



Promoting Intellectual
Property Rights in the
ASEAN Region

Sharing the (EUIPO) Academy's Experiences and Successes

Patricia GARCÍA-ESCUADERO MÁRQUEZ | 15 June 2020



Funded by the European Union



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CONTENT



1. THE EUIPO ACADEMY: FUNCTION AND ROLES



2. EUIPO ACADEMY LEARNING ACTIVITIES

2.1 Learning activities for staff

2.2 Learning activities for external stakeholders

2.2.a Learning programmes

2.2.b Networks and collaboration



3. EUIPO ACADEMY LEARNING TOOLS

3.1 Academy Learning Portal

3.2 Knowledge Hub

3.3 Knowledge Repository



4. FUTURE GOALS

1 – The EUIPO Academy: function and roles

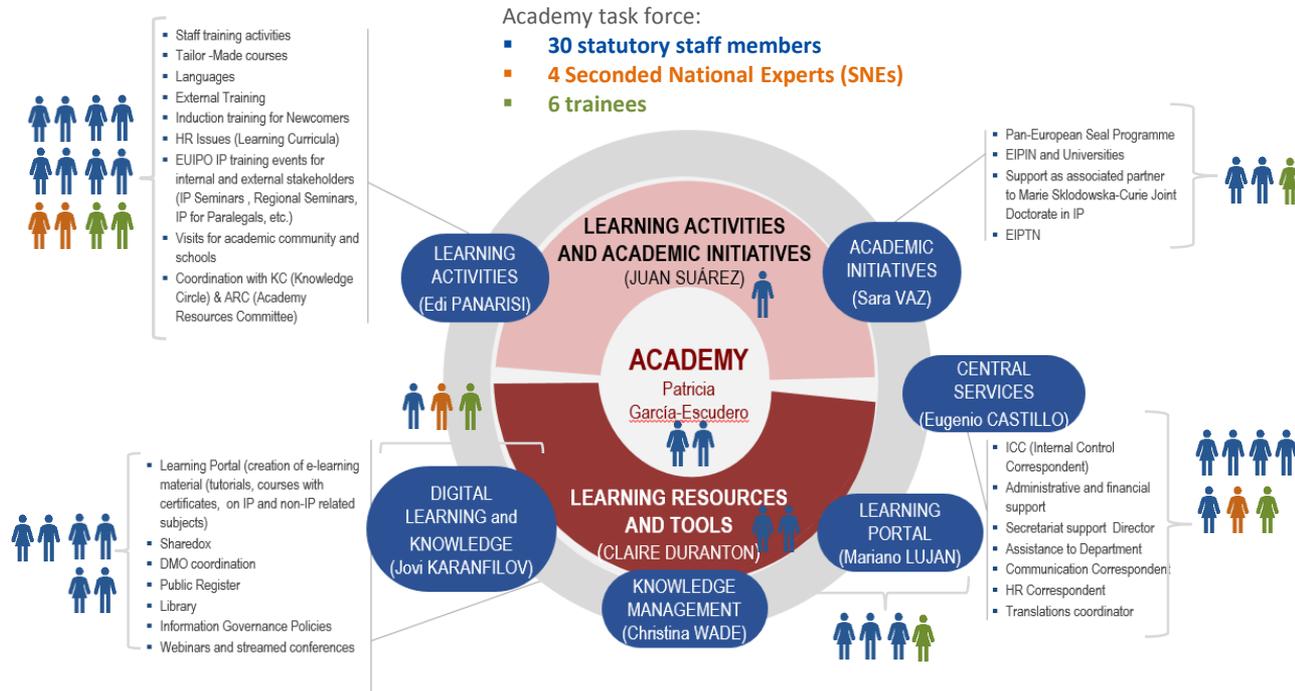
- ❑ Created in **2011**, to serve as the EUIPO's **learning and knowledge** sharing hub;
- ❑ We work to promote our **staff's career-long development** and we **foster knowledge sharing** with our partners in the IP offices of the European Union and beyond;
- ❑ Increasing **awareness of IP** among all stakeholders.

1 – The EUIPO Academy: function and roles

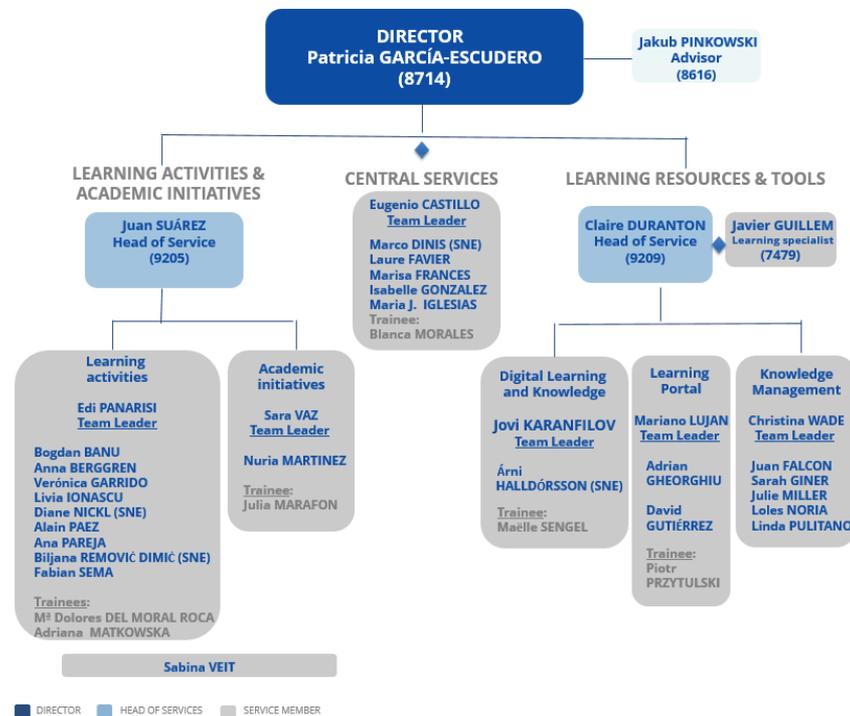
- ❑ **Learning/knowledge management partner** providing advice to staff and management on learning/knowledge management matters, policies and internal procedures;
- ❑ Develop and deliver **training** and coaching programmes for stakeholders, both internally and externally, in coordination with internal **substance matter experts** (ICLAD, OD, BOA, etc.);
- ❑ Develop and implement **concepts, strategies, programmes and policies** to facilitate staff and organisational development;
- ❑ **Planning and follow-up** for the organisation of learning activities for internal staff and external stakeholders.



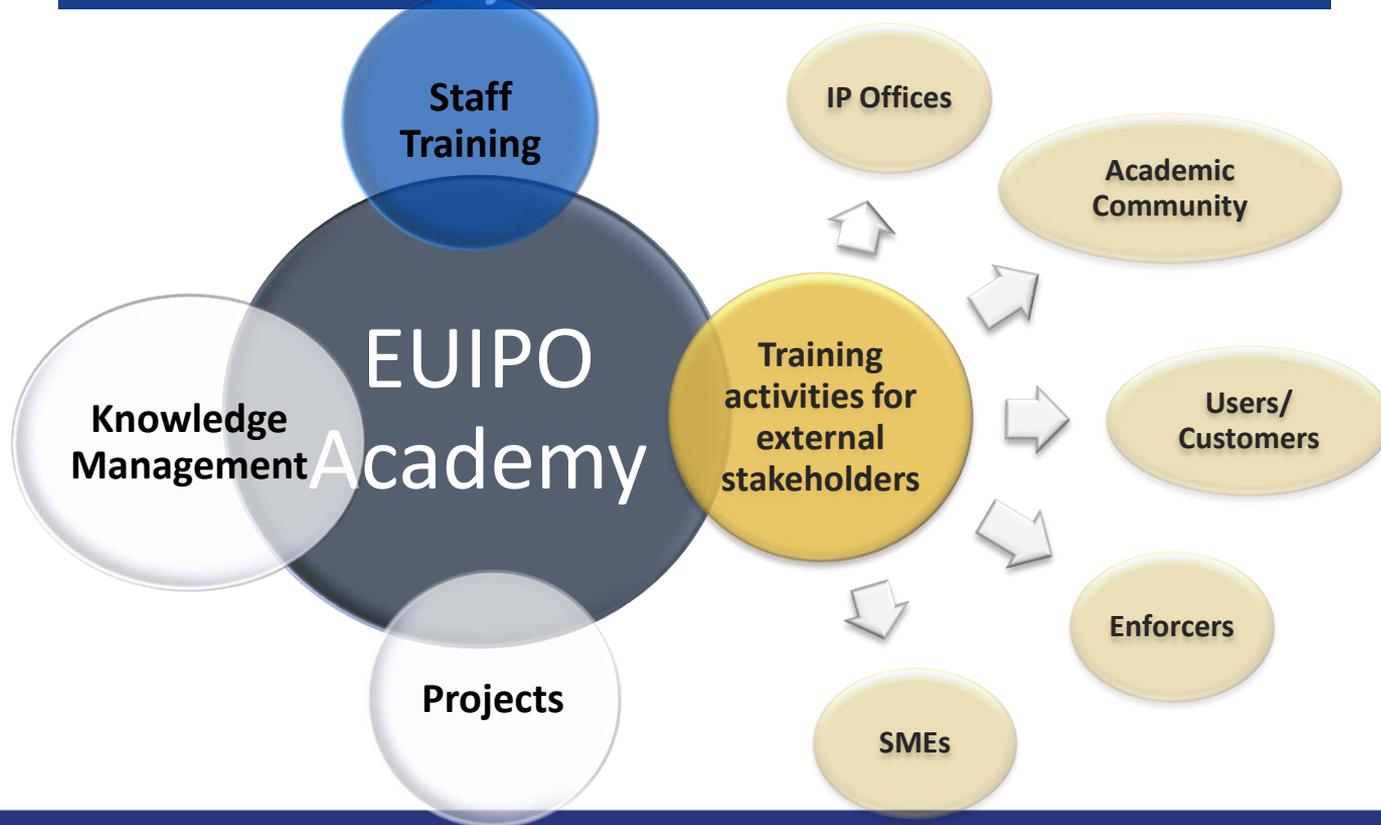
1 – The EUIPO Academy: function and roles - organisational chart



1 – The EUIPO Academy: function and roles – *organisational chart*



1 – The EUIPO Academy: function and roles



1 – The EUIPO Academy: function and roles – *Roles and responsibilities*

- ✓ Responsible for their own learning
- ✓ Proactive in identifying learning needs and seeking suitable training courses

- ✓ Provides learning framework
- ✓ Allocates training budget
- ✓ Promotes e-learning



- ✓ Help staff to identify learning needs
- ✓ Authorise training
- ✓ Follow-up the outcome for staff

- ✓ Identify and analyse staff learning needs
- ✓ Support line managers
- ✓ Design learning activities
- ✓ Manage training budget
- ✓ Monitor effectiveness of learning & training activities

1 – The EUIPO Academy: function and roles – *Learning curricula*

LEARNING CURRICULA

Includes the **minimum required learning** corresponding to each job profile in-line with the EUIPO Competency Framework.

Technical Knowledge

Organisational Knowledge

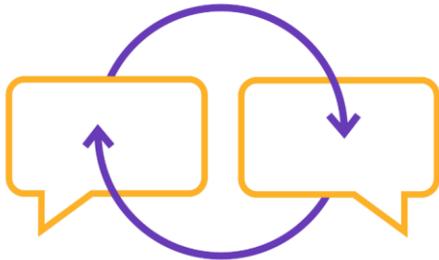
Corporate Competencies (behavioural)

Additional individual learning should be decided between the line manager and staff member depending on the learning and development needs and performance of the staff member.

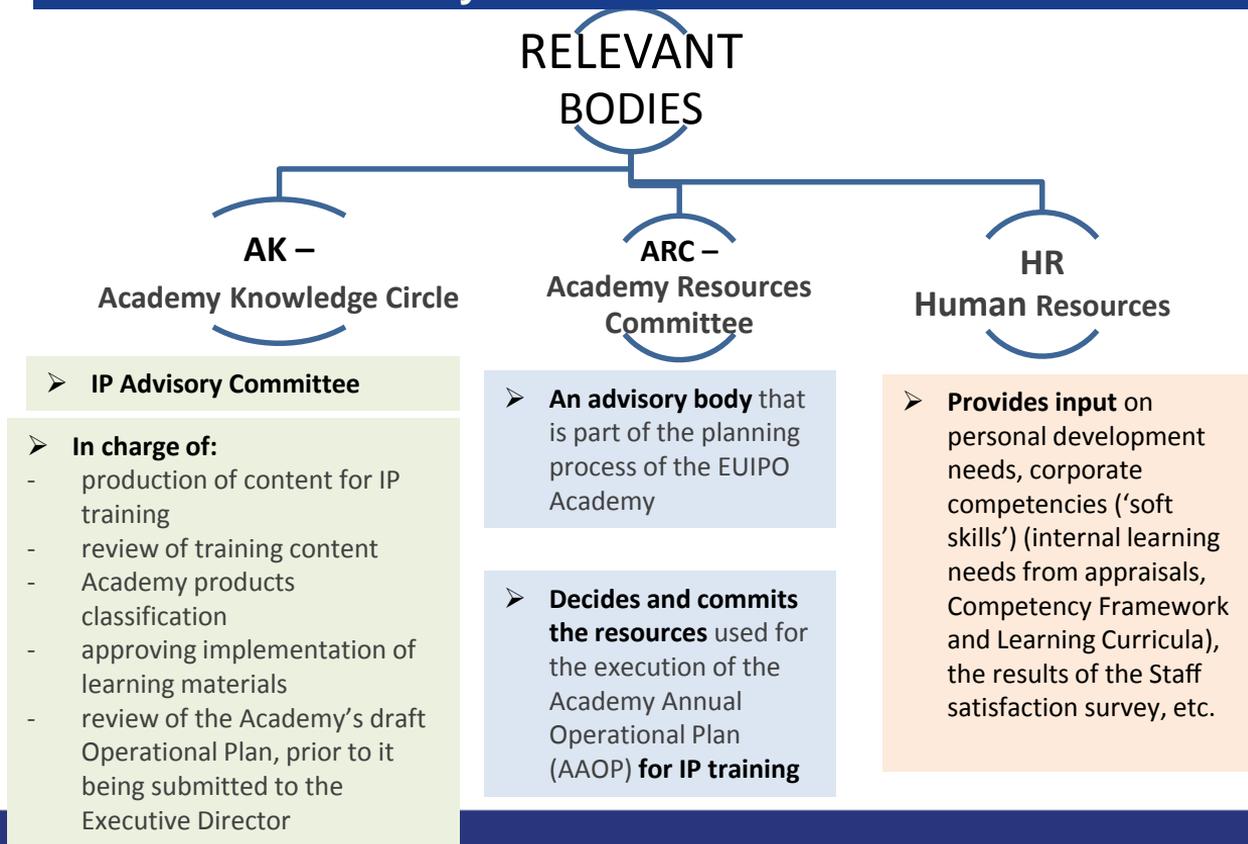
1 – The EUIPO Academy: function and roles – *Learning needs*

In line with the Academy's Instructions for managing the Academy Annual Operational Plan (AAOP)

- **Several stakeholders are consulted annually on their learning needs**
- **Continual improvement policy –**
The participants' feedback is taken into account when planning the next cycle

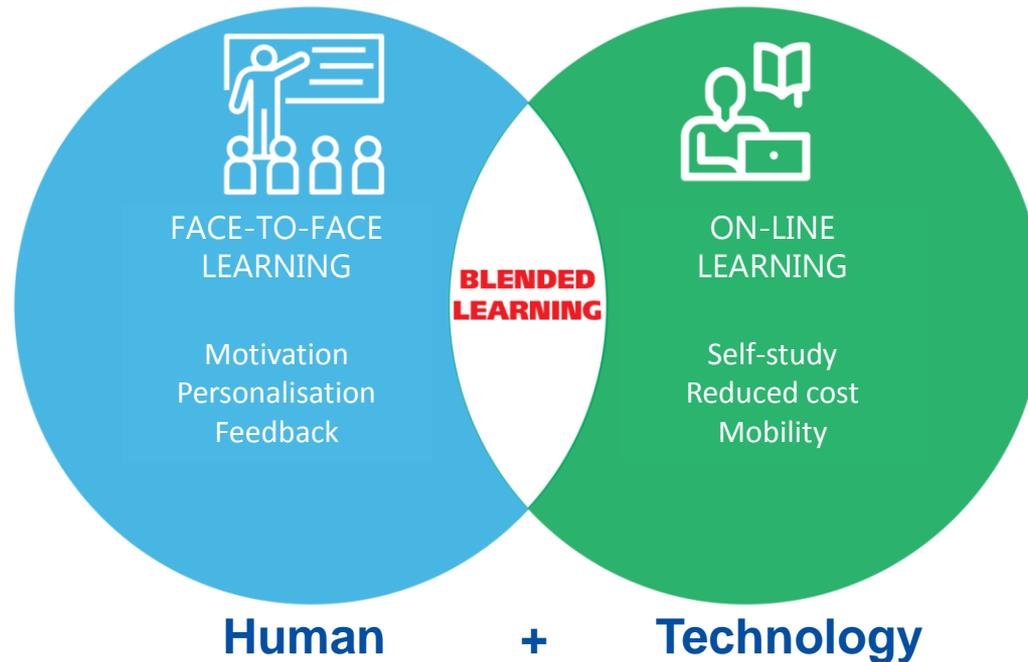


1 – The EUIPO Academy: function and roles – *Relevant bodies*



1 – The EUIPO Academy: function and roles

– *Multidisciplinary learning approach*



CONTENT



1. THE EUIPO ACADEMY: FUNCTION AND ROLES



2. EUIPO ACADEMY LEARNING ACTIVITIES

- 2.1 Learning activities for staff
- 2.2 Learning activities for external stakeholders
 - 2.2.a Learning programmes
 - 2.2.b Networks and collaboration



3. EUIPO ACADEMY LEARNING TOOLS

- 3.1 Academy Learning Portal
- 3.2 Knowledge Hub
- 3.3 Knowledge Repository



4. FUTURE GOALS

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1. THE EUIPO ACADEMY: FUNCTION AND ROLES



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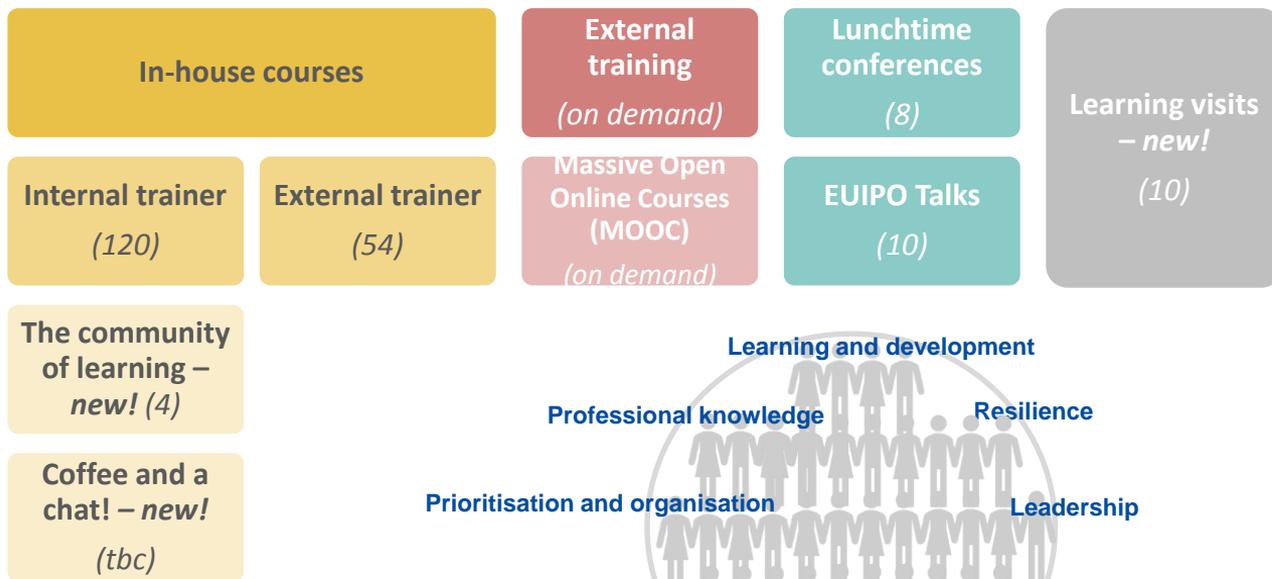
3.3 Knowledge Repository



4. FUTURE GOALS

2.1 – LEARNING ACTIVITIES FOR STAFF

Learning activities for staff





2.1 – LEARNING ACTIVITIES FOR STAFF

– 2019 Facts and figures

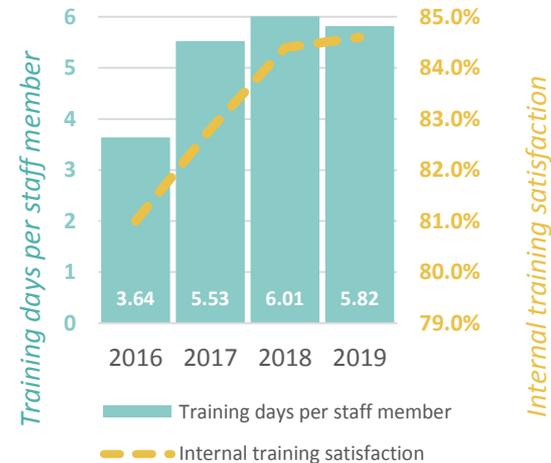
2019 Staff Training Plan

2019 Results

Training days per staff member (BSC KPI)	<i>Excellence: 4.5</i> 5.82 <i>Target: 4</i>
<i>face to face</i>	3.16 days 54 %
<i>blended</i>	1.89 days 32 %
<i>e-learning</i>	0.78 days 13 %
Number of participants	9 421
Internal training satisfaction (BSC KPI)	<i>Excellence: 86 %</i> 84.6 % <i>Target: 82 %</i>

Yearly change

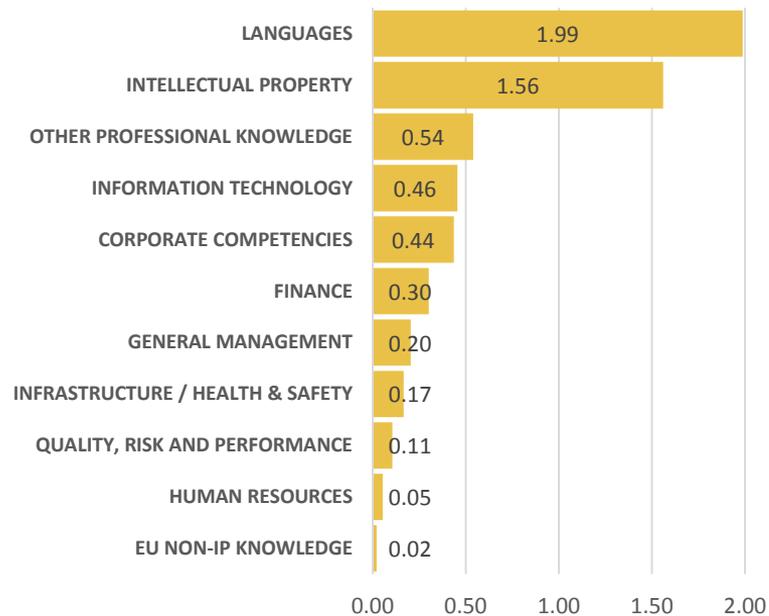
Training days per staff member and internal training satisfaction



2.1 – LEARNING ACTIVITIES FOR STAFF – 2019 Facts and figures

2019 Staff Training Plan

Training days per category in 2019



2.1 – LEARNING ACTIVITIES FOR STAFF – COVID-19

Conversion of face-to-face courses into distance learning activities (1/2)

Learning activities delivered by external provider

The requests for offer concerning all courses that should be implemented include two possible scenarios:

- a) Course to be delivered at the Office's premises;
- b) Course to be delivered remotely through MS Teams / WebEx / any tool that passes successfully the EUIPO's Data Protection Assessment.

As a consequence:

- Course format is designed for both options;
- Impact on the cost is known and assumed;
- Final decision as to the chosen option is sent to the provider one month before the date of the training.

The two scenarios will be considered for the following courses:

- General language courses;
- Language clinics;
- Courses for newly appointed managers (Developing & Managing Myself / My Team / My Environment);
- Essentials of leadership skills for team leaders;
- Analysing and problem solving;
- Personal effectiveness;
- Moderation skills;
- Developing your resilience;
- Leadership labs on feedback rich culture;

2.1 – LEARNING ACTIVITIES FOR STAFF – COVID-19

Conversion of face-to-face courses into distance learning activities (2/2)

Learning activities delivered by internal staff (internal knowledge sharing)

Conversion is possible when the internal trainer is available to adapt their course to distance learning.

This is the case for the following courses which are being successfully delivered remotely through MS Teams / WebEx / any tool that passes successfully the EUIPO's Data Protection Assessment:

- Linguistic Quality Assurance modules;
- ShareDox refresher workshops;
- Operations Department examiners' meetings;
- HRD info sessions;
- Activity Based Budgeting and Making sure you get a budget;
- Refresher course on calls for tender - case study;
- EUIPO Talks (for example on remote working);
- ...

2.1 – LEARNING ACTIVITIES FOR STAFF – COMMUNITY OF LEARNING



The community of learning
iShare

A group of people with **shared values and beliefs** who **actively engage in learning from one another**. It is based on a **collaborative learning and teaching strategy** that enables people to follow a structured process, making a collaborative effort **to achieve a common goal** within the group. The aim of team learning is to attain the objective through **dialogue and discussion** and **practice** within the group.

‘Learning while supporting the group’

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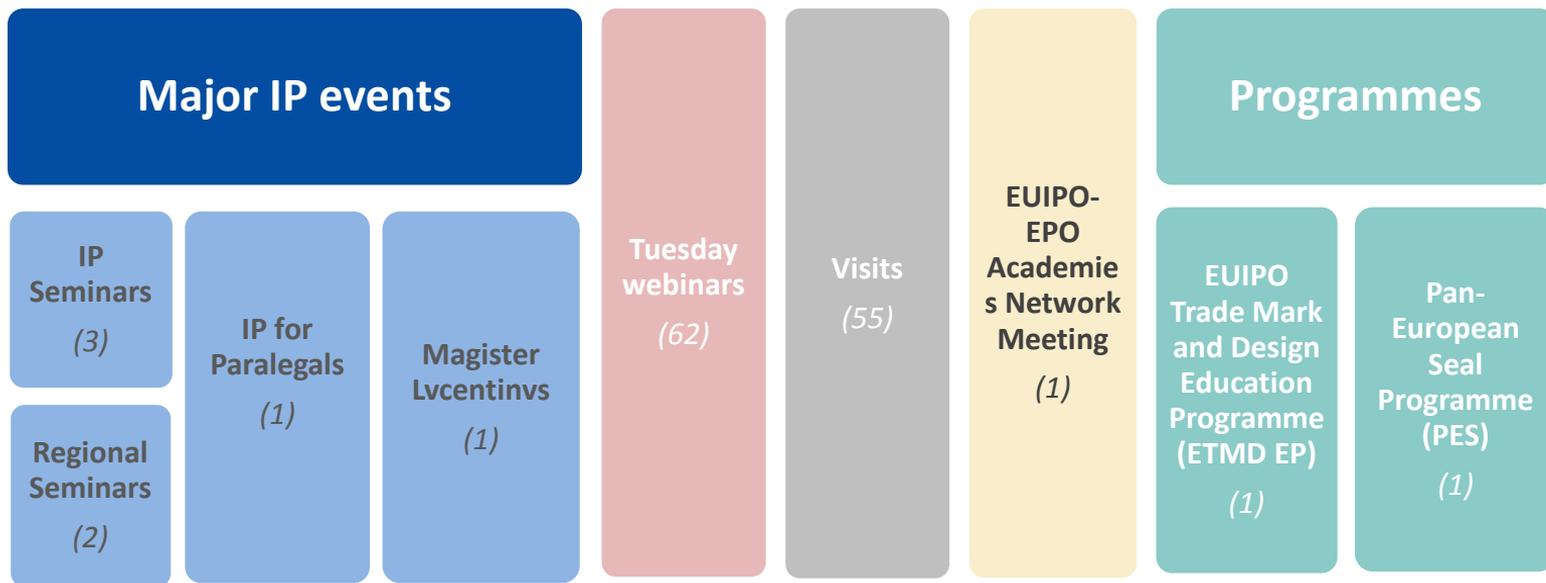
3.3 Knowledge Repository



4. FUTURE GOALS

2.2 – LEARNING ACTIVITIES FOR EXTERNAL STAKEHOLDERS

Learning activities for external stakeholders



2.2 – LEARNING ACTIVITIES FOR EXTERNAL STAKEHOLDERS – 2020 Learning Catalogue



FOREWORD

2020 learning catalogue

The fourth industrial revolution is in full swing. Innovative technologies such as artificial intelligence, robotics and virtual reality are changing the way we live and work. In these fast-changing times, enhancing our knowledge and skills to keep up with the rapid pace of technological development is essential. Life-long learning is no longer optional, it is indispensable.

The EUIPO Academy would like to accompany and support you on this path of learning. I encourage you to browse the 2020 learning catalogue to discover our learning opportunities. You will find them to be quite diverse, highlighting intellectual property from different angles, such as IP protection, enforcement and new technologies.

We will organise a wide range of IP events in 2020, from conferences and seminars to Tuesday webinars. Several IP events will address the academic community in particular, to facilitate an exchange of views and enhance synergies. Given the multitude of topics our IP events will be covering, I am confident there will be something for everyone.

Make sure to visit the EUIPO Academy Learning Portal to explore our e-learning content. Not only will you notice that its design has undergone a facelift, but its new features make navigating, searching and accessing our e-learning courses easier and more convenient. Those of you who are already familiar with the EUIPO Academy Learning Portal will know that we are constantly expanding our learning offer by adding new content to the portal.

One of our latest additions, in line with the EUIPO's strategic focus on providing customer-oriented services, is the SME Learning Area, dedicated to small to medium-sized enterprises (SMEs). It is a place where SMEs can improve their knowledge of IP, find IP support and share their experiences. The area is still under development, so be sure to check back regularly as it will evolve over time.

Our learning catalogue will give you a first glimpse of the learning opportunities that lie ahead in 2020 — and I hope it will spark your interest in joining us on the path to learn, share knowledge and grow together.

Patricia García-Escudero Márquez
EUIPO Academy Director



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2020 learning catalogue

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2.2 – LEARNING ACTIVITIES FOR EXTERNAL STAKEHOLDERS

– *Tuesday webinars*

Tuesday webinars: an interactive live web-based video conference with internal and external speakers giving presentations on IP matters



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

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Introduction
Virginia MELGAR - Boards of Appeal
00:13 - 01:03

Background, reminder of the new legal framework
01:04 - 14:05

Examples of the first instance
14:06 - 33:02

Boards of Appeal examples
33:03 - 39:53

Questions and answers
39:54 - 51:45

Webinar - Advanced level
New types of trade marks:
what has been their reception by the Office and the Boards of Appeal?



[Download documentation](#)

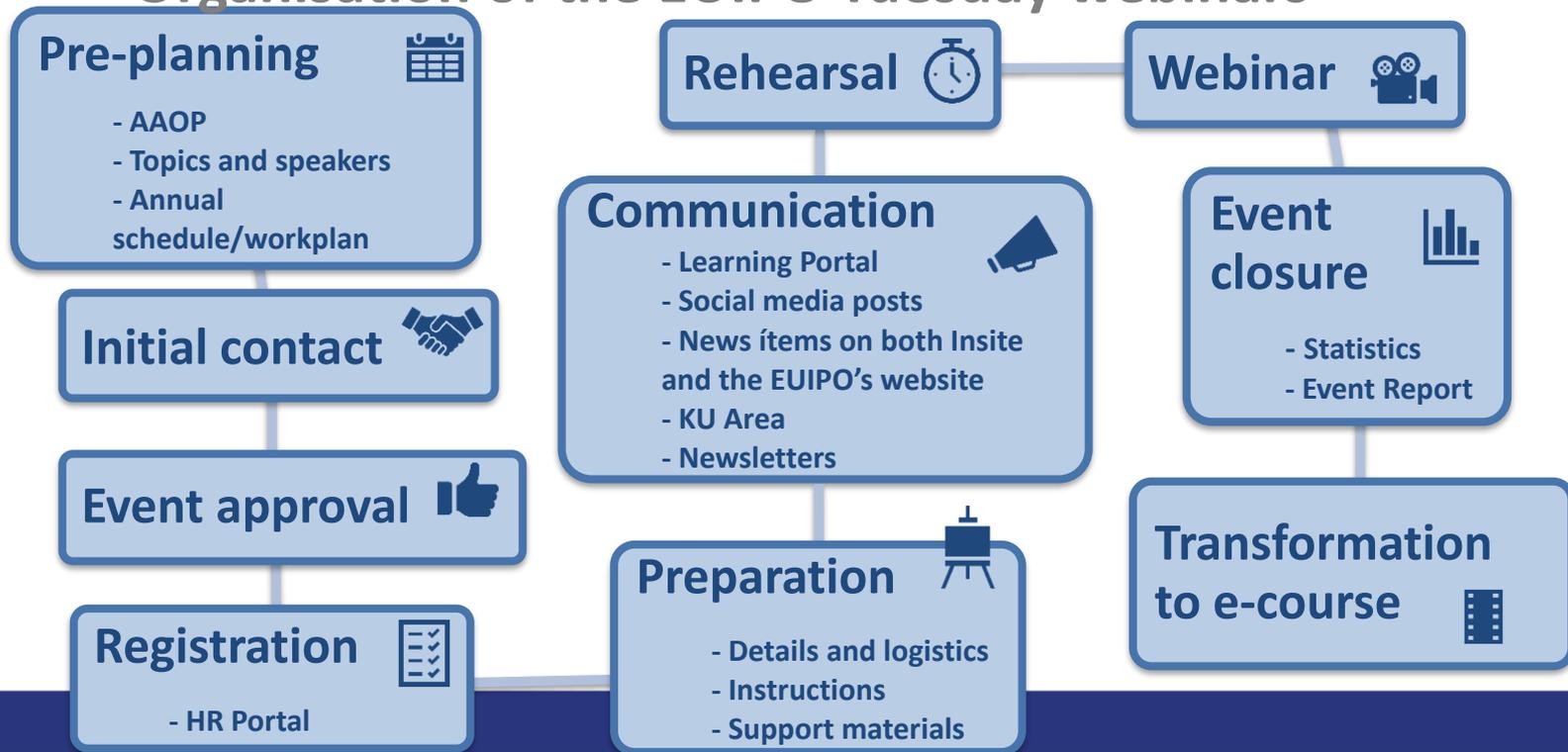
[Contact us](#)

Tuesday
Webinars

2.2 – LEARNING ACTIVITIES FOR EXTERNAL STAKEHOLDERS

– Tuesday webinars

Organisation of the EUIPO Tuesday webinars



2.2 – LEARNING ACTIVITIES FOR EXTERNAL STAKEHOLDERS

– *Tuesday webinars*

Training support for webinar speakers

For example, the e-learning course on '*Tips and tricks for webinar speakers*' (Basic level)

- Best practices for speakers (especially for webinars)
- Duration: 15 minutes
- Language: English
- Open to all

2.2 – LEARNING ACTIVITIES FOR EXTERNAL STAKEHOLDERS

– Tuesday webinars

e-learning creation – Tuesday webinars



Behind the scenes



Live broadcasting

Tuesday
Webinars

2.2 – LEARNING ACTIVITIES FOR EXTERNAL STAKEHOLDERS

– Tuesday webinars – COVID-19

Adaptation of the EUIPO Academy Tuesday webinars

The EUIPO Academy Tuesday webinars are normally streamed from the EUIPO premises, either from the TV Studio or from another suitable meeting room, without any restrictions on who may access them.

This means that the speakers, whether EUIPO staff or external contributors, are expected to be at the EUIPO's premises for the delivery of their presentations.

In order to ensure the continued delivery of the webinars when the circumstances mean that access to the EUIPO is not possible, the speakers have been invited to present their webinars from wherever they may be at the time of the webinar (the Zoom video conference tool is being used for the purpose).

The audience experience is the same as usual because the main features remain unaltered:

- free access to the webinar and the corresponding support materials,
- able to pose questions to the speaker in real time,
- after the broadcast the recorded webinar is available as an e-learning course on the Academy Learning Portal



2.2 – LEARNING ACTIVITIES FOR EXTERNAL STAKEHOLDERS

– Facts and figures

2019 External Stakeholders Training Plan results

2019 Results

Number of participants	<i>Excellence:</i> 14 250 18 215 <i>Target:</i> 11 000	
	<i>Excellence:</i> 86 % 89.4 % <i>Target:</i> 82 %	
Number of events	Major IP events	10
	Webinars	65
	Visits	48

Yearly change

External stakeholders participation and level of training satisfaction

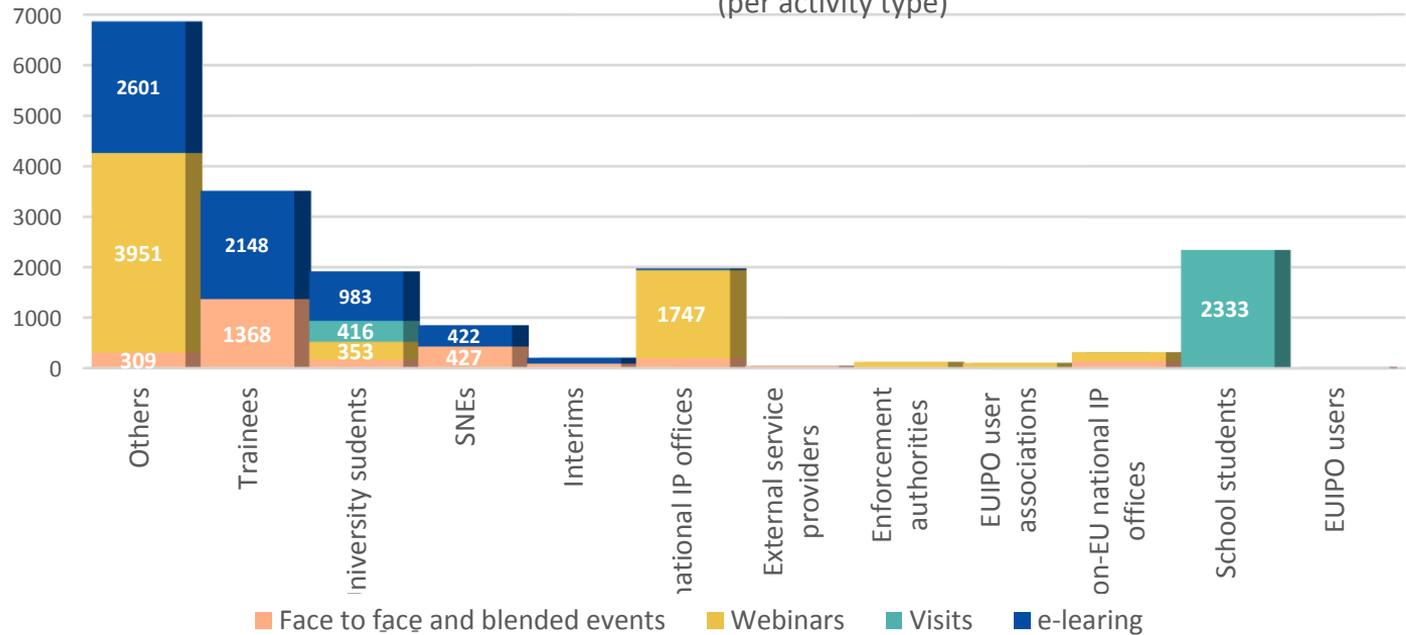


2.2 – LEARNING ACTIVITIES FOR EXTERNAL STAKEHOLDERS

- Facts and figures

2019 External Stakeholders Training Plan results

Number of external participants in Academy activities in 2019 (per activity type)



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2.2.a – Learning programmes – EUIPO Trade Marks and Designs Education Programme (ETMD EP)

The EUIPO Trade Marks and Designs Education Programme



Objectives:

- enhance the knowledge of IP Professionals
- improve operational efficiency

LEVEL	AUDIENCE	DURATION	LANGUAGE
ADVANCED	IP PRACTITIONERS	150 HOURS	ENGLISH

FEE
EUR 1 500

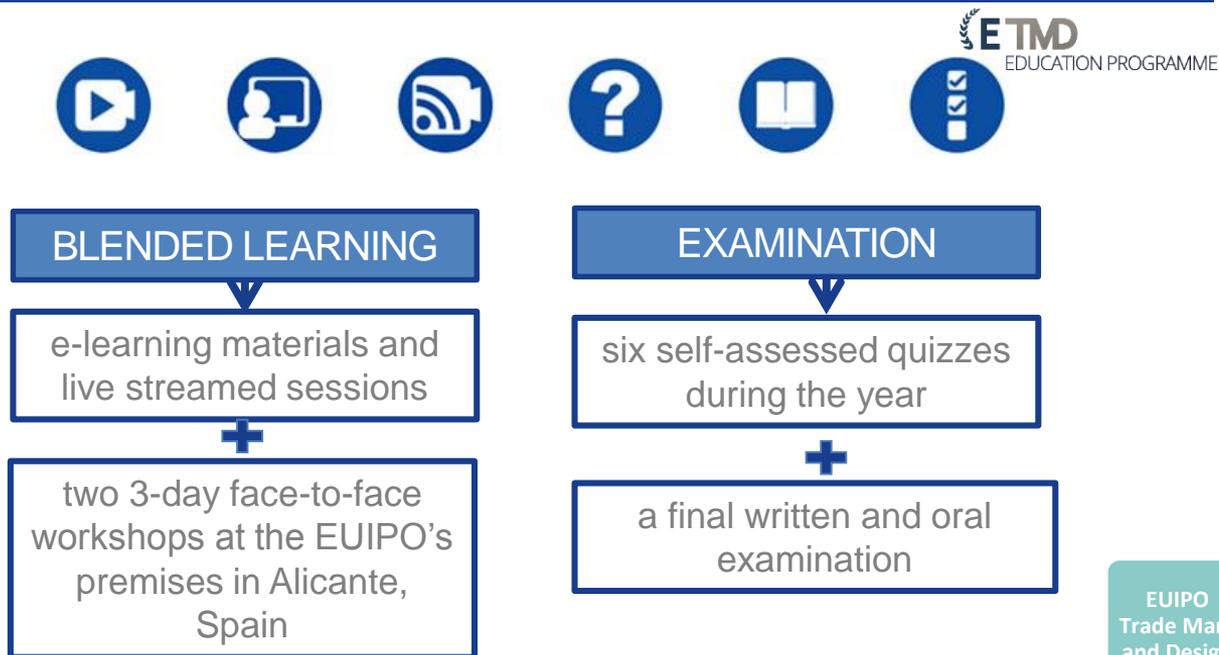
<https://euipo.europa.eu/ohimportal/en/etmddep>



EUIPO
Trade Mark
and Design
Education
Programme
(ETMD EP)

2.2.a – Learning programmes – *EUIPO Trade Marks and Designs Education Programme (ETMD EP)*

METHODOLOGY



2.2.a – Learning programmes – *EUIPO Trade Marks and Designs Education Programme (ETMD EP) – COVID-19*

Conversion of ETMD EP face-to-face workshops into online activities

3. EUIPO Trade Mark and Design Education Programme (ETMD EP) face-to-face workshops 23-25 March

The change to the format of the event was considered in early March as a result of the COVID-19 outbreak and the subsequent important increase of travel restrictions throughout Europe. At that point there were 50 registered participants from more than 20 EU Member States.

The workshops were delivered using the Zoom video conference tool and the ETMD EP e-learning course on the Academy Learning Portal (Moodle based).

Actions taken:

- Transform the workshops section of the e-learning course from a support tool to becoming the main platform for the delivery of the workshops: the look and feel was enhanced by adapting the structure and accessibility of the information.
- Specific training for the workshop trainers in order to familiarise them with Zoom and the features available for ensuring interaction with the participants, such as polls that can be used to quickly collect feedback.
- The schedule was adapted to allow the participants (many of them in confinement) to more easily attend the workshops, with one session before lunch and one after, each of 90 minutes.
- Workshop materials were made available to the participants several days before the event.
- Specific forum threads were created for each of the workshops to allow pre- and post-workshop discussions.
- The workshops were recorded and then made available in the e-learning course after the event.

Results:

- On average, 44 participants connected to each workshop session.
- The average satisfaction rate per session was slightly above 93 %.

2.2.a – Learning programmes – *Pan-European Seal Education Programme (Academic Initiatives)*



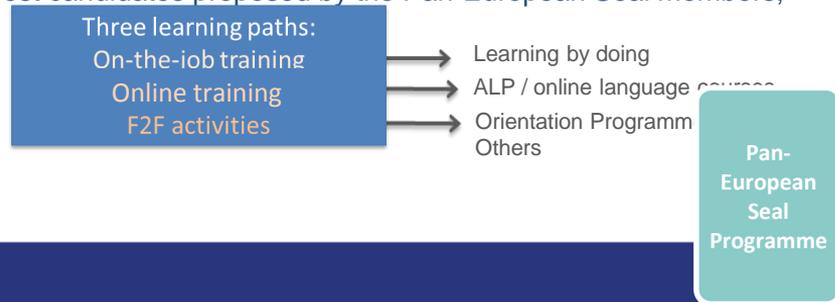
The traineeship programme is based on

social responsibility:

- for young graduates it is the first opportunity to access the labour market;
- enhances the employability of PES alumni.

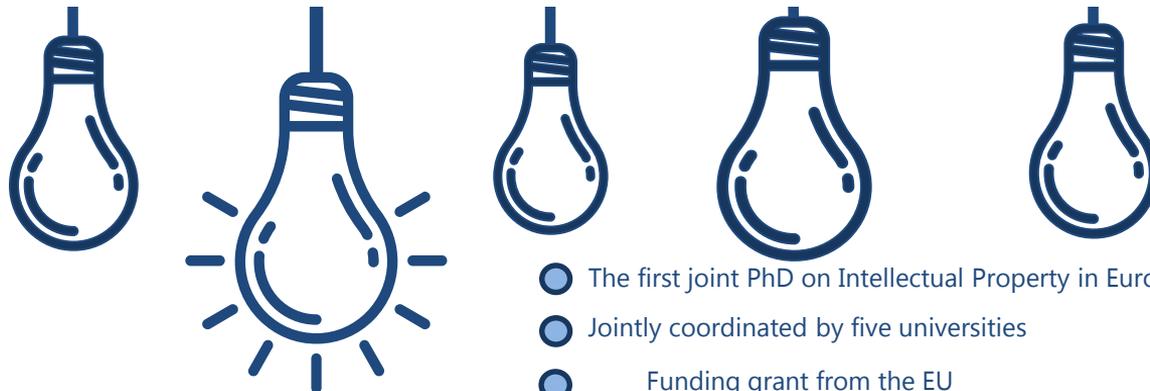
excellence:

- those selected are from the best candidates proposed by the Pan-European Seal members;
- top-quality training plan.



2.2.a – Learning programmes – *Joint Doctorate in IP EIPIN-IS* (Academic Initiatives)

Learning Activities for external stakeholders: Joint Doctorate in IP: EIPIN-IS

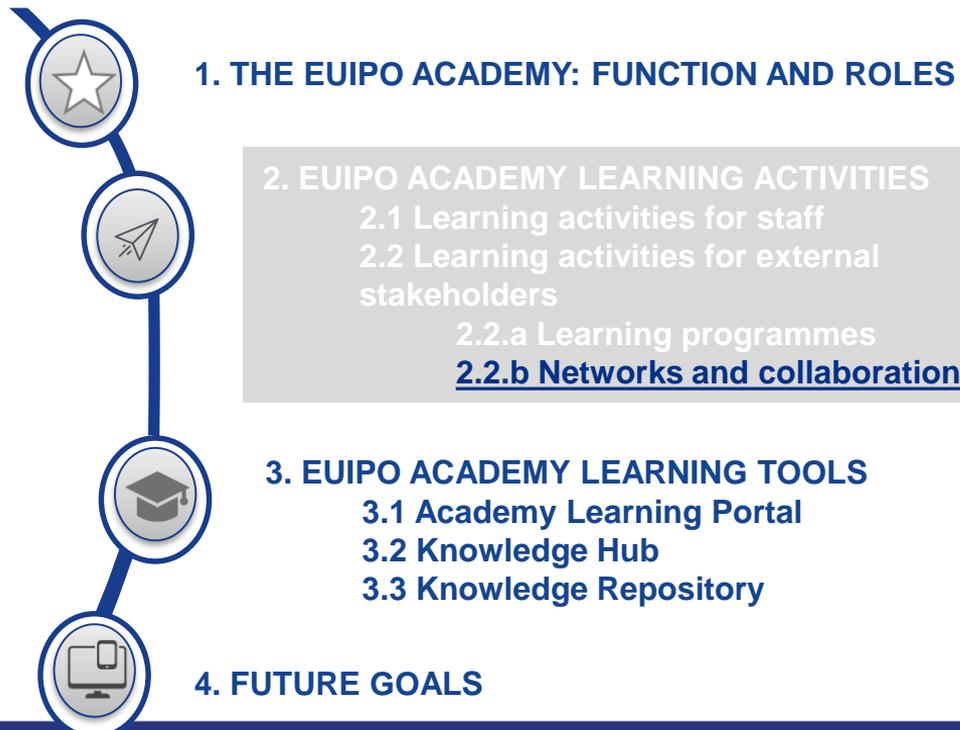


- The first joint PhD on Intellectual Property in Europe
- Jointly coordinated by five universities
- Funding grant from the EU Commission
- 15 non-academic organisations take part in it, including the **EU IPO**



- Maastricht University
- Queen Mary University of London
- University of Alicante (Magister Lvcentivns)
- University of Augsburg / Max Planck
- University of Strasbourg (CEIPI)

CONTENT



2.2.b – NETWORKS AND COLLABORATION

– EUIPO – EPO Academy Network Meeting

EUIPO – EPO Academy Network Meeting

- Annual network meeting
- Objective: provide a platform for sharing training-related knowledge and experience, while strengthening networking among Intellectual Property Offices (IPO)



*Network engagement and information flow is supported throughout the year with a **virtual meeting point**: the **EU IPOs Corner** in the Academy Learning Portal*

2.2.b – NETWORKS AND COLLABORATION

– *Network of Intellectual Property Academies (NIPA)*

NIPA Objectives

To widen academic cooperation activities under a common framework called Network of IP Academies (NIPA), in order to:

- ❖ **Create a flexible academic forum allowing different levels of cooperation and synergies** among its members.
- ❖ **Streamline and interconnect** the academic initiatives developed by the EUIPO and other NIPA members and thereby increase the effectiveness and impact of our academic activities.
- ❖ **Increase the visibility and use of the IP knowledge resources and services** of the EUIPO by the academic community.
- ❖ **Promote innovative activities and IP research** with the academic community in the EU and beyond.

2.2.b – NETWORKS AND COLLABORATION

– *Network of Intellectual Property Academies*

NIPA Activities

I. Meetings and events:

- Regular follow-up meetings with NIPA members.
- Annual Focal Points meeting (at EUIPO, EPO or another interested IPO).
- Experts conferences on IP / technology / innovation matters.
- Annual calendar of visits at the EUIPO for NIPA members (use of virtual reality).
- Common awareness raising campaigns and initiatives.

II. Learning materials and tools:

- Harmonisation of training/learning programmes/catalogues of NIPA members.
- Creation of new IP learning materials and deliverables: new learning plans on the ALP, sharing of learning resources (e.g. Knowledge Hub).

2.2.b – NETWORKS AND COLLABORATION

– *Network of Intellectual Property Academies*

NIPA Activities

III. Traineeships (PES Mundus):

- Participation in the non-European universities' PES (EU-funded projects in regions and TM5/ID5).
- PES Exchange Programme with IPOs (in the EU and beyond).
- NIPA members are joining the PES Talent Bank as associate partners.

IV. Knowledge sharing & research:

- NIPA experts participating in EUIPO events as speakers.
- Contribution of NIPA members to EUIPO initiatives (e.g. SMEs Programme, OBS research works).
- EUIPO as an IP research hub:
 - publication of NIPA experts' research works in the Knowledge Hub;
 - eventual participation of the EUIPO in the Academic Research Programme with EPO;
 - creation of a research visits programme for NIPA members at EUIPO.

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3 – EUIPO ACADEMY LEARNING TOOLS

Knowledge
Repository

Knowledge Hub

Academy Learning Portal

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3.1 – EUIPO ACADEMY LEARNING TOOLS – *Academy Learning Portal*



3.1 – EUIPO ACADEMY LEARNING TOOLS – *Academy Learning Portal*

The Academy Learning Portal delivers flexible learning opportunities



Available **24/7**



Courses from **10 minutes** to **4 hours**



Self-paced



Courses in several **languages**



+150 IP courses certified



Free of charge

<https://euiipo.europa.eu/knowledge/>

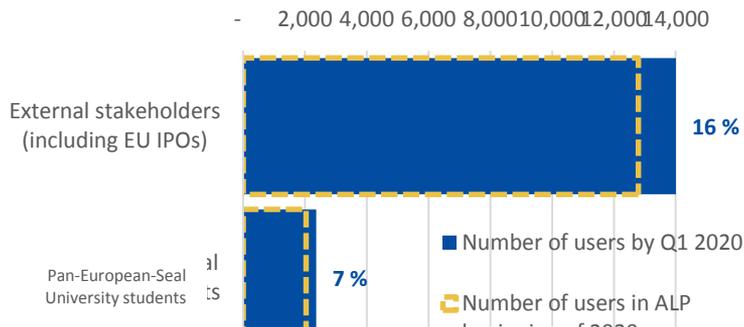
3.1 – EUIPO ACADEMY LEARNING TOOLS – *Academy Learning Portal*

EUIPO Academy Learning Portal Statistics

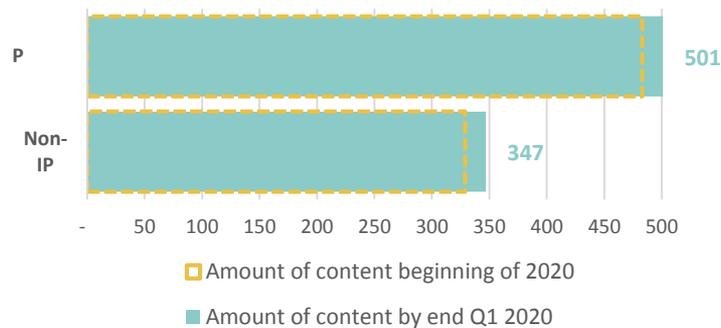


3.1 – EUIPO ACADEMY LEARNING TOOLS – *Academy Learning Portal*

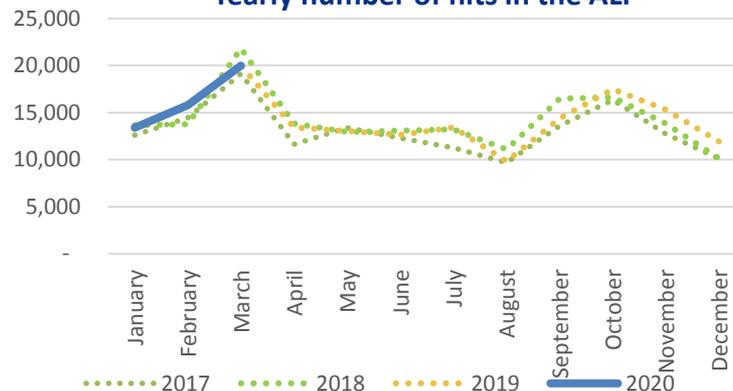
Number of external registered users in the ALP



Number of contents in the ALP



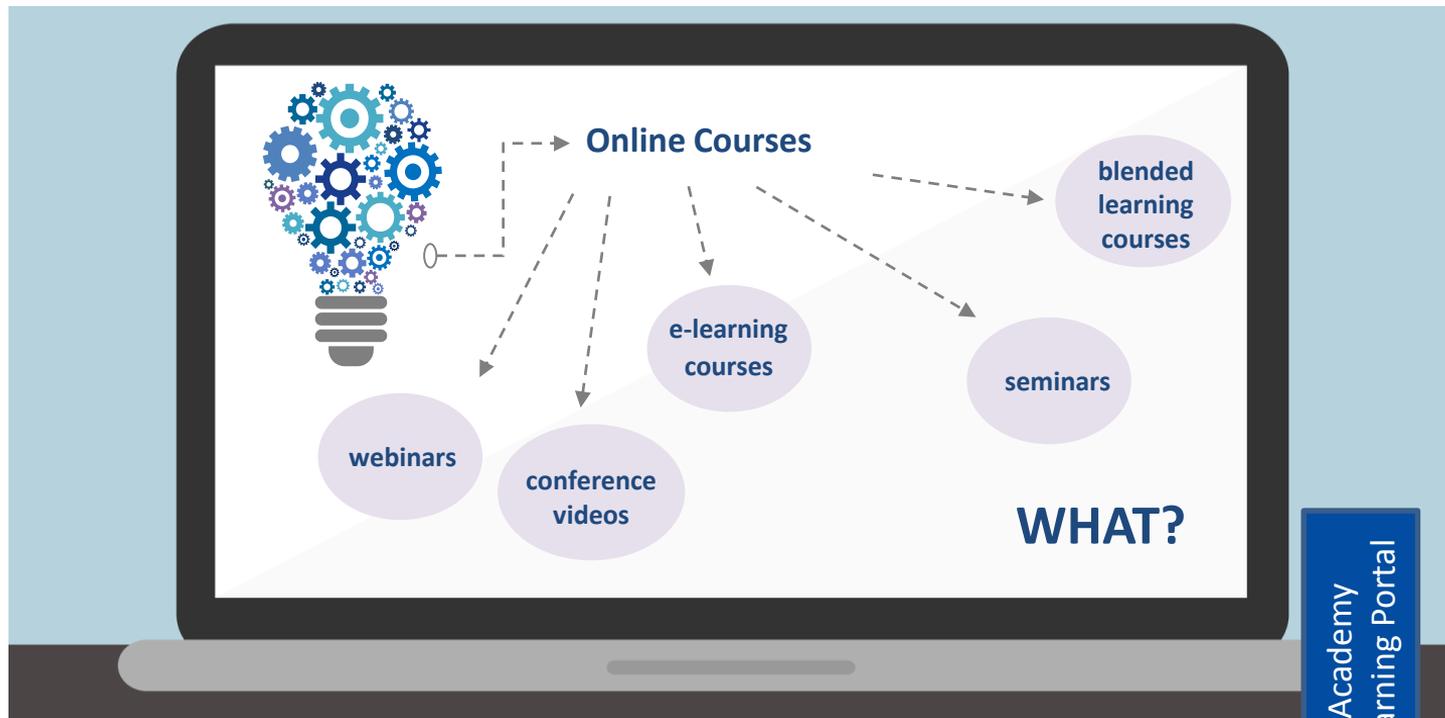
Yearly number of hits in the ALP



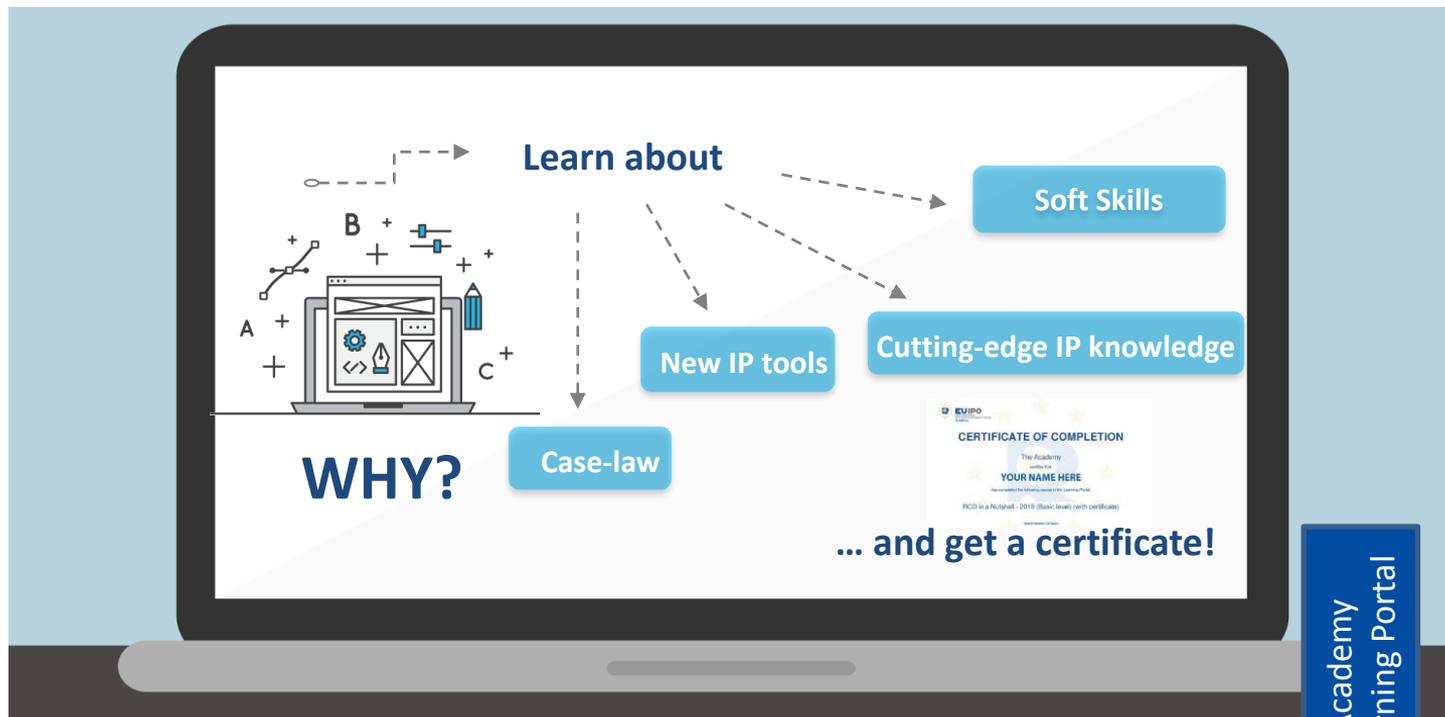
😊	e-learning satisfaction (Q1 2020)	86%
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Academy Learning Portal

3.1 – EUIPO ACADEMY LEARNING TOOLS – *Academy Learning Portal*



3.1 – EUIPO ACADEMY LEARNING TOOLS – *Academy Learning Portal*



3.1 – EUIPO ACADEMY LEARNING TOOLS – *Academy Learning Portal*



3.1 – EUIPO ACADEMY LEARNING TOOLS – *Academy Learning Portal*

Statistics say that...

The average number of hours needed
to create a single hour
of an e-learning course is estimated at **184 hours***

184:1

3.1 – EUIPO ACADEMY LEARNING TOOLS – *EU IPOs Corner*

EU IPOs Corner

- Located within the Academy Learning Portal
- Virtual information point for EU IPOs' focal points
- Content:
 - ✓ Announcements
 - ✓ Forum
 - ✓ Poll
 - ✓ Don't miss out
 - ✓ Get to know

3.1 – EUIPO ACADEMY LEARNING TOOLS – *IP Teaching Kit*

IP Teaching Kit

- Jointly developed by the EPO and the EUIPO
- One of the most comprehensive IP teaching resources in the world
- **Audience:** university teachers whose students have little or no knowledge of intellectual property
- **Three levels:** basic, intermediate and advanced
- **Open** to all

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2.2.a Learning programmes

2.2.b Networks and collaboration



3. EUIPO ACADEMY LEARNING TOOLS

3.1 Academy Learning Portal

3.2 Knowledge Hub

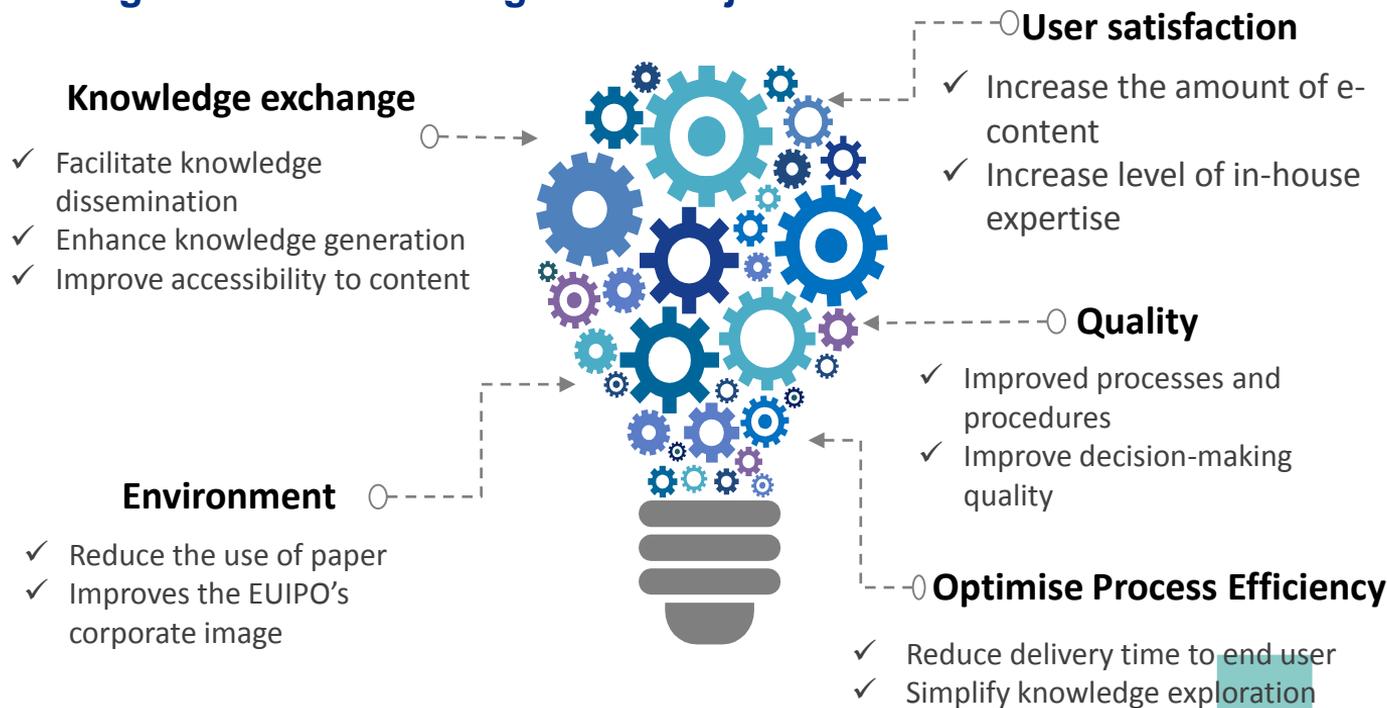
3.3 Knowledge Repository



4. FUTURE GOALS

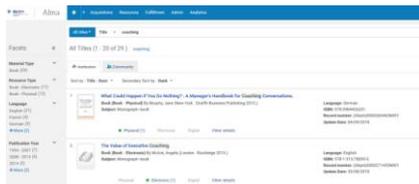
3.2 – EUIPO ACADEMY LEARNING TOOLS – *Knowledge Hub*

Digitalisation - Knowledge Hub - Objectives



3.2 – EUIPO ACADEMY LEARNING TOOLS – Knowledge Hub

Knowledge Hub in numbers



Local collections: 27 000
 Total collections in Open Source: over 4 000 000



Nº of patrons
 910



Nº of IP books
 4 197



Nº of information requests
 327



Nº of loans
 1 135



Article/document requests
 140

Knowledge Hub

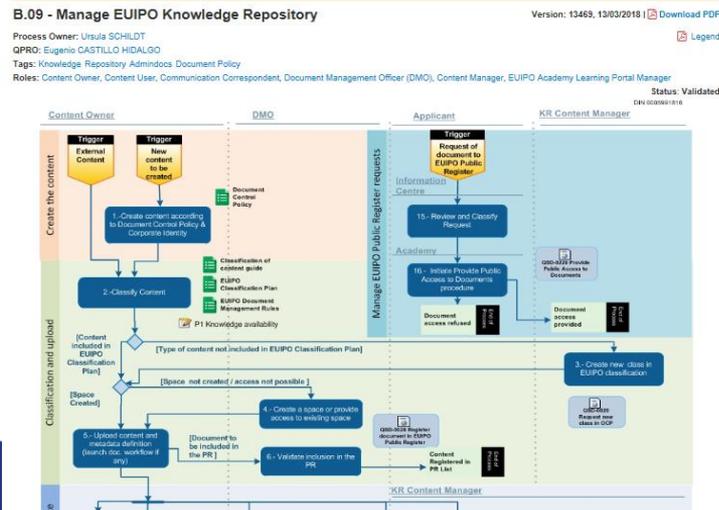
CONTENT



3.3 – EUIPO ACADEMY LEARNING TOOLS – Knowledge Repository

ShareDox is the Content Management system or EUIPO Knowledge Repository that the Office uses to store and share all **administrative content**.

Use of ShareDox is compulsory and the content is controlled throughout its **lifecycle** from creation to permanent storage or deletion. It has its own process – **B.09 Manage EUIPO Knowledge Repository**



Knowledge
Repository

3.3 – EUIPO ACADEMY LEARNING TOOLS – *Knowledge Repository*



Reduction from over 8 million to approximately 5 million documents



All staff members can see over 2.1 million documents



~500 000 documents are consulted and modified in any given month



Increased IT security & reduced corporate risk



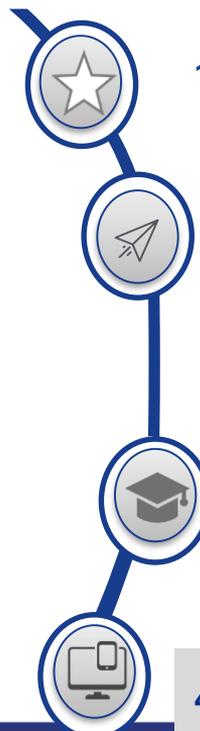
Support the cross-departmental networks and their knowledge sharing activities. Has its own network of Document Management Officers to support compliance.



Manual processes converted into automated workflows

Knowledg
e
Repositor
y

CONTENT

- 
- 1. THE EUIPO ACADEMY: FUNCTION AND ROLES**
 - 2. EUIPO ACADEMY LEARNING ACTIVITIES**
 - 2.1 Learning activities for staff
 - 2.2 Learning activities for external stakeholders
 - 2.2.a Learning programmes
 - 2.2.b Networks and collaboration
 - 3. EUIPO ACADEMY LEARNING TOOLS**
 - 3.1 Academy Learning Portal
 - 3.2 Knowledge Hub
 - 3.3 Knowledge Repository
 - 4. FUTURE GOALS**

4 – FUTURE GOALS

THE ENVIRONMENT

Rapid and deep technological changes

THE OFFICE

Making **efficient** and **effective** investment in its **human capital** will be vital for the Office

THE ACADEMY

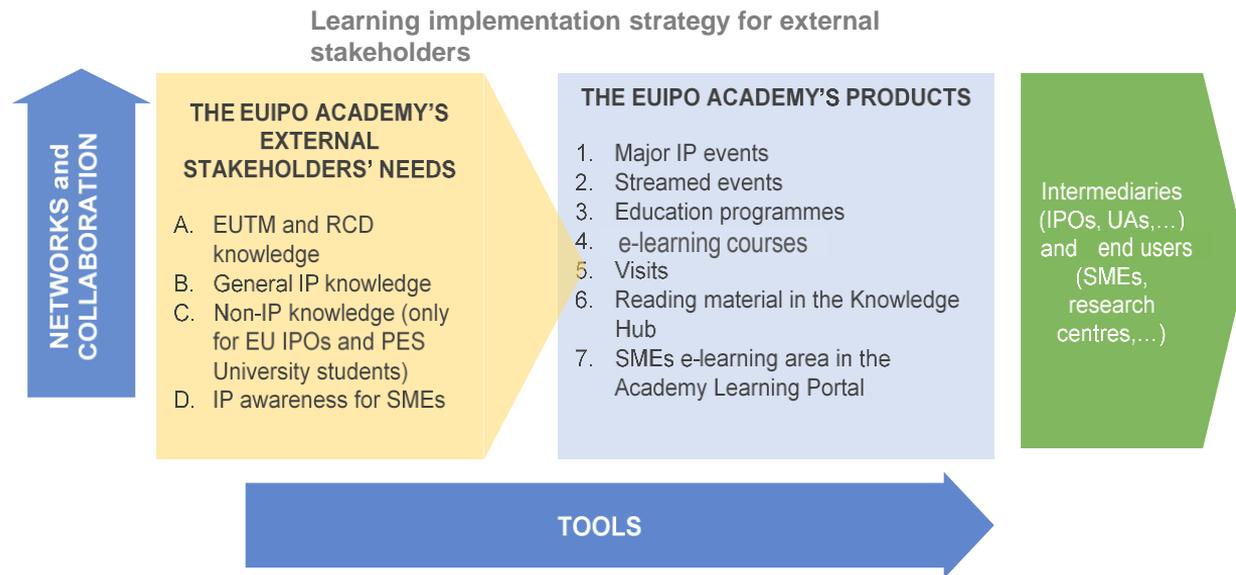
Alignment

4 – FUTURE GOALS – *Learning for staff*

Learning implementation strategy for staff



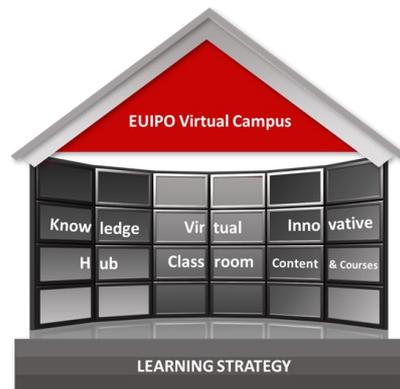
4 – FUTURE GOALS – *Learning for external stakeholders*



4 – FUTURE GOALS – *Future projects*

Two candidate projects for the Strategic Plan 2025:

1. EUIPO Virtual Campus



2. Information Governance



4 – FUTURE GOALS – *Additional projects*

Continuous Professional Development (CPD)

Objective: ensure that the learning offer of the EUIPO Academy is recognised as fit for purpose to comply with the CPD national requirements

EUIPO Knowledge Hub => extended e-library Portal

Objective: extend cooperation with external stakeholders (such as IPOs, EU Institutions and Agencies, international organisations (e.g. EPO)) by creating a network of IP Libraries, opening up the EUIPO Knowledge Hub and making digital reading material (eBooks, IP journals and magazines) available for consultation via the EUIPO Knowledge Hub.

Trade Mark and Design Education Programme for Paralegals

Objective: as requested by the User Associations and users, the programme responds to the need for specialised training on the legal frameworks of the TM and Design systems and the Office's practices, tools and databases. The training package will be designed using a blended learning methodology: online content (available on the EUIPO Academy Learning Portal) and face-to-face events.



Promoting Intellectual
Property Rights in the
ASEAN Region

THANK YOU



Funded by the European Union



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