

IPR rights-intensive industries and economic performance in the EU

In Depth

Spreading the word
across the EU



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New study reconfirms that intellectual property is good for the European economy

The European Union Intellectual Property Office (EUIPO) and the European Patent Office (EPO) published the [second EU-wide edition of the study](#) on the contribution of Intellectual Property Rights (IPR) to the European economy in terms of GDP, employment, wages and trade.

This study is the first update since the original report was published in 2013.

The report finds that more than 42% of total economic activity in the EU (some €5.7 trillion annually) is generated by IPR-intensive industries, and approximately 28% of all employment in the EU (60 million jobs) stems directly from such industries that have a higher than average use of IP rights.

The report also finds that average wages in IPR-intensive industries are more than 46% higher than in other industries. These industries account for approximately 90% of the EU's trade with the rest

of the world and also appear to have shown more resilience in the face of the economic crisis.

A comparison of the results of this study (which covers the period 2011-2013) with [those of the previous edition \(covering 2008-2010\)](#) reveals that the contribution of these industries to the EU economy has increased slightly.

The study covers a broad range of IP rights – patents, trade marks, designs, copyright, geographical indications (GIs) and plant variety rights – identifies the industries that use them relatively intensively, and quantifies the contribution of these IPR-intensive industries to a variety of economic indicators, in particular gross domestic product (GDP), employment, wages and external trade, at EU level.

The study uses a similar methodology to the previous EPO-EUIPO study published in 2013 and comparable studies conducted in the US.

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New study reconfirms that intellectual property is good for the European economy

According to the report, about half of all EU industries are IP-intensive, with engineering, real estate, financial and insurance activities, manufacture of motor vehicles, computers and pharmaceuticals among the top 20 IPR-intensive industries in Europe.

A similar study published in September 2016 by the US Patent and Trademark Office resulted in comparable findings for the US economy.

The share of employment and GDP in IPR-intensive industries is somewhat higher in Europe than in the US. IPR-intensive industries also strongly contribute to US external trade, but in somewhat lower proportions than in Europe. Both studies find the same 46% wage premium for workers in IPR-intensive industries.



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Interview

The in-depth interview of the edition, with Dr Kari Kivinen, the Head of the Lycée franco-finlandais d'Helsinki and the former Secretary-General of the European School system.

A journey of a thousand miles, the saying goes, begins with a single step. No matter how long the walk, or how difficult the terrain, the first step has to be taken for the journey to begin.

The IP Perception study, released in 2014, had tracked EU citizens' attitudes to intellectual property, and had shown that between 35% and 50% of young Europeans can display attitudes that favour counterfeiting or illegal downloading.

In 2015, the Intellectual Property in Education study was then commissioned to drill down into how intellectual property was taught in schools. Education is, after all, a driver of behaviour – and the report

sought to provide a clear picture of how IP was taught (and if it was taught at all) in school curricula across the EU-28 and beyond.

The study, prepared with input from a panel of experts, benchmarked European results with a third country analysis, focusing on the world's most innovative countries as shown in the Global Innovation Index 2014: the USA, Switzerland, Singapore and Hong Kong. To investigate this area the Office is working with a group of education experts. There have now been two workshops organised and an IP in Education project has been established as a result.

This work, in close consultation with the European Commission services (DG EAC), national authorities could be supported in introducing changes on a voluntary and optional basis to how IP is dealt with in their education systems.

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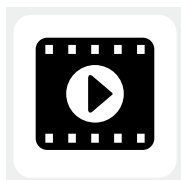


Interview

The goal of the project will firstly be to provide a national case study of a country that introduced IP into its curricula, which could serve as guidance. The next step will be to take on board the best examples of resources that are available and seek, if needed, to fill the gaps.

Dr Kari Kivinen is now chair of a taskforce in the IP in Education network, recently established by the Observatory. He shared his thoughts after the second meeting of the network in October 2016.

Click to watch the video:



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Spreading the word across the EU: the Christmas campaign

On 5 December 2016, EUIPO launched its first pan-European media campaign based around the Quantification of Infringement study report series.

The study series has been running since 2015, and so far nine separate studies have been released, with several more to follow in 2017.

Each study concentrates on a specific economic sector known to be vulnerable to counterfeiting and piracy. As a result, each study has been released separately.

But for the first time, the results of all the studies were aggregated, and their data combined into campaign materials.

This aimed at providing an accurate snapshot of the economic impact of counterfeiting and piracy at EU and at Member State level across the nine sectors in question.

The nine sectors are: [cosmetics and personal care](#);

[clothing, footwear and accessories](#); [sports goods](#); [toys and games](#); [jewellery and watches](#); [handbags and luggage](#); [recorded music](#); [spirits and wine](#); and [pharmaceutical sectors](#).

Overall, the study series estimated that over EUR 48 billion — or 7.4 % of all sales — is lost every year across the EU in the nine sectors, due to the presence of fake goods in the marketplace.



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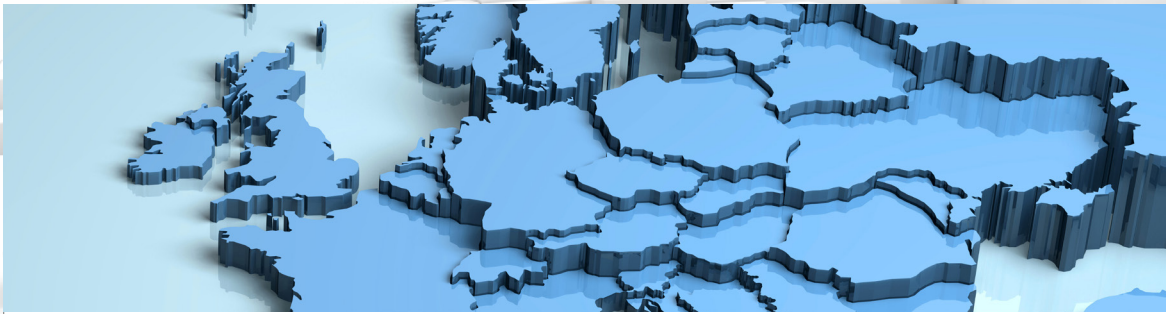
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Spreading the word across the EU: the Christmas campaign

This data was further broken down at Member State level, providing an in-depth look at the impact of counterfeiting and piracy at a cross-sectorial level.

Overall, the study series estimated that over EUR 48 billion — or 7.4 % of all sales — is lost every year in the nine sectors, due to the presence of fake goods in the marketplace.

In addition, every year, an additional EUR 35 billion is also lost across the EU economy due to the indirect effects of counterfeiting and piracy in these sectors, as manufacturers buy fewer goods and services from suppliers, causing knock-on effects in other areas.

Observatory stakeholders received press releases and infographics created for the campaign to distribute via their channels, with coverage of the campaign gained across the EU, in radio and TV as well as in print media.

The pan-European campaign was a pilot exercise, with the results carefully measured and monitored

at Observatory level to ascertain both the reach and the depth of the campaign. Stakeholders cross-disseminated the information provided via their own contacts, acting as multipliers for the campaign messages.

An assessment of the campaign's effects will be further assessed and discussed within the Observatory. Further streamlining of synergies with stakeholders will be explored, and opportunities for similar campaigns in the future will be identified.

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Observatory meetings

Observatory Working Groups

The Observatory working groups met in Milan, Italy, at the end of November, for their second round of meetings in 2016.

Common Session

The Common Session focused on a short presentation of the Observatory Work Programme 2017 as well as on the presentation from the EC services of its main policy initiatives.

The Danish, Swedish and Portuguese national IP offices shared their methods of dissemination of the Observatory's work that could be used as best practice by the other Member States.

The session ended with a reminder of the existing calls for expressions of interest for compiling list of pre-selected experts to assist the work of the Observatory.

Enforcement

The main themes of the working group included brief and discussion with stakeholders on the Intellectual Property Crime Coordinated Coalition (IPC3) and Virtual Training Centre, an introduction to the second phase of the Online Business Models Infringing IPR, a presentation of the Block chain technology and Intellectual Property, as well as IPR infringements via social networks.

It also dealt with the creation of a single enforcement platform for the EDB, ACIST and ACRIS tools and the future of knowledge building seminars and trainings organised by the Office.

Public Awareness

The Public Awareness working group focused most of its discussions on the results of the 2015 grant scheme and the future of the Ideas Powered initiative,

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as well as the IP in education project. Stakeholders were also introduced to the Christmas campaign - the first pan-European campaign launched by the Office. DPTO and INPI France gave presentations on their awareness activities.

IP in Digital World

The IP in Digital World working group started with a discussion and knowledge sharing session on Blockchain technology used to protect and enforce IP.

It was followed on by a presentation and discussion of the proposed functionalities of the Digital Deposit System.

Participants were updated on *agorateka*, the European online content portal, the music test case for legal offers, as well as on the Malware study and the study on Online Business Models Infringing IPR.

Economics and Statistics

The Economics and Statistics working group included a presentation of the study on the public domain, and the German pilot study on Trade secrets, as well as on the results derived from econometric techniques applied to the raw data from the SME scoreboard.

The European Commission presented a paper on movie piracy and the so-called displacement effect. Participants were updated on the infringement quantification studies with nine sectorial studies, with the most recent one being Medicines, published in September.

Participants were informed that the next publication focuses on pesticides, which will be followed by a joint study on smartphones carried out with the International Telecommunications Union.

The meeting concluded with a presentation and a

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discussion on dissemination activities and coverage of the IP Contribution study 2016.

Legal & International

The Legal and International working group included an update and discussion on the EU funded projects implemented by the EUIPO and how the results of its survey on the IP situation in third countries were used by DG Trade.

There was a presentation of the projects on legal measures to counter online IPR infringement.

An update was given on the ongoing efforts to estimate the costs that would be faced by enterprises, particularly SMEs, in enforcing different types of IPR in different EU Member States.

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Evaluation of Observatory

As foreseen in Regulation No 386/2012, the Commission is launching an evaluation of the Observatory covering the years 2012 to 2015.

The consultancy firm Technopolis has been contracted to perform a study supporting this evaluation and has been asked to interview a large number of stakeholders involved in the work of the Observatory.



For further information on the evaluation, its objectives and scope, please see: http://ec.europa.eu/smart-regulation/roadmaps/docs/2017_grow_016_evaluation_of_observatory_en.pdf.

For questions or comments, please contact Estelle. Bacconnier@ec.europa.eu.

Departure of Jean Bergevin

Jean Bergevin will leave his role as Head of the Intellectual Property and Fight Against Counterfeiting Unit in DG Internal Market, Entrepreneurship and SMEs on January 1.

Michael Koenig will become the Acting Head of Unit.

Mr Bergevin has been an active participant in and supporter of the Observatory and its work during his time as Head of Unit in DG Internal Market.

The Observatory joins with its stakeholder community

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to wish him all the best in his new role within the Commission.

Observatory reports referenced in U.S. Joint Strategic Plan on Intellectual Property Enforcement

A number of reports produced by the Observatory have been referenced in the [United States Joint Strategic Plan on Intellectual Property Enforcement \(2017-2019\)](#), entitled "Supporting Innovation, Creativity and Enterprise: Charting a Path Ahead."

The EUIPO/EUROPOL joint situation report on counterfeiting, the joint EUIPO/OECD study, the report on infringing business models online and the report on digital advertising on suspected infringing websites were all cited in the document.

The Strategic Plan was developed by the U.S. Interagency Strategic Planning Committees on IP

Enforcement.

This was comprised of U.S. government departments including the Department of Justice, the Department of Homeland Security, the Department of State, the Department of Commerce, the Department of the Treasury, the Department of Health and Human Services, the Department of Agriculture, the Office of Management and Budget, the Office of the U.S. Trade Representative and the U.S. Copyright Office, and chaired by the Office of the Intellectual Property Enforcement Coordinator.

Observatory Work Programme 2017 now published

The Observatory has published its [Work Programme for 2017](#). The programme outlines the activities to be undertaken by the Observatory during 2017 in the framework of the Multiannual Plan 2014-2018 and the Strategic Plan 2020 of the European Union Intellectual

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Property Office (EUIPO). It includes projects that continue work begun in 2015, as well as new projects and activities that were initiated during 2016, some of which will deliver their final results in subsequent years.

The document first provides an overview of the structure of the Observatory and its main goals and gives a summary of its main activities and achievements in 2016. Thereafter it is divided into four parts which contain: a brief description of the working groups within the Observatory; a description of the activities the Office will undertake to implement the Multiannual Plan in 2017; the main meetings and conferences planned for 2017; and annexes with information on the legal basis for the activities of the Observatory and on the 2017 budget.

If you would like to take a closer look at what the Observatory has planned for next year, check out the About us page of the Observatory website and click

on the "Work Programme" tab. Here you will find the Work Programme of 2017 and of previous years, as well as the EUIPO's Multiannual Plan (2014-2018).

Orphan Works Database meeting

The EUIPO, together with the European Commission (DG Connect), held a second meeting with the Competent National Authorities for the Orphan Works Database (the Database) and the Orphan Works Directive on 7 December in Alicante.

Orphan Works Database

Since the launch of the Database in 2014, EUIPO has been implementing a number of activities in cooperation with national authorities aimed at raising

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awareness about the Database and increasing its usage.

The purpose of this meeting was to reinforce the Database stakeholder network and to ensure the exchange of information and good practices. The EUIPO is responsible for the management of the Database, which provides a single harmonized point of access to information about orphan works in EU Member States and EEA countries.

DesignEuropa Award ceremony in Milan

Observatory stakeholders attended the DesignEuropa Awards ceremony in Milan on November 30.

Organised by EUIPO, the DesignEuropa Awards had three categories: the Small and Emerging Companies category, the Industry category and the Lifetime



Achievement Award. The ceremony was held in the UniCredit Pavilion.

The Flap sound-absorbing panel, owned and manufactured by Caimi Brevetti and designed by Alberto and Francesco Meda, won the Small and Emerging Companies category.

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The Thule Urban Glide jogging stroller, owned and manufactured by Thule IP AB and designed by Thule with support from Veryday Design, scooped the Industry category at the DesignEuropa Awards.

The Lifetime Achievement Award was presented to legendary designer Giorgetto Giugiaro.

Regional Seminar for Enforcement Authorities



A regional seminar for enforcement authorities took place from 22 to 24 November in Newport, UK. It was co-organized by EUIPO, through the Observatory, together with the United Kingdom Intellectual Property Office (UK IPO).

The seminar focused on cooperation among the seven countries identified in the region (UK, Ireland, Belgium, Luxembourg, the Netherlands, France, Germany) and their sharing of expertise related to customs and police procedures.

Particular focus was given to intermediaries involved in the supply chain.

Would you like to support EUIPO?

In accordance with EUIPO procurement procedures, the Office is required to purchase services through a public tender or, below certain thresholds, through a call for expressions of interest (CEI).

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On 8th July 2016, the EUIPO launched a CEI to draw up a list of pre-selected candidates to assist the Office. Another call, addressed to universities and specialised academic bodies, was published in 2015.

The aim of these calls is to invite economic operators to put themselves forward to be included on a list of pre-selected candidates and generate shortlists which may be used for many different procurement procedures.

The CEI are in line with the principles of public procurement: transparency, proportionality, equal treatment and non-discrimination.

Call for expressions of interest provide the opportunity for Small and Medium Enterprises (SMEs), individual experts, researchers and academic institutions to support the EUIPO through the European Observatory on Infringements of Intellectual Property Rights and the International Cooperation and Legal Affairs Department on specific IP fields in different types of services.

These services cover analysis, assessment and support to different activities carried out in the IP fields.

They may have a wide geographical coverage and may include economic studies, IPR enforcement issues, IP trends, IP awareness matters and activities to foster international cooperation on IP.

The CEI also have the aim of bringing external expertise to prepare terms of reference, participate in workshops and round tables and support the drafting of a wide range of documents in the IP field.

The CEI will be open for a period of four years from their publication.

If you are interested and have the relevant background, please submit an application via the [following link](#):

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Knowledge building conference for enforcement authorities



An enforcement conference took place from 9 to 11 November at EUIPO's headquarters in Alicante.

It was co-chaired by EUIPO, together with Eurojust and Europol, and looked at IP enforcement in the field of toys and videogames.

Judges' seminar on Fake Labels

A judges' seminar took place at the European Union Intellectual Property Office (EUIPO) on 7-8 November 2016. The seminar allowed national judges and prosecutors who deal with civil and criminal aspects of intellectual property rights to discuss practical issues related to "fake" labels affixed to products, which is a new trend in counterfeiting.

Training course with CEPOL

From 24 to 28 September EUIPO and CEPOL held a course on counterfeiting of goods and Intellectual Property in Paris.

The event focused on specific case studies regarding goods that particularly constitute perilous forms of counterfeiting.

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Also discussed were EU and international cooperation instruments (Europol, Eurojust, Interpol), ACIST and the Enforcement Database.

Training event for customs on online infringements

A training session on online infringements for customs took place on the 18 of October 2016

The event was co-organized by the EUIPO and the Customs Cooperation Working party (CCWP), a working body of the Council of the EU. It focused on the Darknet and included topics such as:

- Investigating darknet markets
- Using new technologies to fight against IPR fraud and counterfeit
- Identification of vendors on darknet markets

Representatives of customs authorities of 28 member states took part in the meeting. The training session reinforced cooperation with the EU customs



community as an important stakeholder of the Observatory's activities.

Blockchain Technology Workshop

Over 20 leading Blockchain specialists from Europe and the US met on 5th and 6th October in Brussels to discuss future use of the technology in the field of IPR.

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The experts focused on the application of Blockchain technology in the area of protection and enforcement of IPR.

Blockchain technology is at the cutting edge of the evolution of information technology and at the core of the future development of the internet with a potential of having a major impact on society and businesses.

Up until now Blockchain technology has only been used on a major scale in relation to virtual currencies



(most notably the Bitcoin payment system), but development of further applications in regard to tangible and intangible asset management, smart contracting, track and trace of products and many other areas relevant to IPR, are rapidly under way.

The basic functionality of Blockchain technology is an encrypted and irreversible information ledger run and maintained by a group of interconnected computers in accordance with certain defined protocol rules.

At the workshop these and many more issues were discussed with the aim of increasing understanding of the potential positive use of the technology in regards to protection and enforcement of IPR.

A new site for finding legal content online

[agorateka](#) is a new online portal that helps consumers find legal digital content, such as music, films and TV,

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e-books and video games, from various European Union countries.

This pan-European portal, supported by the EUIPO through the Observatory, has been created as a single access point to other EU sites that gather genuine content sources.



It also provides an overview of the online landscape of genuine sites and service providers in the various EU countries, and includes useful information and statistics.

agorateka currently has information on France, Latvia, Portugal and the United Kingdom, with more countries set to join from next year.

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Summer campaign for holidaymakers travelling abroad

International Institute of Research Against Counterfeit Medicines (IRACM) and the National Institute of Industrial Property (INPI)

During summer 2016, the International Institute of Research Against Counterfeit Medicines (IRACM) partnered with the National Institute of Industrial Property (INPI), the National Association of Pharmaceutical Students (ANEPF) the French Order of Pharmacists (ONP) and the National Anti-Counterfeit Committee (CNAC) carried out a nationwide campaign to educate the general public on what to do with medicines before and while traveling and during their stay abroad.

Beginning on June 28, over one million Travelling with Medicines flyers were made available to nearly all French pharmacies. The campaign was also relayed

on Twitter and Facebook.

A more extensive brochure developed by IRACM was also made available. This brochure includes 20 tips which cover safety rules and precautions to follow when travelling with medicines. It addresses, among other points, issues posed by time difference or the risks of counterfeit medications.

Detailed information about the campaign can be found at <http://www.iracm.com/en/launch-summer-campaign-holidaymakers-travelling-abroad/>



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Stakeholder news

Youth IGF

TaC – Together against Cybercrime International

The Youth Internet Governance Forum IGF, (www.youthigf.com) is an internationally recognised initiative.

It is a global movement that operates as a multi-stakeholder platform, and which allows young people from 15-29 years old to discuss and take a lead in issues related to internet governance in the format of local, national or regional debates.

These debates are organised by young people on a volunteer basis based on the methodology provided by the Youth IGF.

The Youth IGF is based on the principles of the UN Internet Governance Forum (IGF) and respects them fully.

In 2016 more than 151 countries joined the movement and organised national or local debates. The message of the meetings was communicated to the leaders at different levels, among others during the UN IGF 2016. The platform also serves as a hub to deliver capacity-building sessions to young people via the 'Train the Trainer' approach, and to raise their awareness on a number of Information Society issues including IP and copyright aspects in the digital world.

The main objective of the initiative is to allow the voice of young people to be heard by Information Society leaders on issues related to internet governance and to help young citizens to take an active part in the decision-making processes.

The initiative also helps to reinforce active citizenship in young people and promote participation in the development of intercultural and intergenerational dialogues.

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The concept of the Youth IGF gatherings is based on the idea of providing an inclusive opportunity for young people from both developed countries and developing nations, and particularly those who are facing social problems, to be able to express themselves and to convey their thoughts and concerns about the internet to the community.

The Youth IGF movement was conceived during the First French Youth and Teenagers IGF, which took place in France in 2011 at the Council of Europe. It is an initiative developed by TaC-Together against Cybercrime International, French Youth and its partners, and is supported by ICANN, Afnic and other international and national partners.

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Events



February 15-16



Regional Seminar for Baltic Judges



Tallinn, Estonia



March 14 - 16



Joint Knowledge Building Seminar



Alicante



Feb 28 - March 02



Observatory Public Sector Representatives Meeting



Valletta, Malta



March 21-24



Double Judges' Training on Practical Internet Aspects



Alicante, Spain

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May 03-05



**Observatory Working Group
Meetings**



Alicante, Spain



May 11-12



**Judges' Seminar on IPR
criminal issues**



Alicante, Spain

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