

# The role of IP for businesses and new generations

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15 December 2020

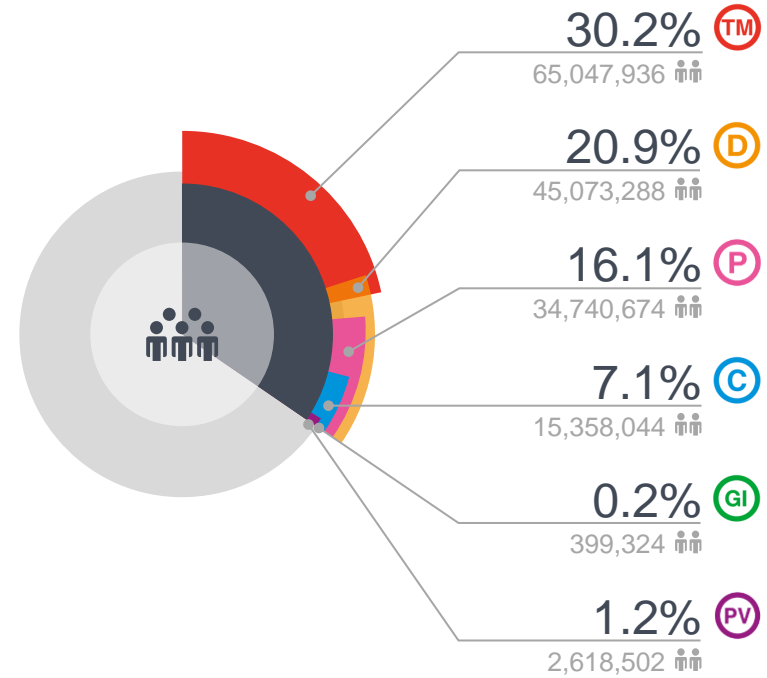
*Claire Castel, Head of the IP in the digital world and awareness service, Observatory, EUIPO*

# Employment in IPR-intensive industries

## IPR-intensive industries:

84 million jobs or

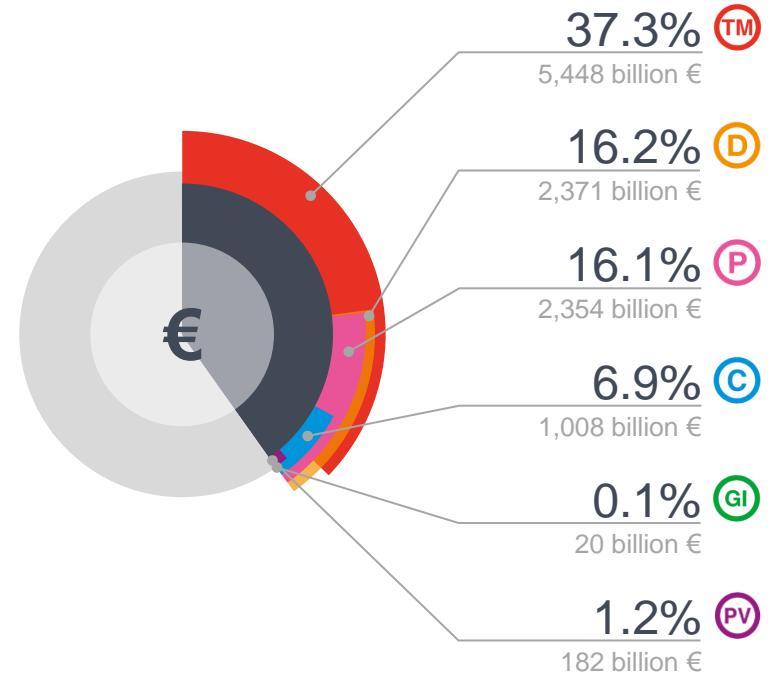
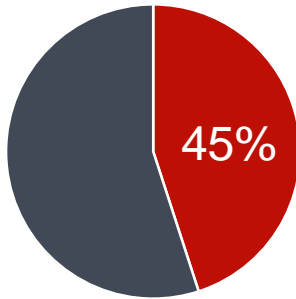
**39%** of EU employment



Note: Due to overlapping use of IP rights, the sum of the figures for the individual IPRs exceeds the total figure for IPR-intensive industries.

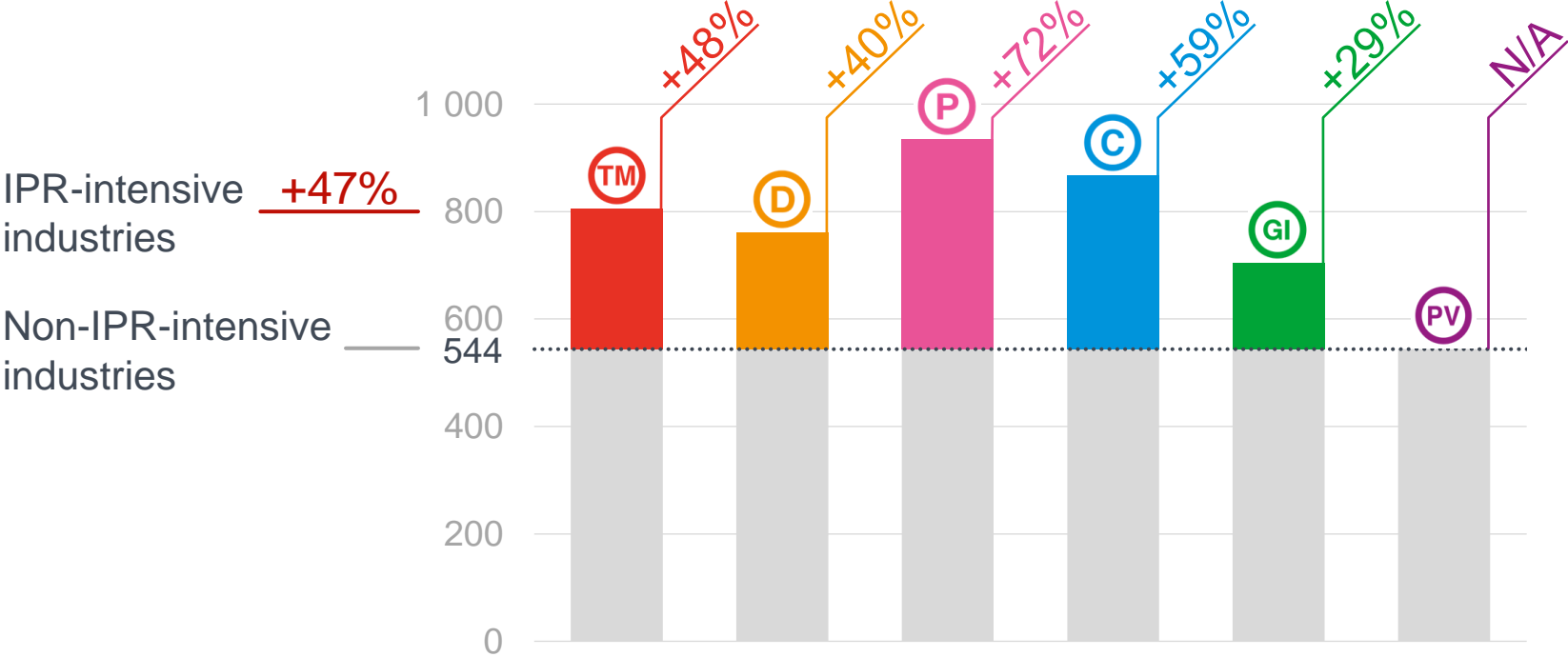
# Contribution of IPR-intensive industries to EU GDP

**IPR-intensive industries:**  
€ 6.6 trillion of value added  
or **45%** of EU GDP

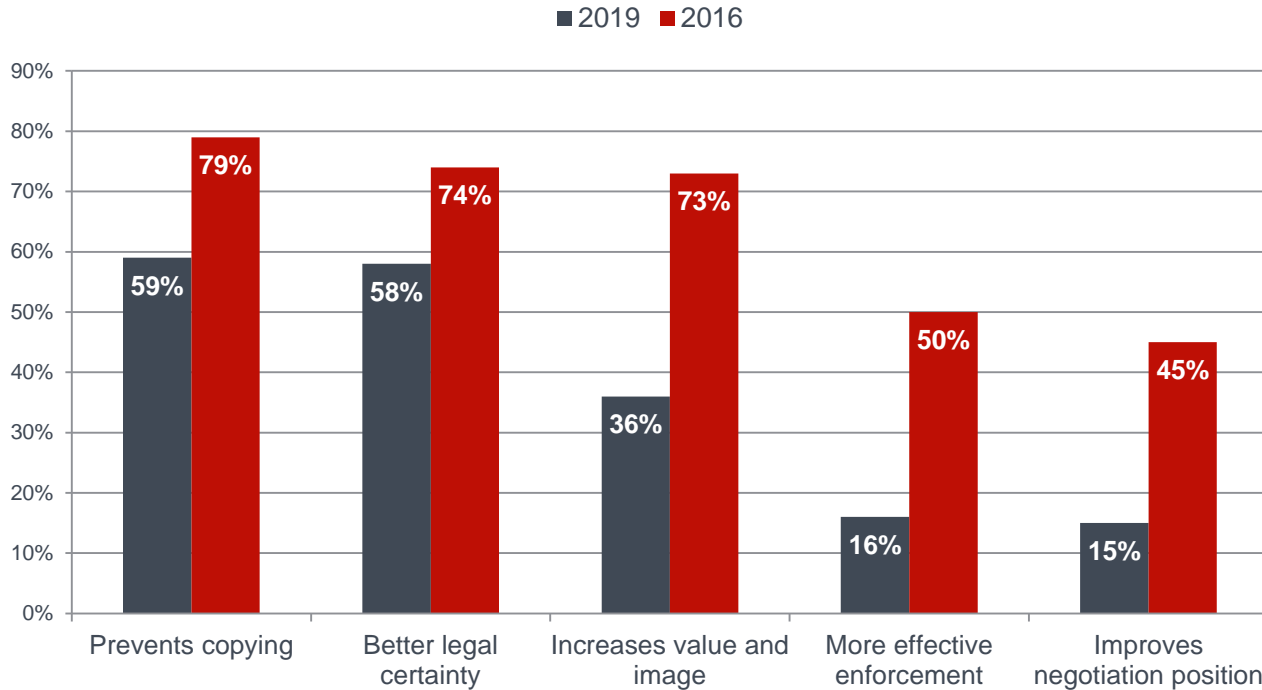


Note: Due to overlapping use of IP rights, the sum of the figures for the individual IPRs exceeds the total figure for IPR-intensive industries.

# Contribution of IPR-intensive industries to remuneration – wage premium



## Top 5 reasons for registering an IPR



## SMEs with prior IPR activities are more likely to grow than other SMEs

Increase in odds of growth with  
prior IPR use

= Innovation



Increase in odds of growth with  
prior use of a European IPR

= Innovation + international





## THE IP IN EDUCATION PROJECT 2021 – 2025....

*The Intellectual Property in Education project aims to promote creativity, innovation, entrepreneurship and responsible **digital** engagement among young Europeans.”*



WS1

IP in Education  
Network



WS2

IP materials



WS3

Dissemination and  
engagement



WS4

Tertiary education



## Assisting Small and Medium sized Enterprises

The Observatory is part  
of the EUIPO SMEs  
programme



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Thank you