



Training activities: Usefulness of the toolbox from an SMEs and Intermediary point of view

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Training: a key role to develop IP awareness

- Objective: to develop the use of IP in the strategy of European firms
 - 2 main Targets: SMEs & Intermediaries
 - Key messages:
 - IP is important to secure and develop your business*
 - It 's not necessary “complex, costly and hard to enforce”*
 - It's not dedicated only to breakthrough technology and high tech firms*
- Creation of a training toolbox with dedicated training material



Training material available

18 training tools sorted by :

- AIDA scale
- language

Face-to-face training material:

- Classical material: PPT, Case studies
- Train the trainers materials: Teaching notes integrated

Main topics: Raising IP awareness, IPR Basics, Soft IP, Enforcement

E-learning training material:

Main topics: Importance of IP for SMEs, Trademarks and design, Invention and patent, Trade secrets

Language:

Mainly English but some tools are available in Dutch, Croatian, French, Italian, Greek, Bulgarian



Focus on 'Train the trainers' material

Material created by IP4inno consortium (Eu project managed by EPO)

- The whole IP spectrum is covered
- 10 modules dedicated to IP:
Raising IP Awareness, IPR Basics, Non registered and soft IP, Patent information, Enforcement, Commercialisation...
- High quality content, regularly updated
- Teaching notes to allow 'train the trainers' sessions
- Free licenses
- Available in several languages

→ accurate solution for face-to-face training sessions





Focus on IP E-learning

IP Panorama created by Wipo, KIPO and KIPA

- The whole IP spectrum covered
 - 11 e-modules dedicated to IP:
Importance of IP for SMEs, Trade marks and design, Invention and patent, Trade secrets ...
 - High quality content
 - Free access
 - Available in English
 - Deals with IP issues from a business perspective, especially focusing on the situation of SMEs.
- accurate solution for e-learning training sessions

The training kit

A full set of tools to help organizing your future training sessions

- Training identity sheet and billboard
- Evaluation form for participants
- Evaluation form for trainers
- Signing sheet
- Training attestation

...No more reason not to organize training sessions!



Thank you for your attention

...and successful training sessions

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IPeuropAware

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