA**

**TIMELINE**

July 2020 to June 2025

**INVESTMENT**

EUR 5.4 million

**STAFF INVOLVED**

28.9 FTEs<sup>1</sup>

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

Organisational

**MOST IMPACTED STAKEHOLDER**

Users

<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).

**MODERNISED EUIPO ONLINE  
PLATFORM**

The **EUIPO online platform** is the **main channel** for users to conduct their operations with the Office. The current website was launched in 2013 and proved successful, leading users to high electronic interactions in the majority of office proceedings.

In anticipation of the existing online platform becoming outdated as technology evolves, and to cope with the needs of the new strategic plan insofar as offering a customer-centric service, the Office will modernise its online platform **to empower its different users** - from SMEs to highly knowledgeable representatives -, to manage all of their online interactions with the Office, as efficiently as possible, through the provision of **stable, high performing, secure and user-friendly digital tools**.

**EXPECTED BENEFITS**

- Increased communications sent and received from users in electronic format
- Added capacity to offer a personalised digital experience to the different customer segments
- Increased website availability
- Increased user satisfaction with online services
- Improved security and data protection