

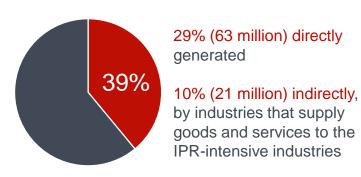
The role of IP for businesses and new generations

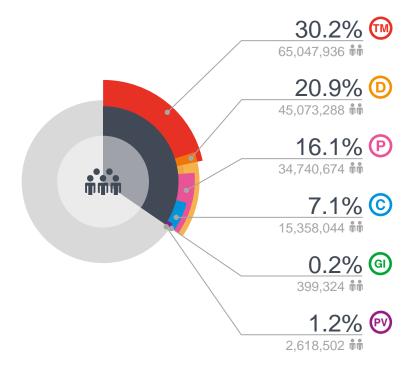
15 December 2020

Employment in IPR-intensive industries

IPR-intensive industries:

84 million jobs or 39% of EU employment



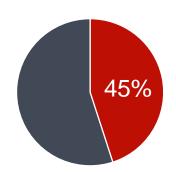


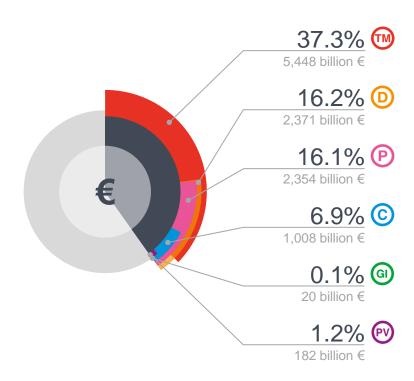
Note: Due to overlapping use of IP rights, the sum of the figures for the individual IPRs exceeds the total figure for IPR-intensive industries.

Contribution of IPR-intensive industries to EU GDP

IPR-intensive industries:

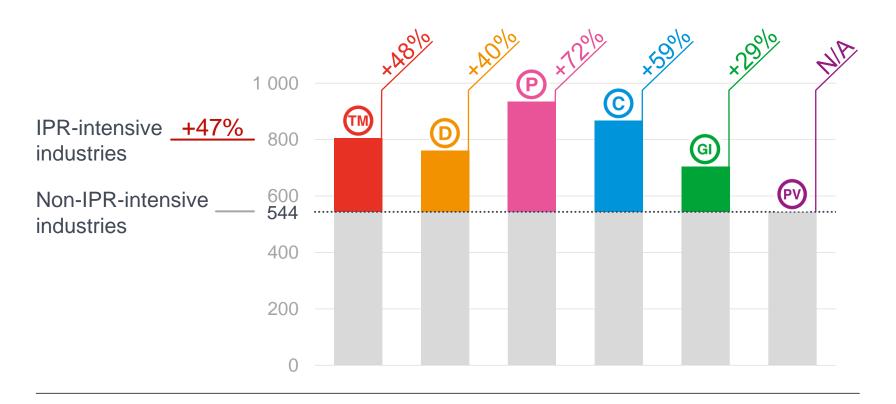
€ 6.6 trillion of value added or 45% of EU GDP



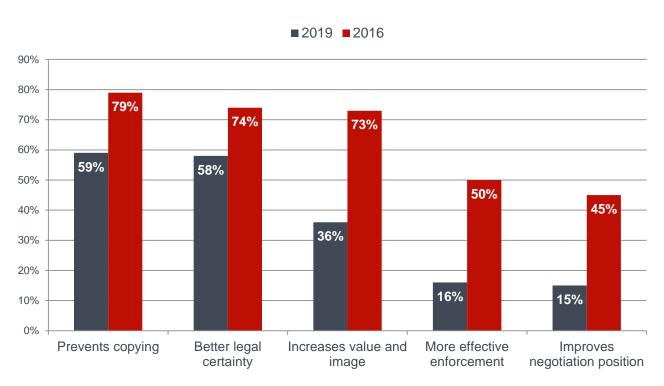


Note: Due to overlapping use of IP rights, the sum of the figures for the individual IPRs exceeds the total figure for IPR-intensive industries.

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

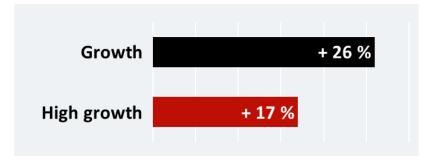
Increase in odds of growth with prior IPR use

= Innovation



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

= Innovation + international





Ideas Powered initiative



https://ideaspowered.eu/en

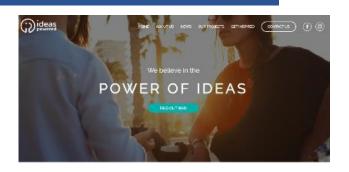


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Development and design of workshop and communications materials
Mapping, engagement and recruitment of influencers across all 28 Member States
Focus on high calibre influencers



WELCOME TO IDEAS POWERED

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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