



Public Awareness

through the Observatory

EU Observatory – Public Stakeholders Meeting - Warsaw, Dec 2011



Raising IP public awareness – call for action at the political level.

- Commission Communication of 16 July 2008, COM(2008) 465
- Council Resolution of 25 September 2008
- Commission Communication of 9 September 2009, COM(2009) 467
- Council Resolution of 1 March 2010
- European Parliament Resolution of 22 September 2010, 2009/2178(INI)



General Public Awareness

Actions carried out for many years, but:

- Not consistent at the European level.
- Not coordinated at the European level.
- Scattered, sector or geography limited.



Public Awareness in the Observatory

- Key activity of the Observatory.
- Work is organised through meetings with private and public stakeholders of the Observatory to exchange experience.



Private stakeholders meeting conclusions

- Observatory should build a plan of deliverables with a view to having measurable impact on public tolerance for c&p.
- Observatory should offer a toolkit of materials backed by clear research, which would propose:
 - guidance how to carry out campaign,
 - Messages and messengers fit for the purpose,
 - Unifying logo.



Public stakeholders meeting conclusion

- Guiding strategy is needed with concrete deliveries, including:
 - An EU research study,
 - Unified messages and seals (common logo),
 - An adaptabel toolkit of materials,
 - Regular tests of products,
 - Measurement system,



Proposal for 2012 - 2015

- Clear set of deliveries included and described in Communication strategy 2012 – 2015.



Proposed deliveries

1. Toolkit (depository) and communciation
campaing guidelines including common
logo.
2. IP Valutaion report.
3. High level events.
4. Specialised web presence for consumers.



Toolkit

- Toolkit would be a depository with webmail interface made of three parts:



Toolkit part 1

- Communication guidelines:
 - how to identify and engage an audience
 - how to understand the personality of the purchaser
 - how to apply global and local approach
 - how to use media
 - how to personalise messages
 - how to measure effectiveness of campaigns



Toolkit part 2

- Materials gathered from Observatory stakeholders from public and private sector, including:
 - leaflets, posters, common logo, videos, viral marketing tools etc.



Toolkit part 3

- Inventory of best practice ideas used in campaigns:
 - Specific designs and parameters found to be successful in other strategies
 - Humour, information and more positive messaging.



Toolkit summary

- Toolkit is going to be an adaptable lively product, which is going to be used as help by the Observatory members in their campaigns.



Research

- In order to adapt a Toolkit to MS, a specialised research need to be carried out about specificities of each country.



IP valuation report + RAND study

- IP valuation report to highlight the value of IP as an enabler of growth and job creation
- RAND study to assess scope and scale of c&p in the internal market.
- Both: in order to provide evidence to help develop future strategies.



High Level Events

- Like EU Design competition Awards Ceremony in the European Parliament on the 1st of February 2011.
- AIM:
 - to increase awareness.
 - to involve youngsters.



Web corner for Consumers

- Specialised, information based web tools including chanel for youngsters and information for consumers about c&p.



Information:



(+ 34) 965 139 100 (switchboard)



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youtube/oamitubes



OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET
(TRADE MARKS AND DESIGNS)

THANK YOU.