



## **AGENDA**

### **EU Observatory – Working Group Meeting**

#### **Public Awareness**

27 February 2014

10:00 - 17:00

**Contact person:**

Nicole Semjevski (Observatory - Operations) ext. 9274

**Location: OHIM Liaison Office Brussels**  
Rue de la Loi, 223 – B-1040 Brussels

27 February 2014

### 1. Welcome and introduction.

All working group participants present will be asked for a brief personal introduction.

### 2. Update on Observatory and working group activities

A document with an update of work ongoing in the five working groups will be distributed before the meeting. Working group participants will be given the floor in case they have any comments or need any clarification on our activities so far.

### 3. Report on communication of the studies

We will present an update on the communication activities, on the impact and media coverage of the IP contribution and IP perception studies, sharing lessons learnt and assessment of possible improvements. Stakeholders will be invited to share experiences on their side and suggestions for future activities.

### 4. Awareness raising initiatives based on the results of the IP Perception study

A paper will be distributed for discussion, proposing initiatives to be carried out in 2014 and 2015.

### 5. International IP Enforcement Summit on 11 and 12 June 2014 in London

A communication plan, concerted with co-organisers, will be proposed and discussed with stakeholders

### Lunch break

### 6. Online consumer-friendly information

A proposal for further development of online consumer-friendly information on copyright national legislation will be presented and followed by a discussion.

### 7. Electronic communication

**Website:** stakeholders will be invited to comment the launch of the Observatory website and suggest improvements.

**Newsletter:** As a follow-up of the Observatory's newsletter issue zero sent to stakeholders in December, the Observatory will present the quarterly newsletter (structure, editorial planning, contribution and distribution). Stakeholders are invited to comment on cooperation for future issues and suggest contributions, especially for the issue to be sent in March.

### **8. Stakeholder presentation: Slovak campaign**

Mr Lubos Knoth, President of the Industrial property Office of the Slovak Republic, will present awareness campaign plans and national initiatives currently being developed, notably educational activities.

### **9. Stakeholder presentation: Indicam**

Indicam will be sharing their activities related to awareness, such as a script for theatre and audiovisual materials.

### **10. Presentation of Real Deal campaign**

The Real Deal campaign, initiated by the Industry Trust for IP Awareness, is a successful project that is responsible for driving best practise in market enforcement across a range of local authorities in the UK. Information on the campaign will be provided during the presentation.

### **11. Wrap-up and agreed actions**