

LIST OF ACTIONS

No.	Action	Key Actors
1	Develop and launch a new generation of targeted communication campaigns to raise awareness amongst citizens on the impact of commercial scale IP infringements and thereby help firms that produce legitimate goods and services.	Observatory Member States Commission Consumers
2	Launch a wide debate on applying due diligence in supply chains . Drawing on its outcome, develop a policy initiative in this field.	Commission Stakeholders
3	Agree Memoranda of Understanding to address the profits of commercial scale IP infringements in the online environment , following Stakeholder Dialogues involving advertising service providers, payment services and shippers.	Stakeholders Commission
4	Analyse existing national initiatives seeking to improve IP civil enforcement procedures for SMEs in respect of small claims procedures and consider possible action in this field.	Commission SMEs
5	Review national schemes assisting SMEs to enforce their IP rights; through a Green Paper, consult stakeholders in view of possible future action.	Commission SMEs Member States
6	Publication of a Green Paper to consult stakeholders through a Green Paper on chargeback schemes which aim to tackle commercial scale online IP infringements. On this basis, explore the scope for taking concrete action in this field.	Commission Stakeholders Consumers
7	The Commission will establish a Member State Expert Group on IP Enforcement , where Member States can share best practice on the work within the EU of all their enforcement authorities and be informed on the delivery of this Action Plan.	Commission Member States
8	Develop a comprehensive set of sectoral IP enforcement training programmes for Member State authorities in the context of the single market.	Observatory Member States
9	Compile a guide on best practice to help public authorities avoid purchasing counterfeit products .	Commission Member States Observatory
10	Publication of a biennial report, IP in the EU economy , for more effective monitoring of the impact of the EU's IP enforcement policy.	Commission