

AGENDA

Public Awareness Working Group Meeting

European Observatory on Infringements of Intellectual Property Rights

Tuesday, 5 November 2024

10:00-13:30

Location: Online

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09:30-10:00 Zoom log in

10:00-10:10 Welcome and update on Observatory outreach activities

10:10-11:00 Spring Pan European campaigns: Lessons learnt from the 2024 campaign and concept for the 2025 edition

The Observatory will present the results and lessons learnt from the Spring Campaign 2024, and share ideas for the concept for the Pan-European Campaign 2025. Stakeholders will be invited to comment and suggest synergies opportunities.

11:00-11:50 Outreach towards Influencers

Following the launch of the IP training for influencers on the EU Influencers Legal Hub, stakeholders will be invited to discuss how to further enhance outreach, training and engagement of influencers so that they can support our initiatives with regards to the next generation.

The Observatory will notably present the terms of reference of the upcoming survey on IP and influencers as part of the 2025 IP Next-GEN Report and ask for stakeholder's comments.

11:50-12:00 Coffee Break

12:00-12:50 Engaging the next Generation on IP

The Observatory will discuss the terms of reference of the education related parts of the 2025 IP Next-GEN Report and invite stakeholders to comment and share views. As regards the development of education materials, stakeholders will be reminded of the content of the trademarks and patent modules of the MOOC and elements covering AI and education topics, and will be invited to suggest dissemination opportunities.

The Observatory will present ideas to reach out to young people in events and invite comments from stakeholders on the options and collaboration opportunities.

12.50-13:10 International IP Enforcement Summit 2025, Athens

An update on the ongoing preparation of the sixth edition of the Summit will be provided and stakeholders will be requested to comment on the plans for the event.

13:10-13:30 AOB and wrap up