



SOUTHEAST ASIA

# Support to the existing Malaysian IP Academy and the creation of the Philippine IP Academy

EUIPO ACADEMY | ALICANTE | 16-17 July 2018

[www.ipkey.eu](http://www.ipkey.eu)



Funded by the European Union



Directed by the European Commission, IP KEY is implemented by the  
European Union Intellectual Property Office (EUIPO)

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## 0- Academy Background

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### 2- Quality Management of the EUIPO Academy

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### 6- EUIPO Academy e-Library

### 7- Knowledge Management & Repository

### 8- Pan-European Seal Programme

### 9- EUIPO Trade Mark and Design Education Programme

### 10- Communication channels with target audiences

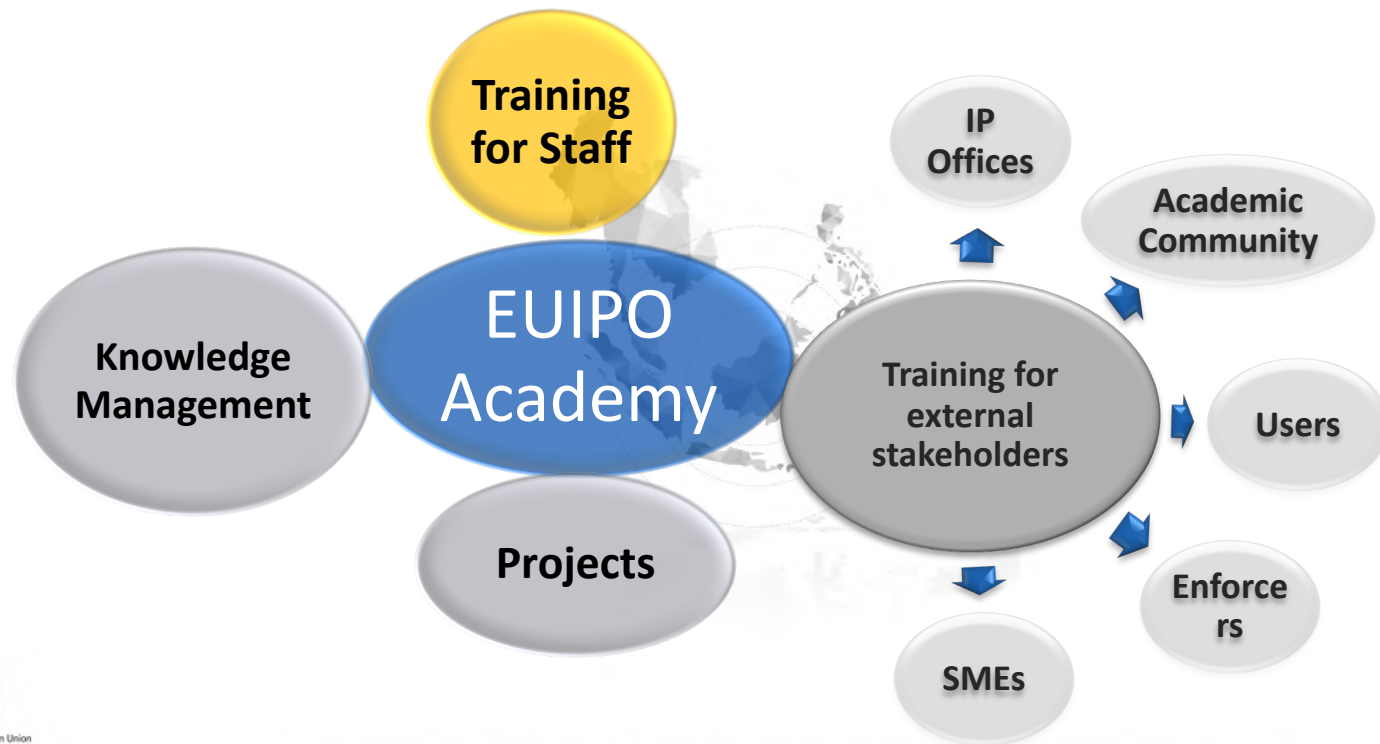


## 0- Background. EUIPO Academy

- ☐ **Created in 2011**, to serve as **learning and knowledge sharing hub**.
- ☐ We 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



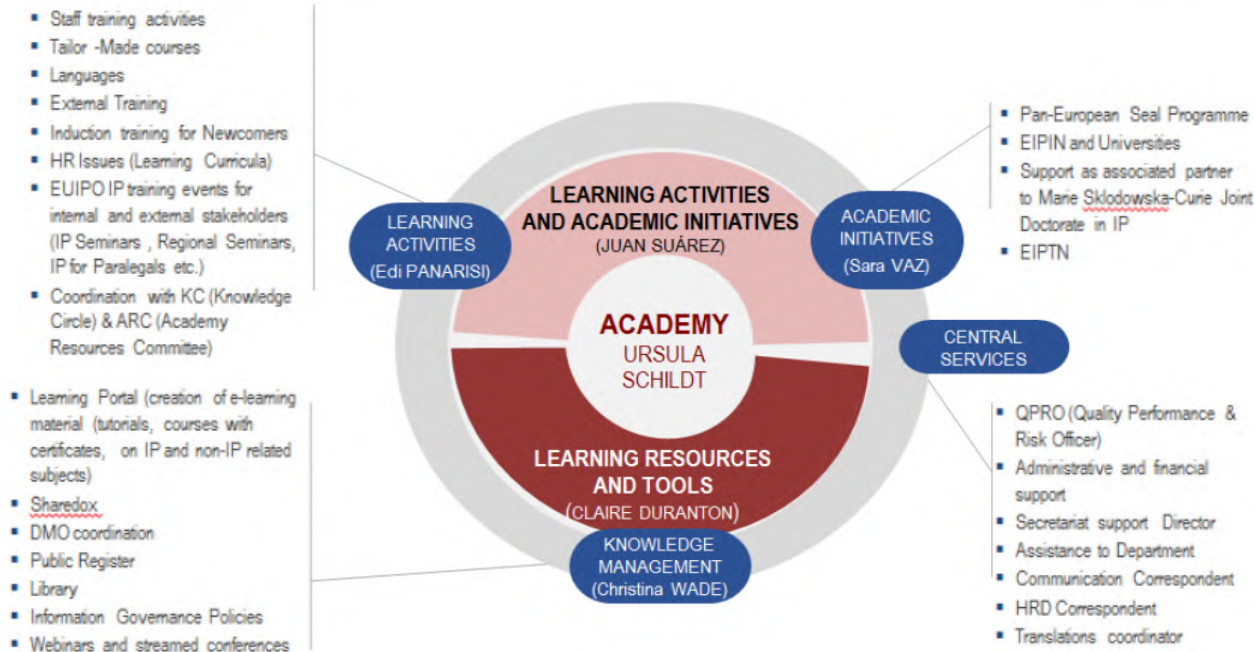
## 0- Background. Activities and Audiences



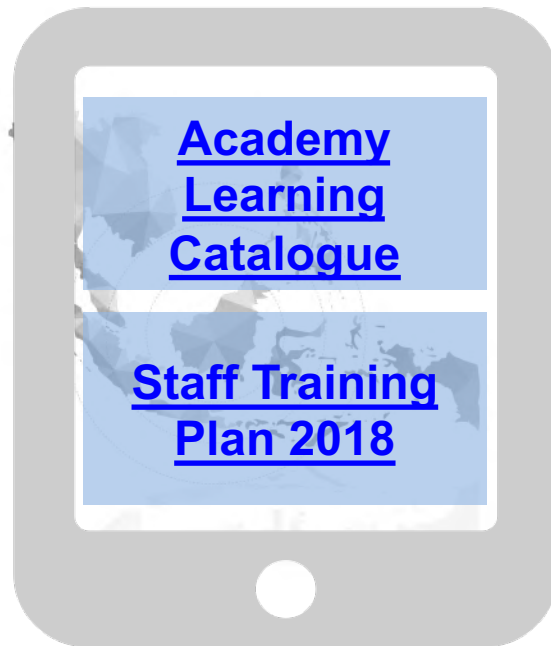
## 0- Background. Organisation Chart



ACADEMY



## 0- Background. Tools





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## 1- Overview of Academy Operational Activities – External stakeholders

### ➤ Streamed events

TUESDAY WEBINARS

IP EXPRESSO CONFERENCES

### ➤ F2F events

IP SEMINARS

REGIONAL SEMINARS

EUIPO – EPO EVENTS

IP FOR PARALEGALS

EUIPO ACADEMY  
NETWORK MEETING

# 1- Overview of Academy Operational Activities – External stakeholders



## 2018 EUIPO ACADEMY ANNUAL OPERATIONAL PLAN FOR EXTERNAL STAKEHOLDERS

ACADEMY  
DOI: 1046177964  
v.1.24 Date: 27-02-2018

For more details please consult the EUIPO Academy Learning Portal calendar in the following link:

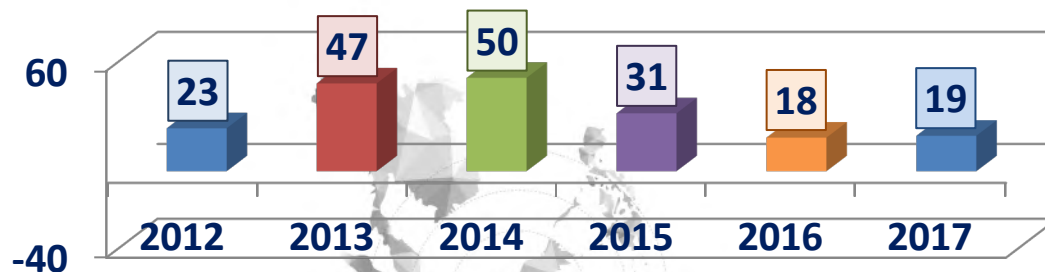
<http://euiipo.europa.eu/knowledgegate/index>

JANUARY			JULY		
Start / End	Webinars	Target Audience	Start / End	Webinars	Target Audience
09-Jan	Webinars (1): Recent case law on PGIs	Open for all	03-Jul	Webinars (24)	Open for all
16-Jan	Webinars (2): First 100 days of Legislative Reform II / New functionalities for EDB	Open for all	TBC	Joint EUIPO-EPO: IP Executive week, Munich, Germany	Specific public: 1,2
23-Jan	Webinars (3): Registering as a trade mark the shape of a car: The London Taxi Co	Open for all	10-Jul	Webinars (25)	Open for all
29-Jan 07-Feb	Magister Lucentinus	Specific public: 5	17-Jul	Webinars (26)	Open for all
30-Jan	Webinars (4): The protection of minority languages at the European level	Open for all	24-Jul	Webinars (27)	Open for all
			31-Jul	Webinars (28)	Open for all
FEBRUARY			AUGUST		
Start / End	Webinars	Target Audience	Start / End	Webinars	Target Audience
06-Feb	Webinars (5): Recent case law on designs	Open for all	III	III	III
13-Feb	Webinars (6): Request for confidentiality and the right of defence / New functional	Open for all			
20-Feb	Webinars (7): Article 5ter of the Paris Convention	Open for all			
27-Feb	Webinars (8): Voluntary Cooperation Practices	Open for all			
MARCH			SEPTEMBER		
Start / End	Webinars	Target Audience	Start / End	Webinars	Target Audience
06-Mar	Webinars (9): The Use of a trademark in a form different than the registration / SM	Open for all	04-Sep	Webinars (29)	Open for all
13-Mar	Webinars (10): Colour combinations: getting back to VYSN/VYG	Open for all	11-Sep	Webinars (30)	Open for all
12-14-Mar	IP Seminar (1): Absolute Grounds for refusal	Specific public: 1,2,3	18-Sep	Webinars (31)	Open for all
20-Mar	Webinars (11): Decisions of the Trimester of the EUIPO Boards of Appeal	Open for all	25-Sep	Webinars (32)	Open for all
27-Mar	Webinars (12): Decisions of the Trimester of the GC and the CJEU / E-filing of Ins	Open for all	24-26-Sep	Regional Seminar (2)	Specific public: 1,3
APRIL			OCTOBER		
Start / End	Webinars	Target Audience	Start / End	Webinars	Target Audience
10-Apr	Webinars (13)	Open for all	02-Oct	Webinars (33)	Specific public: 1,2
18-20-Apr	IP Course for Paralegals	Specific public: 4	09-Oct	WFA 2018	Specific public: 1,2
24-Apr	Webinars (15)	Open for all	16-Oct	Webinars (35)	Open for all
			23-Oct	Webinars (36)	Open for all
			30-Oct	Webinars (37)	Open for all
MAY			NOVEMBER		
Start / End	Webinars	Target Audience	Start / End	Webinars	Target Audience
07-08-May	IP Seminar (2)	Specific public: 1,2,3	05-Nov	Webinars (38)	Open for all
15-May	Webinars (17)	Open for all	12-14-Nov	IP Seminar (3)	Specific public: 1,2,3
22-May	Webinars (18)	Open for all	13-Nov	Webinars (39)	Open for all
23-May	Webinars (19)	Open for all	20-Nov	Webinars (40)	Open for all
23-31-May	Regional Seminar, Romania	Specific public: 1,3	27-Nov	Webinars (41)	Open for all
			TBC	Magister Lucentinus - visit of SIPO students	Specific public: 1,3
JUNE			DECEMBER		
Start / End	Webinars	Target Audience	Start / End	Webinars	Target Audience
05-Jun	Webinars (20)	Open for all	03-04-Dec	EUIPO Academy Network Meeting	Specific public: 1,3
12-Jun	Webinars (21)	Open for all	04-Dec	Webinars (42)	Open for all
19-Jun	Webinars (22)	Open for all	11-Dec	Webinars (43)	Open for all
26-Jun	Webinars (23)	Open for all			
Specific public: 1. EU National IP Offices 2. Non EU National IP Offices 3. EUIPO User Associations 4. EUIPO Users 5. Students 6. Subject to subscription			Streamed events: Webinar IP Espresso Conference F2F events: IP Seminar Regional Seminar EUIPO-EPO events IP for Paralegals Others EUIPO Academy Network Meeting		

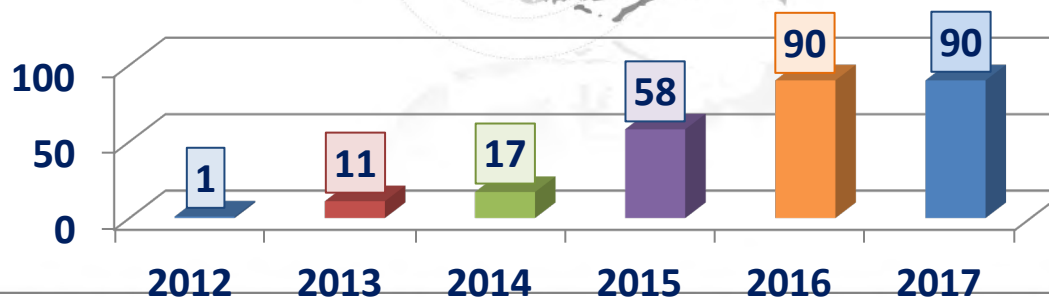


## 1- Overview of Academy Operational Activities – External stakeholders

### F2F Activities



### Streamed Activities

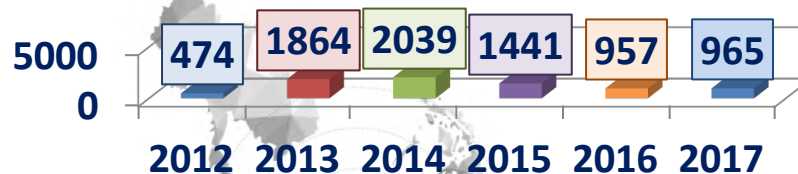


## 1- Overview of Academy Operational Activities – External stakeholders

**F2F**

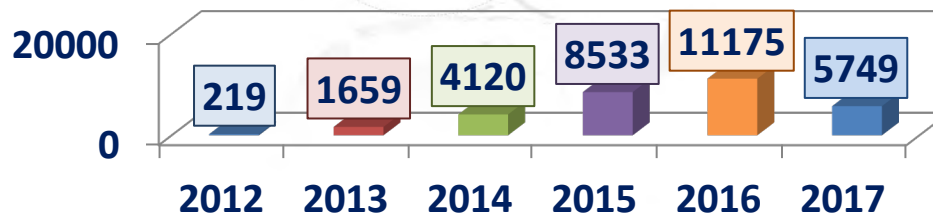


### Number of External stakeholders

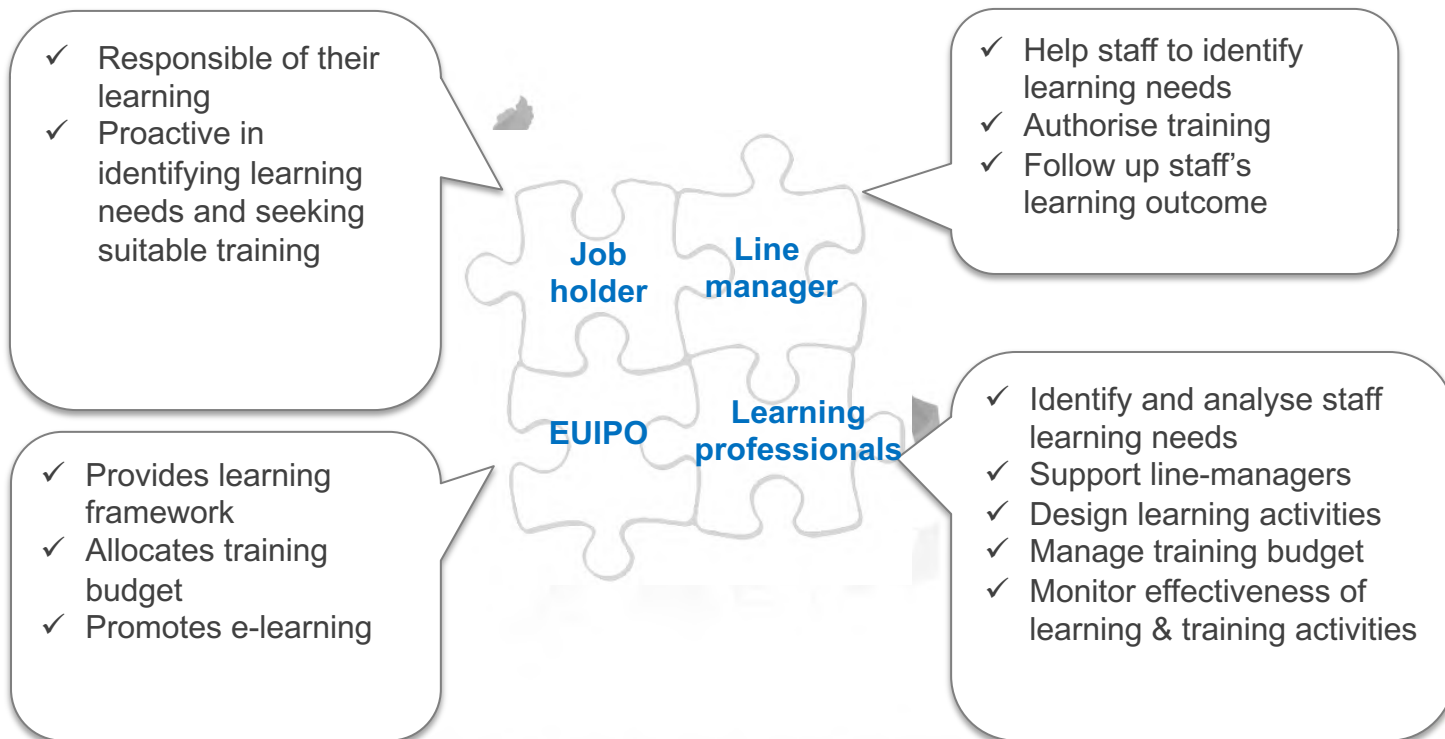


**Streamed Events**

### Number of External Stakeholders



## 1- Overview of Academy Operational Activities – EUIPO Staff



## 1- Overview of Academy Operational Activities – EUIPO Staff

### LEARNING CURRICULA

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

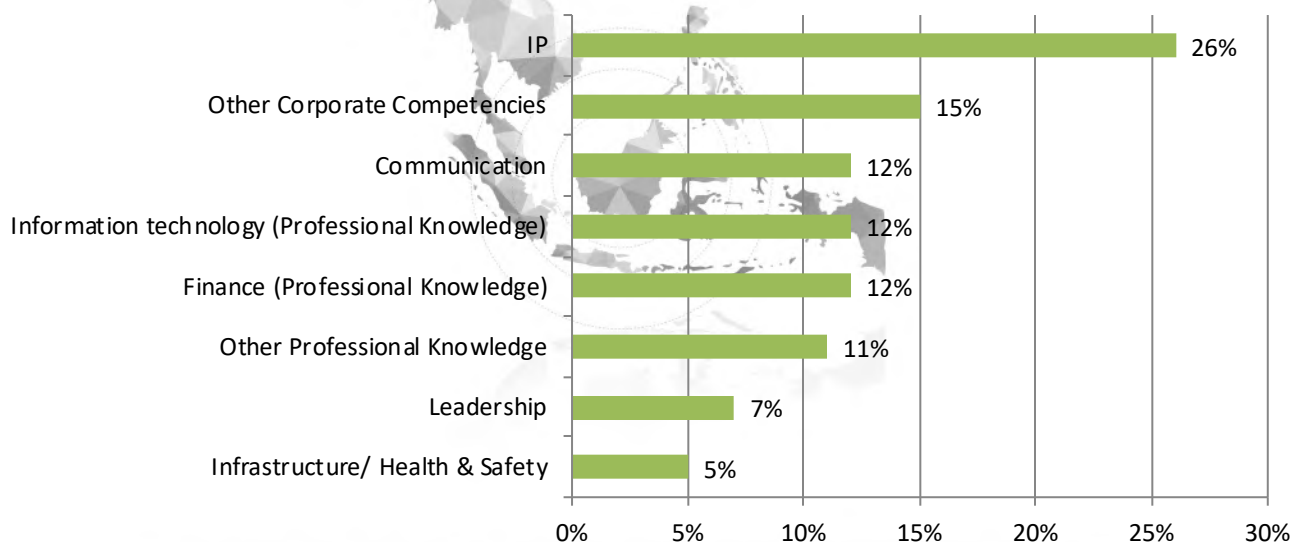


Additional individual learning should be decided between the line manager and staff member depending on the staff's learning and development needs and performance.

## 1- Overview of Academy Operational Activities – EUIPO Staff

# Staff Training Plan 2018

197 training activities scheduled in 2018 for EUIPO staff





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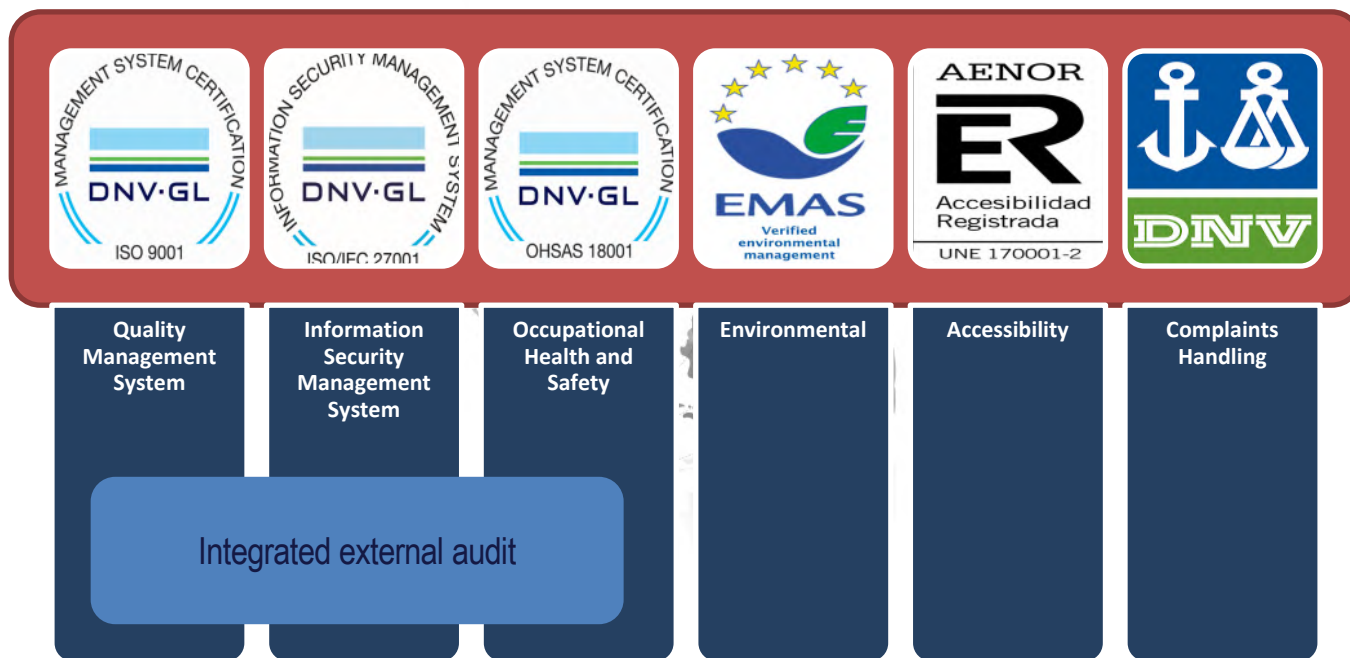


## 2- Quality Management of the EUIPO Academy. Scope

- ☐ Serves the staff of the Office in applying its management system policy and objectives consistent with its strategic goals.
- ☐ Concerns with sharing of best practice as well as the spreading and use of this knowledge
- ☐ Make available all the relevant knowledge to implement the processes
- ☐ Defines the way that EUIPO currently works and provides the means of managing the Office's evolution
- ☐ Help the processing management of the Office through the certification of management systems



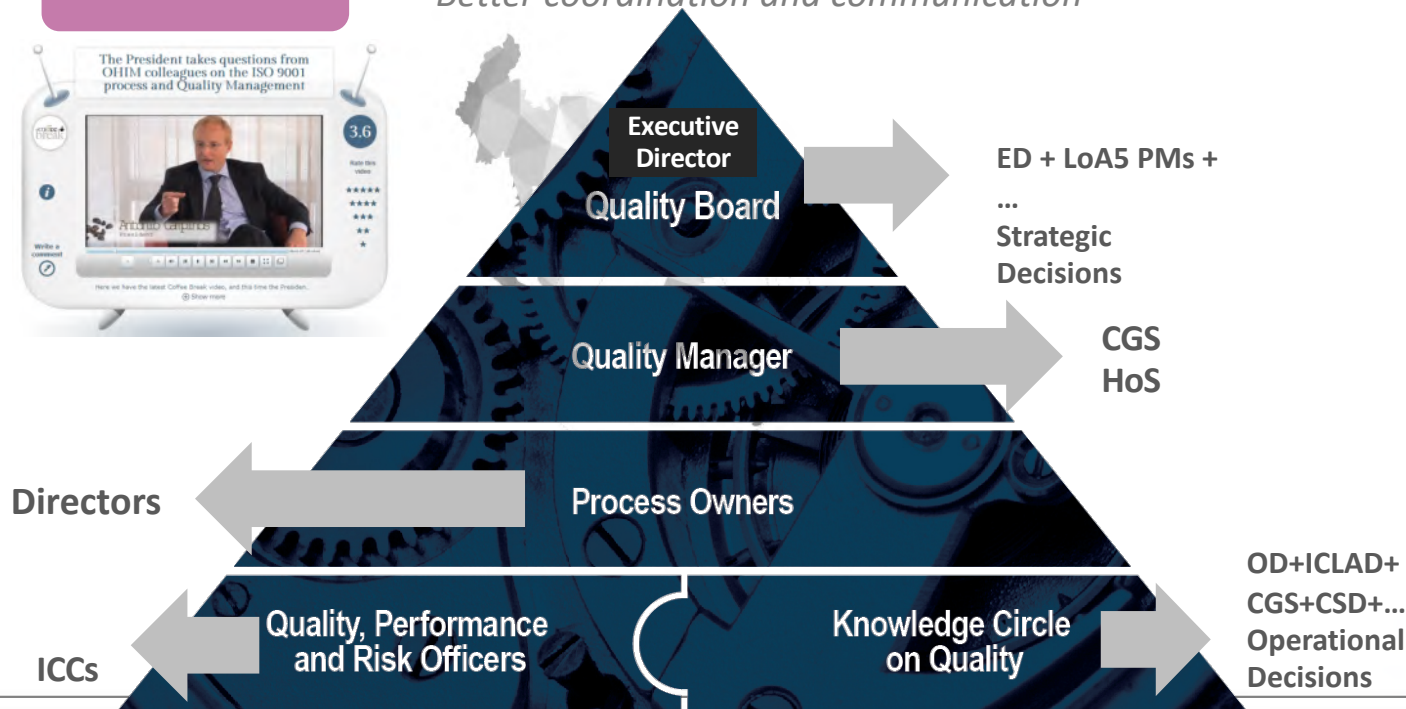
## 2- Quality Management of the EUIPO Academy. Certifications



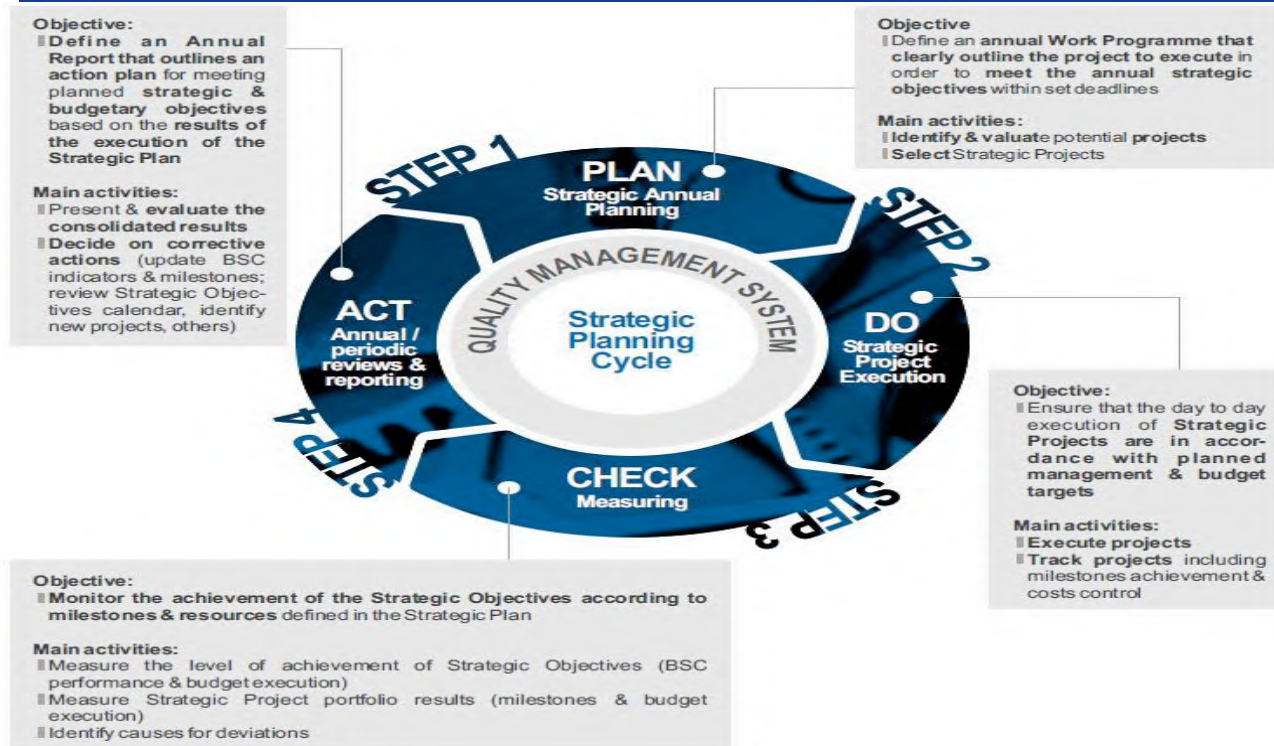
## 2- Quality Management of the EUIPO Academy. Roles & Responsibilities

### 2. Leadership

- *Increased effectiveness and efficiency*
- *Better coordination and communication*



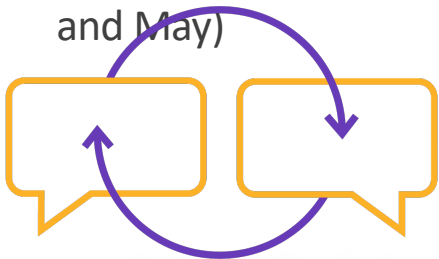
## 2- Quality Management of the EUIPO Academy. PDCA



## 2- Quality Management of the EUIPO Academy. PDCA- Step 1(PLAN)

In line with the Academy's **Instructions for managing the Academy Annual Operational Plan** (QSD-0301):

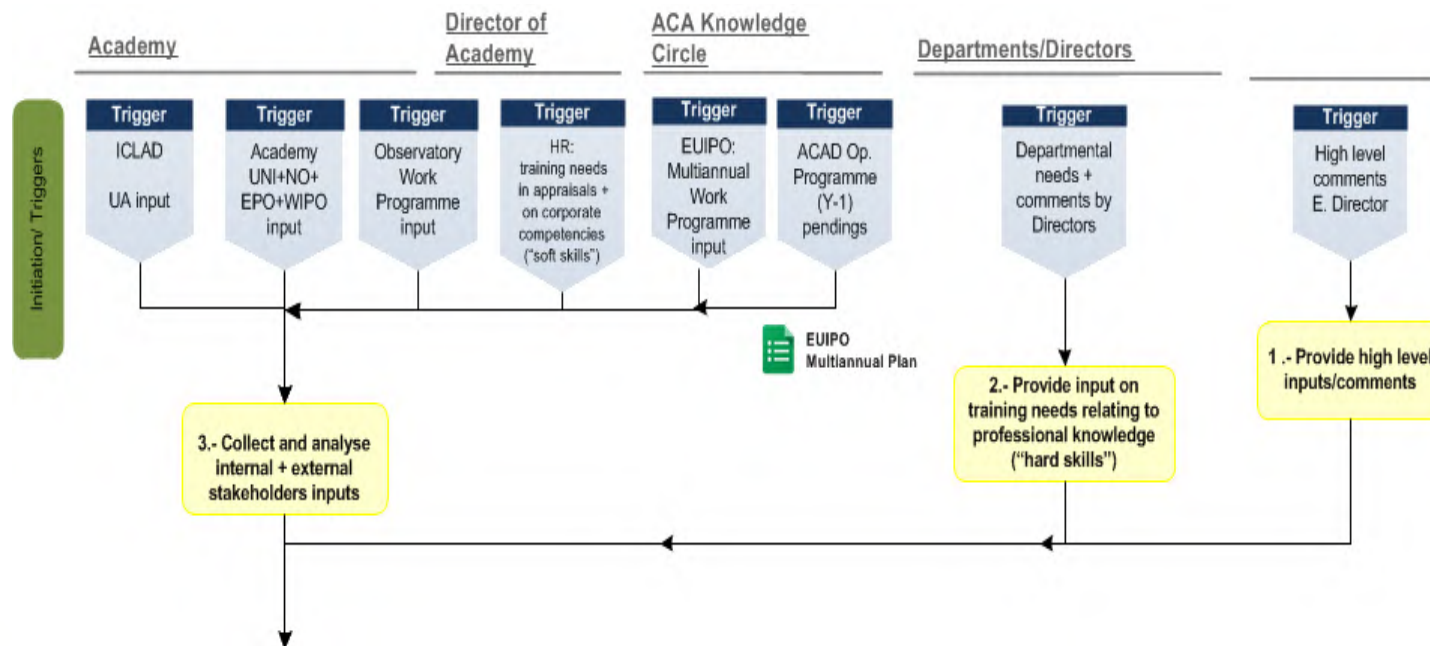
- **The EU IP offices, User Association and Universities and Programmes are consulted on their learning needs** via a questionnaire (between March and May)
- **Continual improvement policy –**  
The feedback of the participants is taken into account in planning the next cycle





## 2- Quality Management of the EUIPO Academy. PDCA- Step 1 (PLAN)

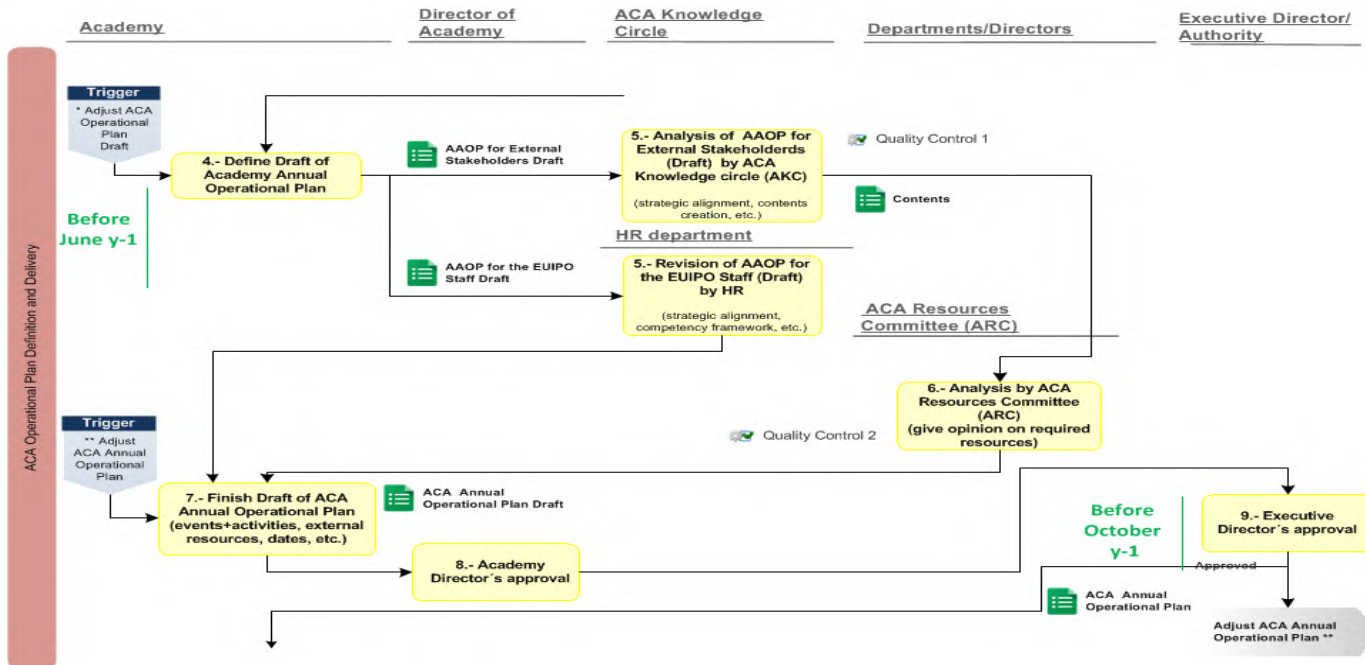
### QSD-0301 MANAGE ACADEMY ANNUAL OPERATIONAL PROGRAMME (I)





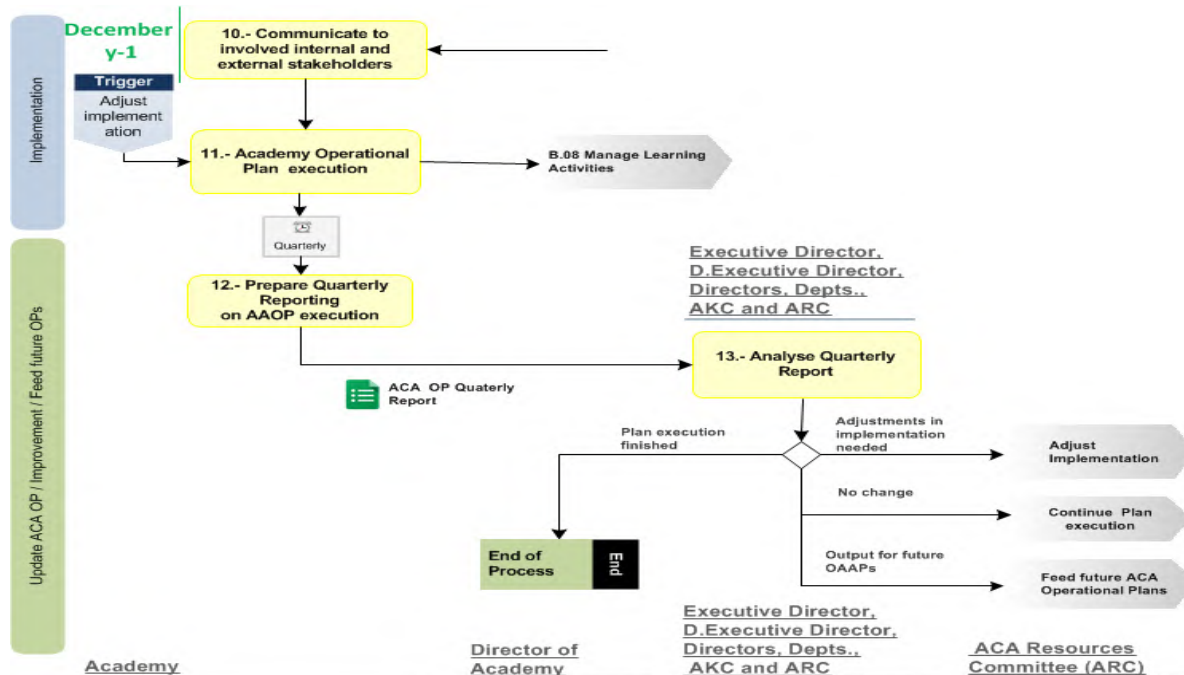
## 2- Quality Management of the EUIPO Academy. PDCA- Step 1 (PLAN)

### QSD-0301 MANAGE ACADEMY ANNUAL OPERATIONAL PROGRAMME (II)



## 2- Quality Management of the EUIPO Academy. PDCA- Step 1 (PLAN)

### QSD-0301 MANAGE ACADEMY ANNUAL OPERATIONAL PROGRAMME



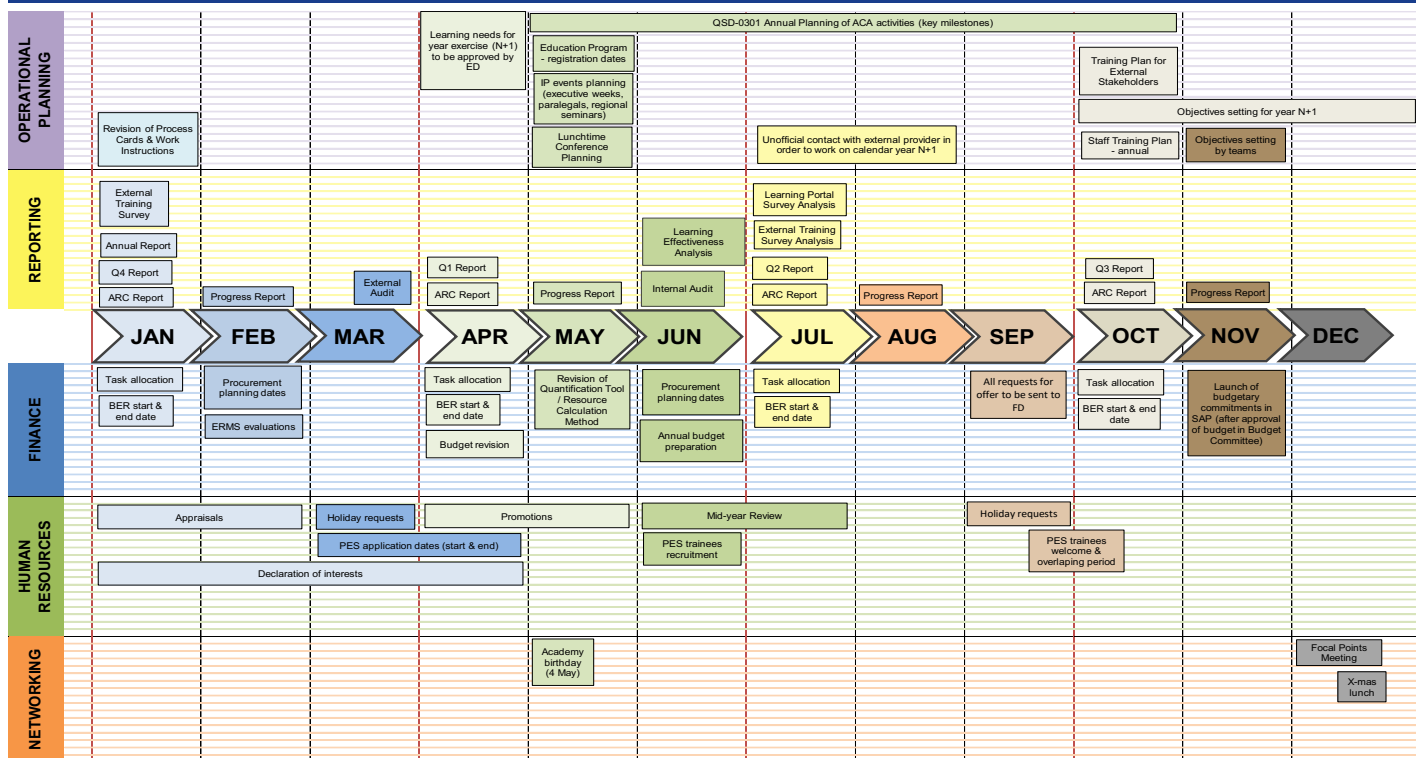
## 2- Quality Management of the EUIPO Academy. PDCA- Step 1(PLAN)

### STRATEGIC KEY PERFORMANCE INDICATORS

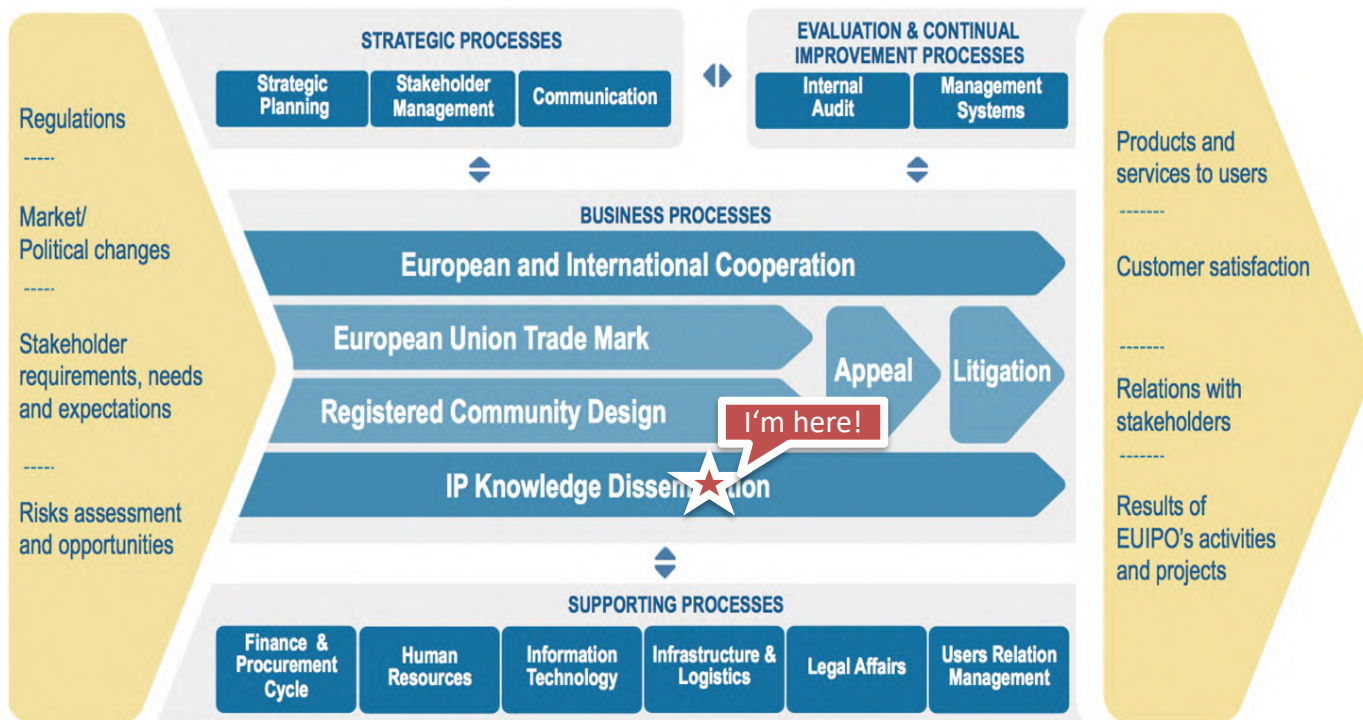
STRATEGIC KEY PERFORMANCE INDICATORS					
Principle	Strategic Goal	Indicator Name	Performance 2016	Target 2017	Target 2018
Collaborative Organisation	1. Improve operational effectiveness	Staff highly engaged	76 %	76 %	77 %
		Level of achievement of the Quality Service Charter objectives	81 %	73 %	73 %
		User satisfaction with customer services provided	92 %	83 %	85 %
		TMs and RCDs straight-through cases	66.6 %	64 %	67 %
		Incoming and outgoing electronic communications with our users	72.5 %	66 %	73 %
		Greenhouse gas emissions per on-site worker	3.01 tonnes	3.5 tonnes	3.3 tonnes



## 2- Quality Management of the EUIPO Academy. PDCA- Step 1 (PLAN)



## 2- Quality Management of the EUIPO Academy. PDCA- Step 2 (DO)



## 2- Quality Management of the EUIPO Academy. PDCA- Step 2 (DO)

### 2 process cards (B.08 & B.09)

#### B.08 - Manage Learning Activities

Version: 13070, 16/05/2018 | [Download PDF](#)

Process Owner: Ursula SCHLDT  
QPRD: Eugenio CASTILLO HIDALGO

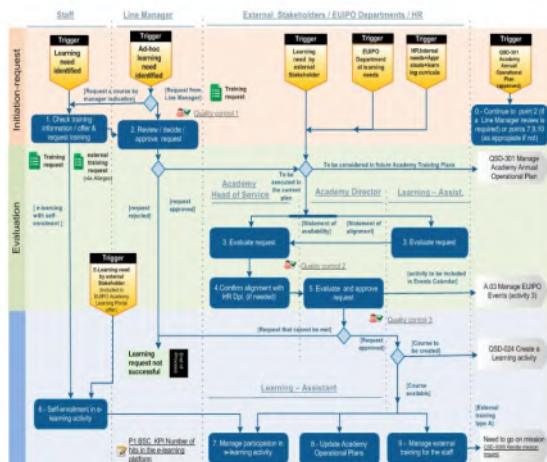
[View Related Documents](#) | [Legend](#)

Tags: training, learning, staff, plan, effectiveness, satisfaction, survey, e-learning, Academy  
Roles: Staff, Line Manager, Expert - training, Director, Authorising Officer, Head of Service

Status: Validated

#### B.08 MANAGE LEARNING ACTIVITIES

DOI: 11458801  
1.06.2017



### 21 work instructions (QSD-

#### QSD-0301 - Manage Academy Annual Operational Plan

Version: 13070, 17/05/2018 | [Download PDF](#)

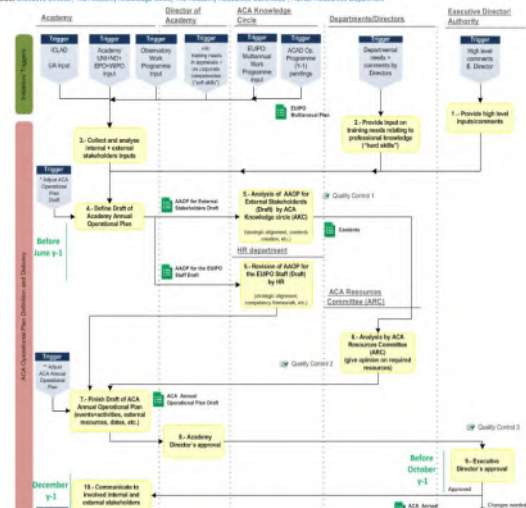
Owner: Ursula SCHLDT  
QPRD: Eugenio CASTILLO HIDALGO

[View Related Documents](#) | [Legend](#)

Tags: programme, Academy, training, learning

Type: Work Instruction  
Status: Validated

Roles: Executive Director, The Academy Knowledge Circle, The Academy Resources Committee, Human Resources Department



More info in the [Office Management Systems Website](#)



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## 2- Quality Management of the EUIPO Academy. PDCA- Step 3 (CHECK)

ACADEMY INDICATORS – REPOSITORY 2018														
Report data: 11/06/2018														
BALANCED SCORE CARD INDICATORS 2018 ACADEMY	Data provider		2018 MONTHLY EVOLUTION											
			J	F	M	A	M	J	J	A	S	O	N	D
<a href="#">BSC 6.4.4 External Stakeholders Training Satisfaction</a> (expressed in %)	E. Castillo	Excel.	85.0%	85.0%	85.0%	85.0%	85.0%	85.0%	85.0%	85.0%	85.0%	85.0%	85.0%	85.0%
		Result	82.3%	84.1%	81.3%	87.3%	86.5%							
<a href="#">BSC 2.8 External participants in training activities</a> (External participants in training activities)	E. Castillo	Excel.	800	1600	2400	3200	4000	4900	5800	6500	6600	8500	10600	12800
		Result	592	1220	2350	3018	3371							
<a href="#">BSC 1.2.1 Training days per employee</a> (full time in equivalent training days per stat. staff)	E. Castillo	Excel.	0.10	0.30	0.50	0.80	1.10	1.40	1.80	2.10	2.10	2.50	3.20	4.00
		Result	0.21	0.51	0.89	1.63	2.02							
<a href="#">BSC 1.2.2 Internal Training Satisfaction</a> (expressed in %)	E. Castillo	Excel.	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%
		Result	80.0%	80.0%	80.0%	80.6%	81.2%							
<a href="#">BSC 1.2.11 Number of hits in the e-learning platform</a> (No. of hits)	E. Castillo	Excel.	10000	20000	30000	40000	50000	60000	70000	80000	85000	95000	105000	120000
		Result	13430	27183	47312	62849	75810							





## 2- Quality Management of the EUIPO Academy. PDCA- Step 3 (CHECK)

- ☐ Academy Quarterly Reports
- ☐ Academy financial report
- ☐ Academy Internal Indicator
- ☐ Academy processes performance indicators and quality controls
- ☐ Academy risks assessment control
- ☐ Internal and External Audit

## 2- Quality Management of the EUIPO Academy. PDCA- Step 3 (ACT)

### ACTION LOG IN THE Q2 2018

- ☐ 8 new actions have been opened
- ☐ 3 actions were completed
- ☐ 11 actions are still in progress
- ☐ 2 actions are pending

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# ACADEMY LEARNING PORTAL



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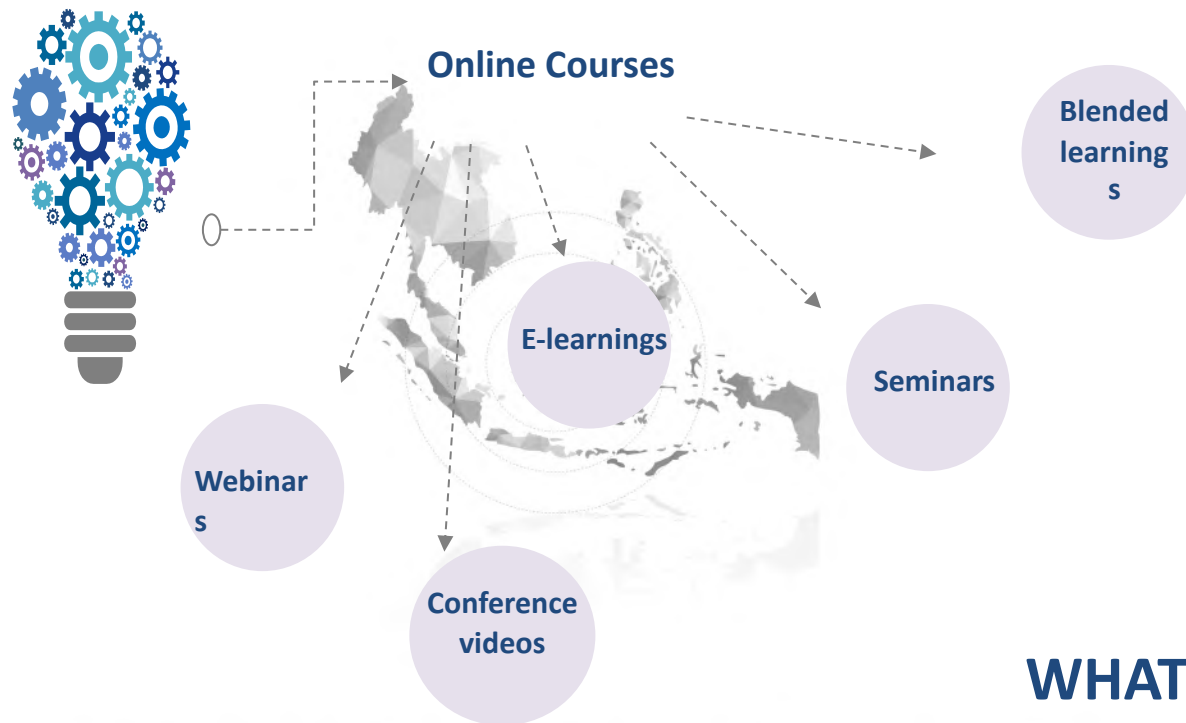
The Academy Learning Portal – <https://euipo.europa.eu/knowledge>

## Delivers flexible learning opportunities

- Making the content **available 24/7, anywhere and anytime**
- Offering to students **learning materials that meet their level of knowledge** and interests
- Providing an **online calendar with updated information** on training events
- **Building up an online course for each event and giving access to additional resources** beforehand (target audience, agenda, hands out, presentations, bibliography), which is accessible anytime, anywhere



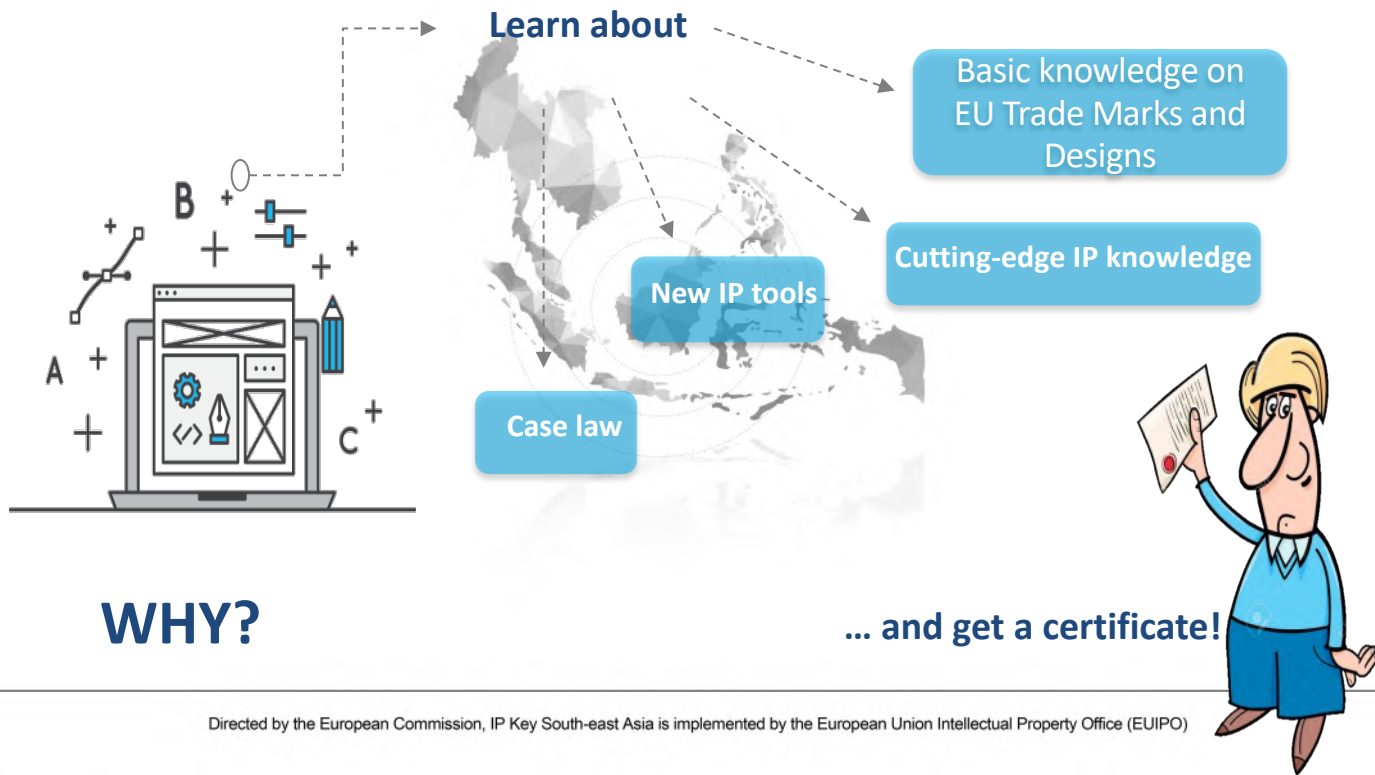
**The Academy Learning Portal – <https://euipo.europa.eu/knowledge>**



**WHAT?**



The Academy Learning Portal – <https://euipo.europa.eu/knowledge>



**WHY?**

**... and get a certificate!**

## The Academy Learning Portal – <https://euiipo.europa.eu/knowledge>

Welcome to the EUIPO Academy Learning Portal. This is the online home for the EUIPO Academy, our learning and knowledge sharing hub.


At the EUIPO we believe that everyone should learn at their own pace, which is why we offer a wide range of online courses: from tutorials and e-learning packages, to seminars, conference videos and blended learning.

And we know that people have different learning needs, so our courses are structured according to levels of IP knowledge and intensity. We have developed a full training catalogue with a full gamut of modules that cover everything from Trade mark to enforcement, as well as non-IP-related matters like language training or soft skills.

You can find below the courses classified by:

Quick Links Intellectual Property

Quick Links Special courses



Looking for more? Access the full catalogue

Pan-European Seal

Academy events calendar [PDF]

### Navigation

Home

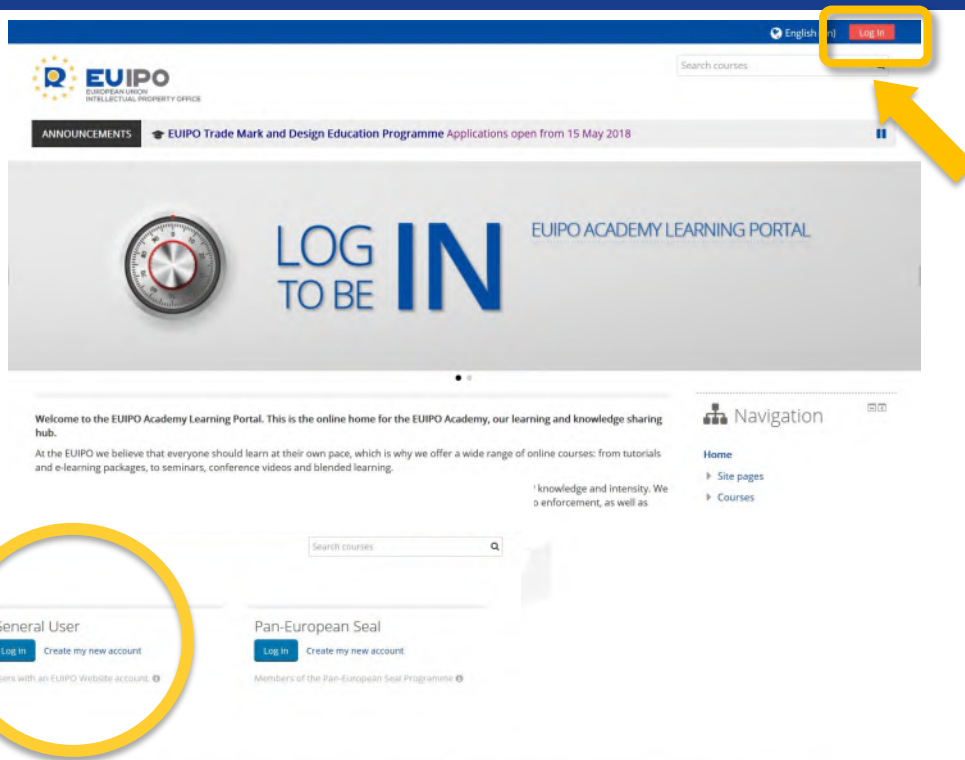
- Site pages
- Courses

### Calendar

March 2018						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## The Academy Learning Portal – <https://euiipo.europa.eu/knowledge>

WHERE?



## The Academy Learning Portal – <https://euipo.europa.eu/knowledge>

 > Courses

Go

Expand all

- ▶ INTELLECTUAL PROPERTY
- ▶ FINANCE
- ▶ HUMAN RESOURCES
- ▶ INFORMATION TECHNOLOGY
- ▶ INFRASTRUCTURE/ HEALTH & SAFETY
- ▶ LANGUAGES
- ▶ GENERAL MANAGEMENT
- ▶ QUALITY, RISK AND PERFORMANCE
- ▶ OTHER PROFESSIONAL KNOWLEDGE
- ▶ CORPORATE COMPETENCIES
- ▶ STARTING POINT
- ▶ EU NON-IP KNOWLEDGE

**Search for a  
Course**

**Browse  
Through  
the  
Catalogue**















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The Academy Learning Portal – <https://euipo.europa.eu/knowledge>

Create a GENERAL USER account and  
access more content!

 The new technology and its relevance in the IP world 13-07-2017 (Intermediate level)	Self enrolment	
 Exemplary cases of patents supporting innovation in sports 12-07-2017 (Intermediate level)		
 Managing the intellectual property of athletes 12-07-2017 (Intermediate level)	Guest access	
 Non-agricultural protected geographical indications 10-07-2017 (Intermediate level)	Self enrolment with password	
 Protected Geographical Indications (PGIs) for Non-Agricultural Products - The French Experience 14-06-2017 (Intermediate level)		
 Forecasting tool 23-05-2017 (Intermediate level)	Guest access with password	

The Academy Learning Portal – <https://euipo.europa.eu/knowledge>

## Courses

Require a **GENERAL USER** account

My courses > INTELLECTUAL PROPERTY > TRADE MARKS > General Introduction > EUTM in a Nutshell - 2018 (Basic level) (with cert.)

General

EUTM in a Nutshell 2018  
(Basic level)  
(with certificate)



My progress > My courses > INTELLECTUAL PROPERTY > TRADE MARKS > New EU TRADE MARKS Regulation > Trade Mark Legislative Reform (wit

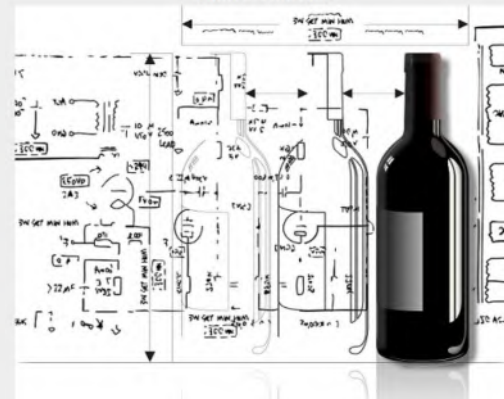
Trade Mark Legislative Reform  
(With Certificate)  
1 February 2017  
(Basic level)



My courses > INTELLECTUAL PROPERTY > DESIGNS > General Introduction > RCD in a Nutshell - 2018 (Basic level) (with cert.)

Your progress > General

RCD in a Nutshell 2018  
Basic level  
(with certificate)



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## The Academy Learning Portal – <https://euipo.europa.eu/knowledge>

**IP Teaching  
Kits**

**Guest access**

[Home](#) > [Courses](#) > [INTELLECTUAL PROPERTY](#) > [GENERAL IP KNOWLEDGE](#) > [IP Teaching Kit - EN, DE, ES, FR & IT \(Basic\)](#)

[Home](#) > [Courses](#) > [INTELLECTUAL PROPERTY](#) > [GENERAL IP KNOWLEDGE](#) > [IP Teaching Kit Advanced II](#)



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The Academy Learning Portal – <https://euipo.europa.eu/knowledge>

## Webinars

Guest access



Introduction



Blockchain Explained



Blockchain and IP



Supply Chain Protection



Music Management



Tracing Bitcoins



Conclusions and discussion



## Blockchain and Intellectual Property

Alicante, 26 October 2017



Funded by the European Union

## The Academy Learning Portal – <https://euipo.europa.eu/knowledge>

### Tailor made courses for EUIPO staff

#### ISO 9001 Quality Management at the EUIPO (Intermediate level) (with certificate)



**The Academy Learning Portal – <https://euipo.europa.eu/knowledge>**

Reduction of EUIPO's Environmental Impact  
 (Basic level) (with certificate)



**4. Reduce and separate your waste > Waste management**

The 4 R's for efficient waste management

Reduce or completely prevent the generation of waste	Use an object or material again	Use waste as material to manufacture new products	Convert waste into resources

Separate your waste!

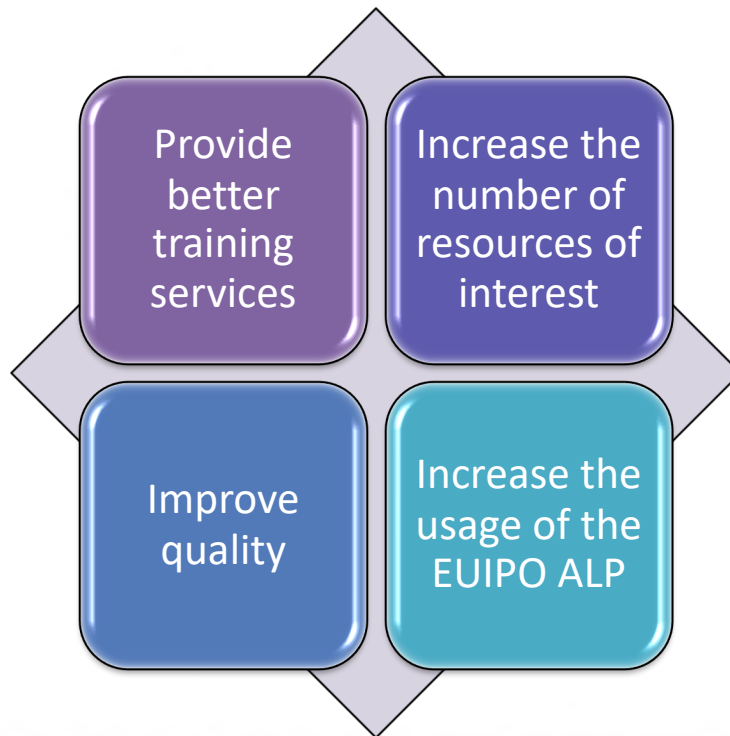
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**3. Save water**

Water leaks	Toilets	Showers	Washing dishes
Contact MyServiceDesk (phone: 9123)	Use dual-flush toilets	Ideally 4 minutes or less	Reduce use of water



## E-Learning Portal: Next Generation

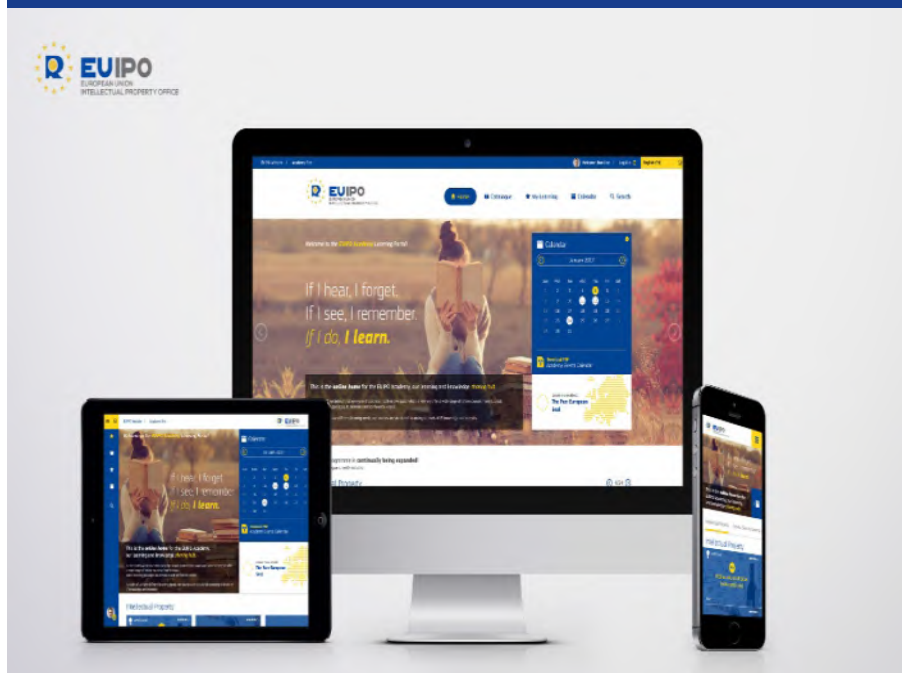


## New functionalities





## New Look and Feel



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**5- Tuesday Webinars**

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**7- Knowledge Management & Repository**

**8- Pan-European Seal Programme**

**9- EUIPO Trade Mark and Design Education Programme**

**10- Communication channels with target audiences**



# EUIPO departments

## Academy

- Operational activities
- ACA budget line

## ICLAD/European Cooperation Service

- Strategic projects
- Management Board
- Cooperation Agreements





## Introduction

### Our mission

Tailor-made tutorials and e-learning content co-created with IP Offices of the European Union and User Associations

ECP3 Academy eLearning Portal project **Working Group**



## Activities

### 1. Cooperation with IPOs



- eLearning materials on sharing of **TM/DS** practices before the IPOs



- Common tools - **TMclass**, **TMView**, **DesignView** tutorials in 23 national languages of the European Union



### 2. Cooperation with User Associations and Appointed Industry Experts

- Selected topics on **Intellectual Property**

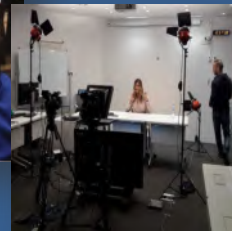


### 3. Cooperation with EUIPO

- Information Technology/Programme Management
- Effective writing for **IP** related documents in English



**Workshop**



**Recordings**



**Certificates**




**Results**



## ECP3 ALP in a nutshell



 EU IP Offices and UAs **together** under a common EU umbrella of knowledge

 Sharing IP practices and knowledge across the **EU IP Network**

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## Webinars



# Live Webinar Broadcast



Funded by the European Union



## Workflow





## Broadcast



❖ 10:00-11:00 (60 min)

❖ 11:30-12:00 (30 min)

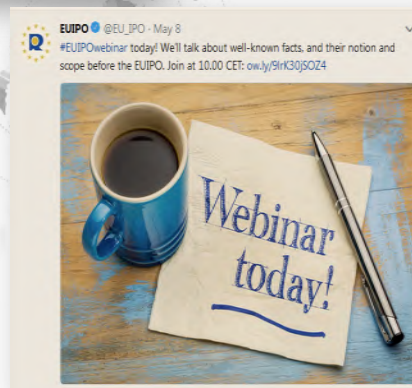




## New Virtual Set



## Communication



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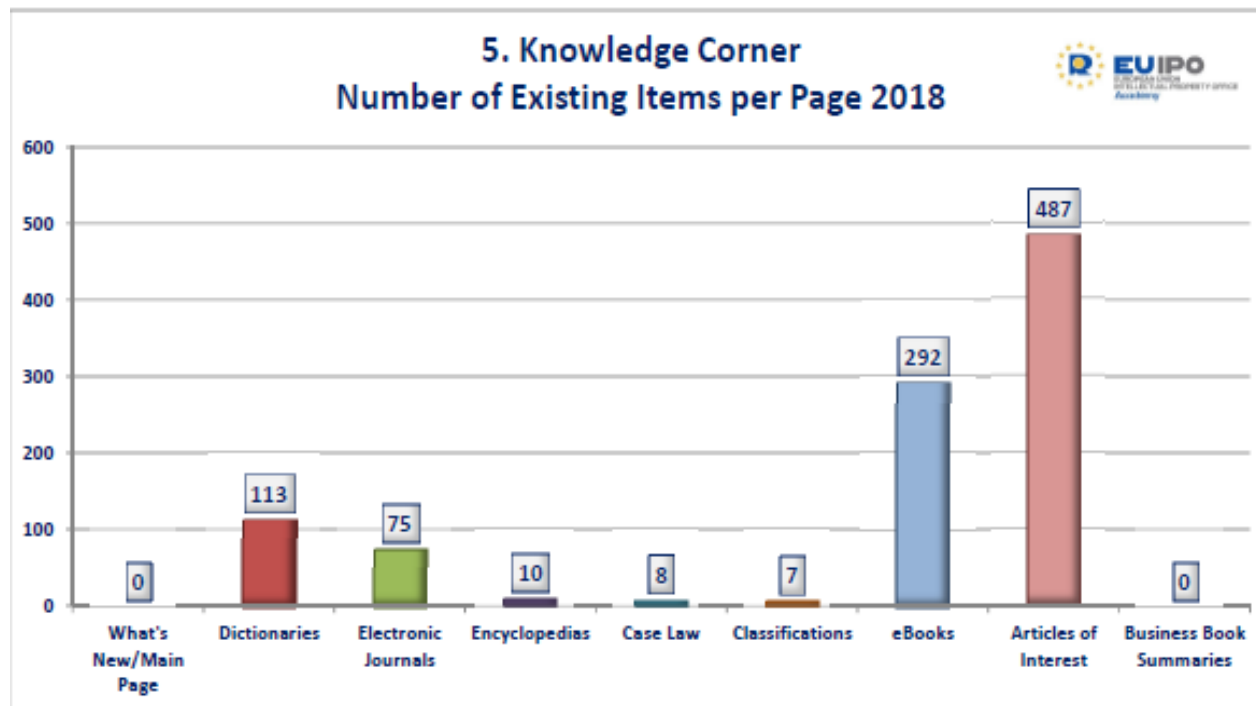


## 6- E-Library. Background

- The **Library** was established in 1995 and it has been the typical traditional library
- The **Virtual Library**, which allowed EUIPO staff access to the online library catalogue and reference material
- The **Knowledge Corner** is a temporary measure
- The **eLibrary Portal** is the quintessence of the future library



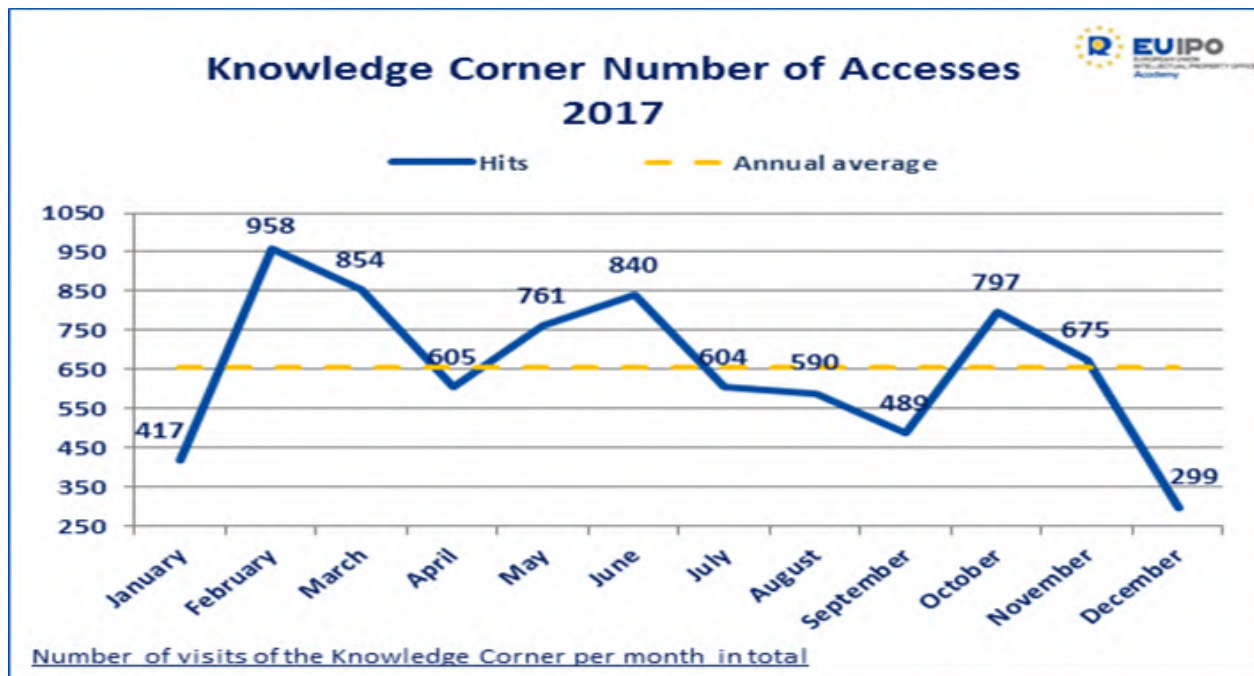
## 6- E-Library. Knowledge Corner Statistics



Funded by the European Union



## 6- E-Library. Knowledge Corner Usage Statistics





## 6- E-Library. Library in Numbers

*Country No.* 001 000027500  
*Date and time* 005 20170719113043.0  
*Access data* 008 --- 0201705 --- eng d  
*Language Code* 041 --- eng  
*Local Call No.* 070 ---  
     a Trade mark law - general  
     b eng  
     c 2017/05  
     d Haigh, David  
     e Google (and China) rising, while Apple takes a fall.  
     f There has been a shake-up at the top of the Brand firm,  
     g knocking Apple from its perch after five years at the t  
     h growth in 2016.  
*Art. or Table* 075 ---  
*Persons Name* 100 ---  
*Num. Id.* 245 10  
*Summary Note* 520 ---  
  
*Art. or Table* 591 ---  
*Subject-Top. Item* 650 ---  
     a LB  
     b China  
     c 0001  
     d eng  
     e Trade marks  
     f 0222  
     g Monograph  
     h article  
     i World Trademark Review  
  
*Art. or Table* 773 ---  
*World Trademark Review*



Nº of bibliographical records  
– 35,000



Nº of information requests  
– 327

Nº of patrons  
– 910



Nº of loans  
– 1,135

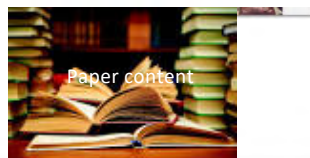
Nº of IP books  
– 4,197



Article/document requests  
– 140

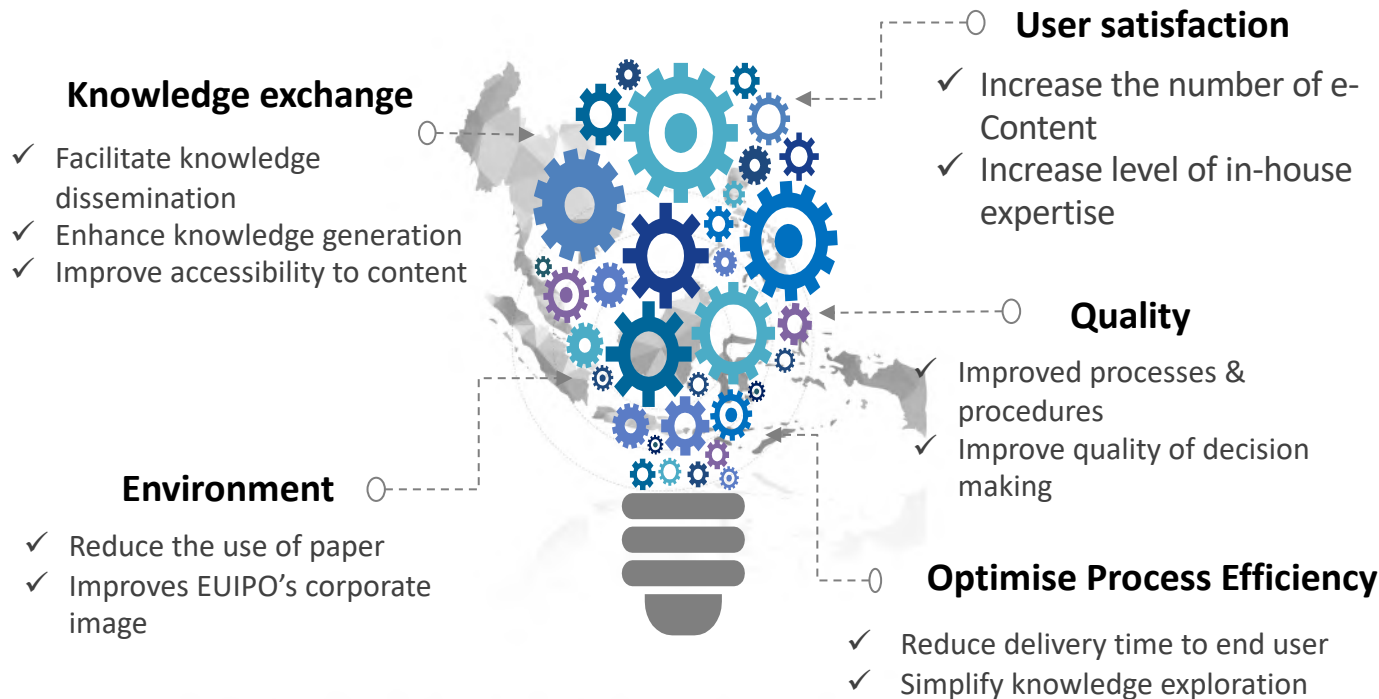


## 6- E-Library. SP2020 eLibrary Portal





## 6- E-Library. Objectives



## 6- E-Library. Project Scope

A

- Move LMS to a new cloud-based platform (ALMA)
- Carry out technical feasibility study

B

- Use a single portal to search digital content

C

- eContent feasibility study
- Measure immediate satisfaction of users
- Obtain statistics relating to usage
- Manage and configure the portal by Library staff

D

- Study on outsourcing of certain library tasks



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## 7- Knowledge Management & Repository

- Knowledge Management & Repository Intro
- Why create EUIPO Knowledge Repository?
- Lifecycle of a document
- Training
- Our Repository: One document in ShareDox
- Achievements



## 7- Knowledge Management & Repository Intro

**ShareDox** is the Content Management system or Knowledge Repository which the Office uses to store and share all **administrative documents**. Use of ShareDox is compulsory and all documents should be stored and can be shared by sending links to colleagues.

### Background

- No control about information storage
- No common rules and standard about document management
- Use of incorrect version
- Risk of duplicate
- No ISO compliance

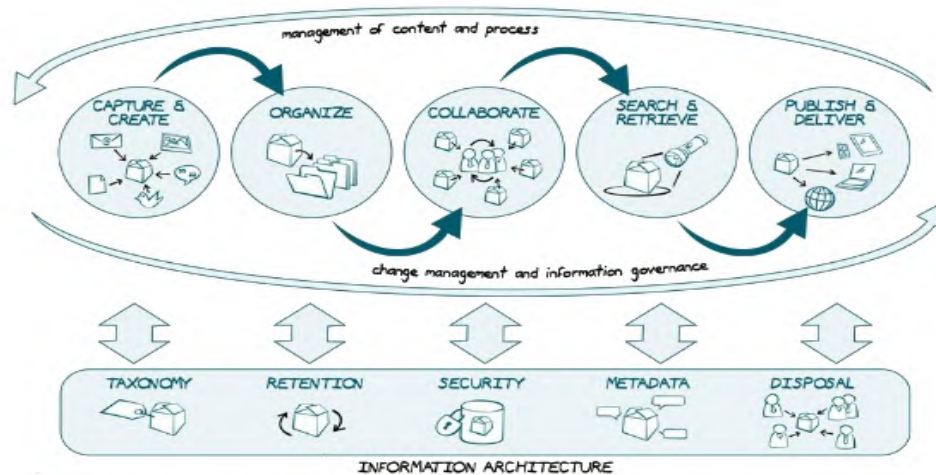
## Why create EUIPO Knowledge Repository?

- **Set down in the EUIPO Strategic Plan 2010-2015** – Top Management endorsement
- **Pre-requisite to ISO compliance**
- **Allows relevant knowledge to be readily & quickly accessible**
  - Break down of barriers and increase transparency
  - Single version of each document (created or received)
  - Findability
- **Corporate branding**
  - Standardise for consistency
- **Information governance policy required**
  - Establish norms & practices for knowledge originators




## Knowledge Management & Repository

### LIFECYCLE OF A DOCUMENT





## ShareDox Training




**EUIPO**  
EUROPEAN UNION  
INTELLECTUAL PROPERTY OFFICE

[Home](#)
[This course](#)
[Catalogue](#)
[Academy](#)
[EUIPO Website](#)

[Hide blocks](#)
[Standard view](#)

[Home](#)
[My courses](#)
[INFORMATION TECHNOLOGY](#)
[SHAREDOX](#)
[ShareDox Update Training](#)

Your progress 77



## shareDox

EUIPO Knowledge Repository

### Update Training


Ask the ShareBear!

### Introduction


ShareDox Update Training is an animated introduction into the EUIPO content management system, rules and a hands on approach to ShareDox functionalities. Our intention is for the user to learn through a very friendly environment with engaging videos and other activities.

The **ShareDox Training Support Manual** can help you through the training by clearly explaining the different functions being addressed in each module.

Enjoy!


**Caution:** You are working in the real repository so please only use the training folder provided as your working area.


Start



Navigation

- Home
- Dashboard
- Site pages
- My courses
  - FINANCE
  - HUMAN RESOURCES
  - INFORMATION TECHNOLOGY
    - SHAREDOX
      - ShareDox Update Training
        - Participants
        - Badges
        - Competencies
        - Grades
        - Introduction
        - Share with Care
        - Finding Dotty Doc
        - Doty's Party!
        - Dotty cleans the Garage
        - Coming soon
        - Training evaluation survey
        - Certificate
        - Related information
        - ShareDox Formación en Español
      - MOODLE
      - HR PORTAL
      - Information Security and you
    - LANGUAGES
    - CORPORATE COMPETENCIES

[Module 1 and 2 - Introduction and Creation](#)



Share with Care

## Our Repository: One document in ShareDox

The screenshot displays the ShareDox web interface. At the top, a navigation bar includes links like 'Starting Point', 'Dashboard', 'Repository', 'My Home', 'Sites', 'Tasks', 'News & More', 'Trashcan', 'Translation Records', and 'Admin Tools'. A search bar is also present. Below the navigation bar, the 'Document Details' page for 'Business Impact Analysis\_Annexes\_V4.0.docx' is shown. The breadcrumb trail indicates the folder path: 'Repository > Office\_Docs > Q OPRM > Q09 Risk Management > Q0905 Corporate Risk Management > 05 Assurance'. The document name is 'Business Impact Analysis\_Annexes\_V4.0.docx' and its version is '1.6'. The document was modified by Patricia BLANCO GARCIA on Thu 24 Mar 2016 09:39:59. A 'Document Actions' menu is open on the right, listing various actions such as 'Edit Online', 'Edit Offline (Check Out)', 'Upload New Version (Check In)', 'Edit Properties', 'Move to...', 'Copy link to...', 'Copy to...', 'Delete Document', 'Manage Permissions', 'Take Ownership', 'Start Workflow', 'Download', 'Change Type', 'Allow Categorization', 'Manage Aspects', 'Print with stamp', and 'Send for revision'. The document preview shows the title 'Business Impact Analysis Annexes' and 'Version 4.1 - 23/03/2016' above an image of interlocking gears.

**Document Name**

**Version**

**Folder located in the Classification Plan**

**Document Preview**

## Achievements



Reduction from over 8 million to approximately 5 million documents



All staff members can see over 1.9 million documents



~500,000 documents are consulted and modified in a given month



Increased IT security & reduced corporate risk



Support the cross-departmental networks and their knowledge sharing activities



Manual processes converted into automated workflows

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## 8- Pan European Seal

- ❑ The [Pan-European Seal Professional Traineeship Programme](#) bridges academia and the IP labour market.
- ❑ Partnership between European Union Intellectual Property Office (EUIPO) and the European Patent Office (EPO) together with their strategic University partners, as well as Associated Partners such as CPVO.
- ❑ For high-achieving young university graduates who can access paid traineeships in EUIPO and the EPO, helping them get a foot in the door of the competitive world of IP through valuable on-the-job multicultural professional work experience, including on-the-job training, online training and activities such as the IP Campus.



## 8- Pan European Seal. Exchange Programme and Talent Bank

- ❑ The **Exchange Programme**: on an annual basis, this Programme allows Pan-European Seal trainees from EUIPO to apply for an exchange opportunity at EPO, as well as EPO former trainees are given the opportunity to apply for an exchange traineeship at EUIPO
- ❑ The **Pan-European Seal Talent Bank** is an initiative based in the cooperation with third party organisations and institutions (called associated partners), with the aim of providing former Pan-European trainees with further traineeship and/or job opportunities.

Through an on-line tool allow, former Pan-European Seal trainees from EUIPO and EPO may have access to the traineeship and job offers published by the associated partners.

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## FIRST EDITION OF THE EUIPO TRADE MARK AND DESIGN EDUCATION PROGRAMME

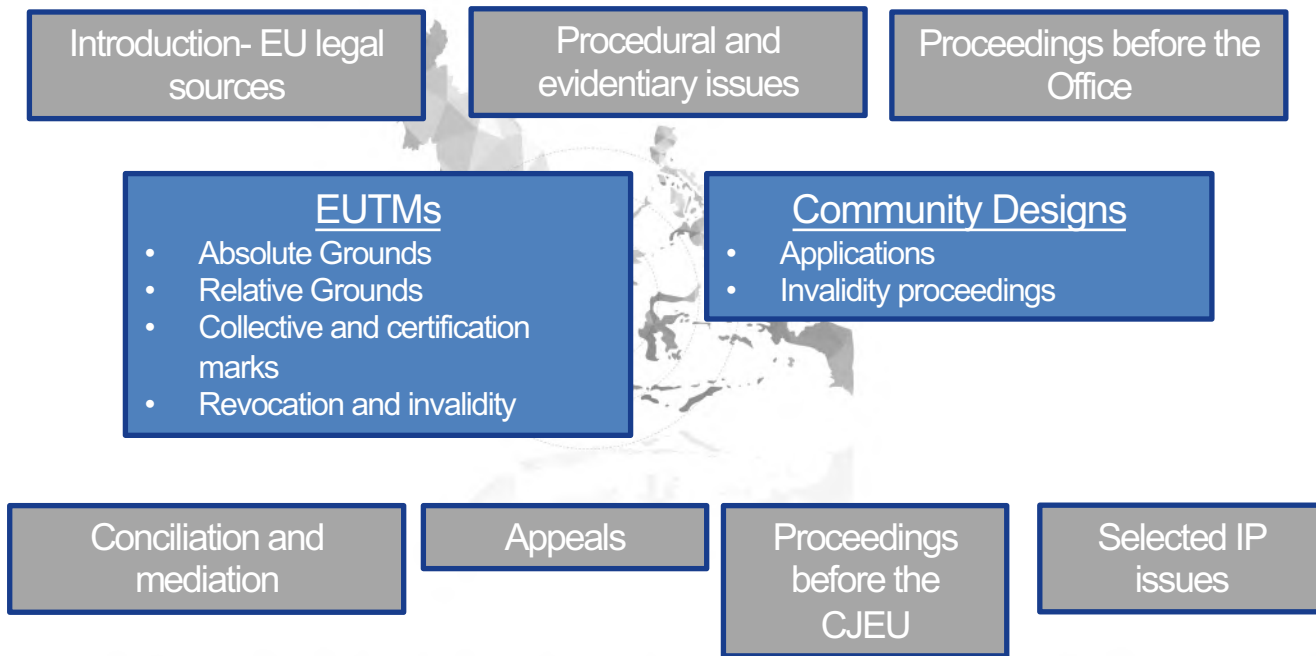
LEARN FROM THE HEART OF EU IP KNOWLEDGE

**Applications open from 15/05 until 30/06 2018**

- Hours of tuition: 150
- Tuition fees: EUR 1 500
- Delivery: September 2018 to 15 June 2019
- Language: English

## PROGRAMME OF STUDIES

### Programme of Studies - 24 Modules



## ADMISSION CRITERIA AND CERTIFICATE

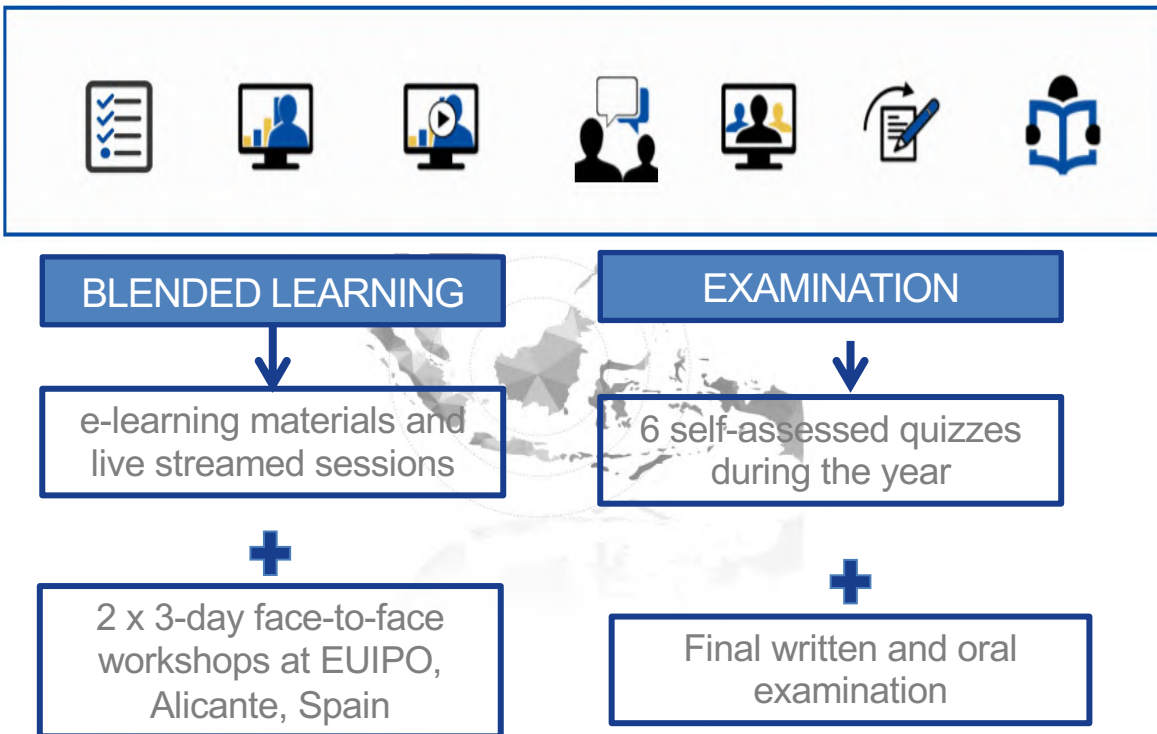
➤ **Admission criteria:**

- Legal practitioners qualified in a EEA Member State, or
- professional representatives already entered on the EUIPO lists.

➤ **EUIPO Certificate** to the successful candidates, however:

- It shall in no way entitle any participant to obtain the status of a professional representative through the exception foreseen in Article 120(4)(a) EUTMR,
- it is not a prerequisite to represent parties before the EUIPO or to undertake any other activity related to the Office.

## METHODOLOGY

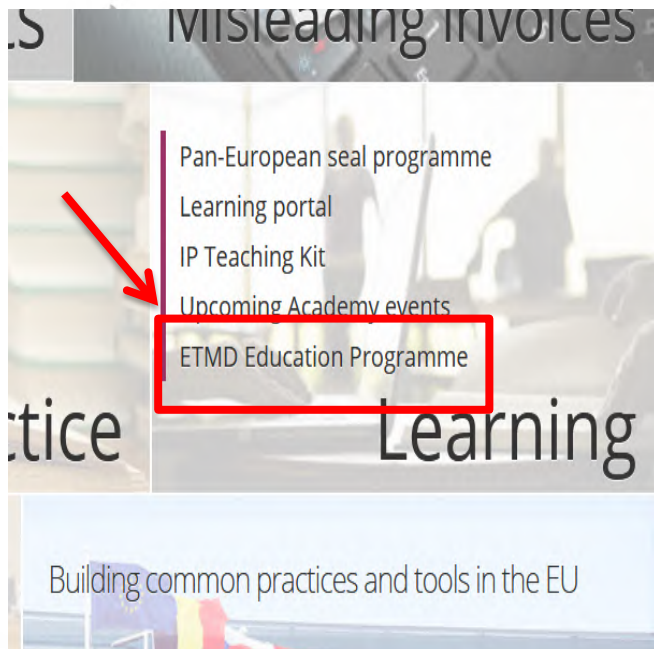


## NUMBER OF ENROLMENTS

- 
- Number of participants : 50
  - Origin: from 18 EU countries
  - Number of inquiries: about 35

**MORE INFORMATION:**

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



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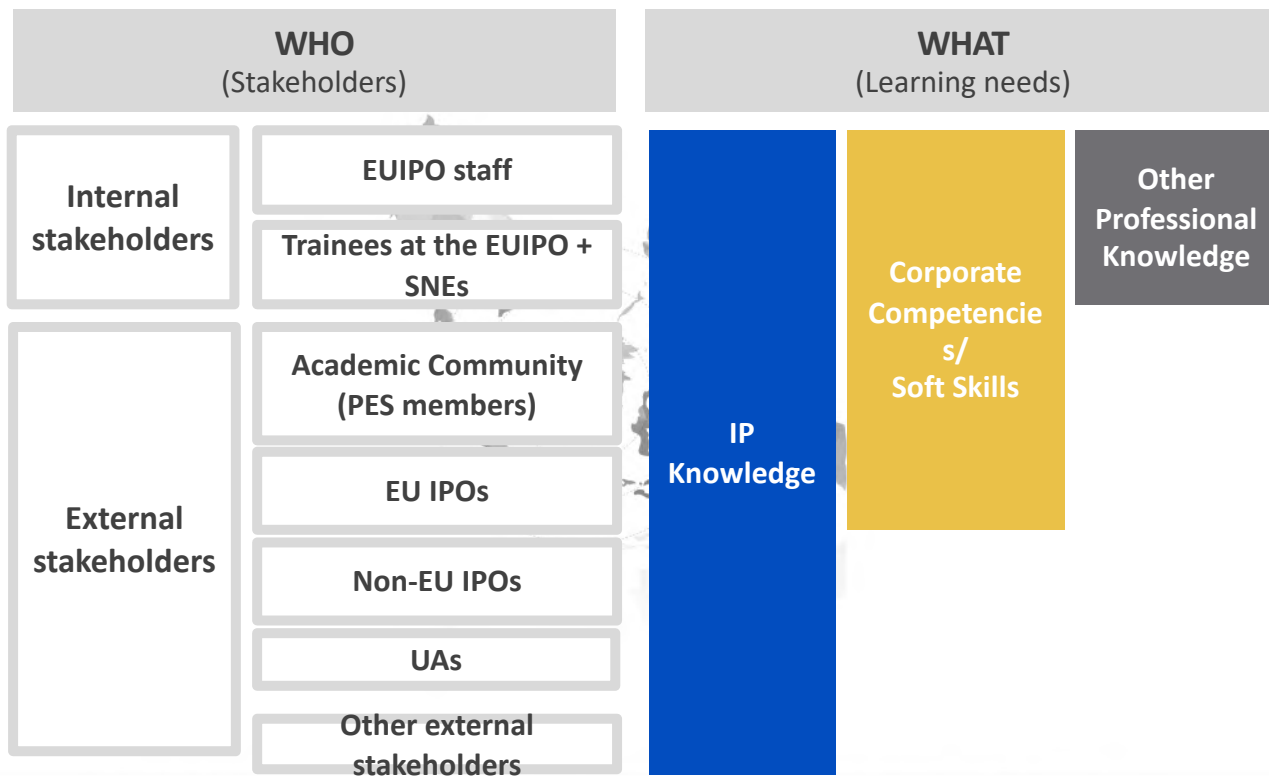
**9- EUIPO Trade Mark and Design Education Programme**

**10- Communication channels with target audiences**





## 10- Communication Strategy and Tools



## 10- Communication Strategy and Tools

### Academy communication strategy ([document](#) + [annex](#))

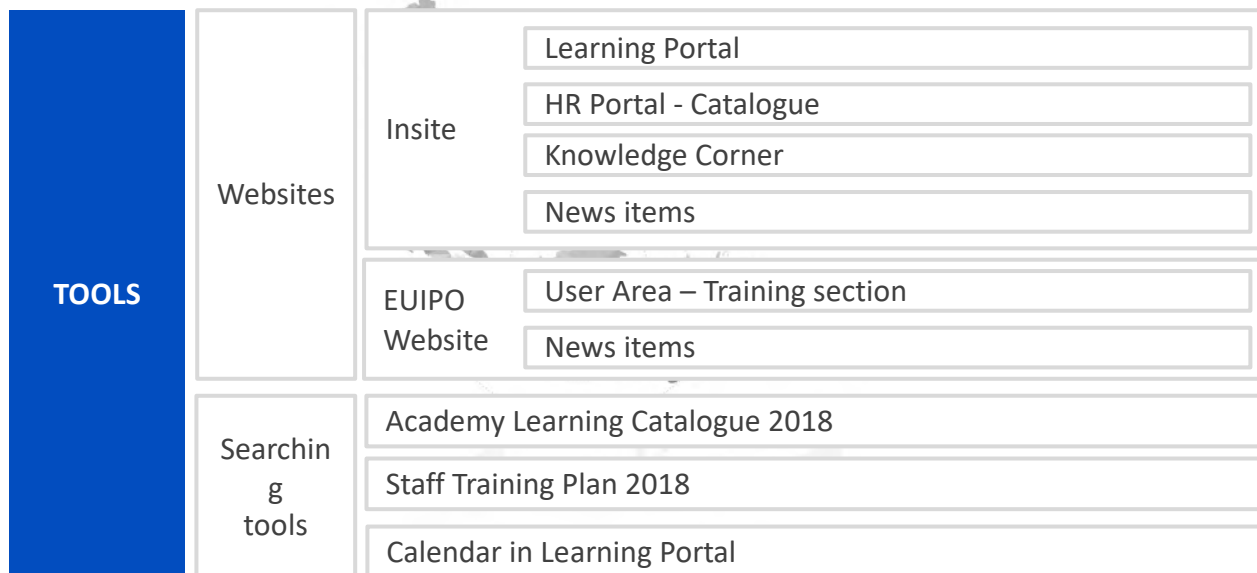
- ✓ WHAT learning solutions does the Academy offer
- ✓ to WHOM
- ✓ HOW do we communicate them

who	what	Training activities								Learning Resources		
		F2f course	Conferences	Induction training	Language courses (blended)	IP Seminar (Alicante)	Regional Seminars	IP Paralegals	Academy Network Meeting (Focal Points)	Webinars (streamed events)	E-Learning courses	reading material (books, ebooks, articles of interest, etc.)
INTERNAL STAFF	EU IPO Staff	Staff Training Plan 2018	Staff Training Plan 2018	Staff Training Plan 2018	Staff Training Plan 2018	Staff Training Plan 2018		Staff Training Plan 2018		Staff Training Plan 2018		
		Monthly list of training activities for staff	Monthly list of training activities for staff	Monthly list of training activities for staff	Monthly list of training activities for staff	Monthly list of training activities for staff		Monthly list of training activities for staff		Monthly list of training activities for staff	Monthly list of training activities for staff	Monthly list of training activities for staff
		News item in Insite	News item in Insite	News item in Insite	News item in Insite	News item in Insite		News item in Insite		News item in Insite	News item in Insite	News item in Insite
		Personalised email (ad-hoc)	Personalised email (ad-hoc)		Personalised email (ad-hoc)	Personalised email (ad-hoc)		Personalised email (ad-hoc)		Personalised email (ad-hoc)	Personalised email (ad-hoc)	Personalised email (ad-hoc)
EXTERNAL STAKEHOLDERS	External stakeholders					Monthly list of training activities for external stakeholders	Monthly list of training activities for external stakeholders	Monthly list of training activities for external stakeholders	Monthly list of training activities for external stakeholders	Monthly list of training activities for external stakeholders	Monthly list of training activities for external stakeholders	Monthly list of training activities for external stakeholders
	EU IPOs (Focal Points)					Monthly email (Academy)	Monthly email (Academy)	Monthly email (Academy)	Monthly email (Academy)	Monthly email (Academy)	Monthly email (Academy)	Monthly email (Academy)
	Non-EU IPOs									Monthly email (ICLAD)	Monthly email (ICLAD)	
	Academic Community (PES members)					Monthly email (Academy)	Monthly email (Academy)	Monthly email (Academy)	Monthly email (Academy)	Monthly email (Academy)	Monthly email (Academy)	
	Observatory					Monthly email (Academy)	Monthly email (Academy)	Monthly email (Academy)	Monthly email (Academy)	Monthly email (Academy)	Monthly email (Academy)	
	Key Users							Key Users – Newsletter (CSD)		Key Users – Newsletter (CSD)	Key Users – Newsletter (CSD)	
	UAs					UAs– Newsletter (ICLAD)	UAs– Newsletter (ICLAD)	UAs– Newsletter (ICLAD)	UAs– Newsletter (ICLAD)	UAs– Newsletter (ICLAD)	UAs– Newsletter (ICLAD)	



## 10- Communication Strategy and Tools

### HOW (Communication)



## 10- Communication Strategy and Tools

HOW (Communication)		
TOOLS	Newsletters	Monthly list of Activities for Staff ( <a href="#">sample</a> )
		Monthly list of Activities for External Stakeholders ( <a href="#">sample</a> )
		Monthly newsletter for UAs
		Flash news items for Key Users (CSD)
	Emails	Personalised mailing campaigns for staff ( <i>merge mail</i> ) and specific target groups (MAC, EMAC, AFOs, QPROs, etc.)
		Monthly informative email on Academy's training offer to: <ul style="list-style-type: none"> <li>▪ Focal Points in EU IPOs</li> <li>▪ Non-EU IPOs (ICLAD)</li> <li>▪ Academic Community – PES members</li> <li>▪ Observatory</li> </ul>
	Social media	LinkedIn Twitter

## 10- Communication Strategy and Tools

### HOW (Communication)

#### PRACTICES

Requirement to complete eLearning courses at basic level to enrol in advanced level face to face courses

Recommendation of complementary learning material in different formats, such as eLearning courses, reading material, etc. E.g. Learning Catalogue, Competency of the Month

Introduction of mandatory and recommended eLearning courses. E.g. for newcomers

#### Presentations

Presentations to staff on Academy's learning offer and tools (["Academy World Tour 2018"](#))

Support to other EUIPO departments promoting Academy's learning tools for external stakeholders (e.g. CSD – CMA)

Academy Annual Network Meeting (with EU IPOs Focal Points)

#### Meetings

Bilateral meetings (e.g. SPRO in March 2018, ARIPO in May 2018)



**THANK YOU FOR YOUR TIME!**

**Questions or comments?**

**Contact us at:**

**[Academy@euipo.europa.eu](mailto:Academy@euipo.europa.eu)**





# IPKey

SOUTHEAST ASIA



[www.ipkey.eu](http://www.ipkey.eu)



Funded by the European Union



Directed by the European Commission, IP KEY is implemented by the  
European Union Intellectual Property Office (EUIPO)