

# EUIPO New Strategic Plan 2030

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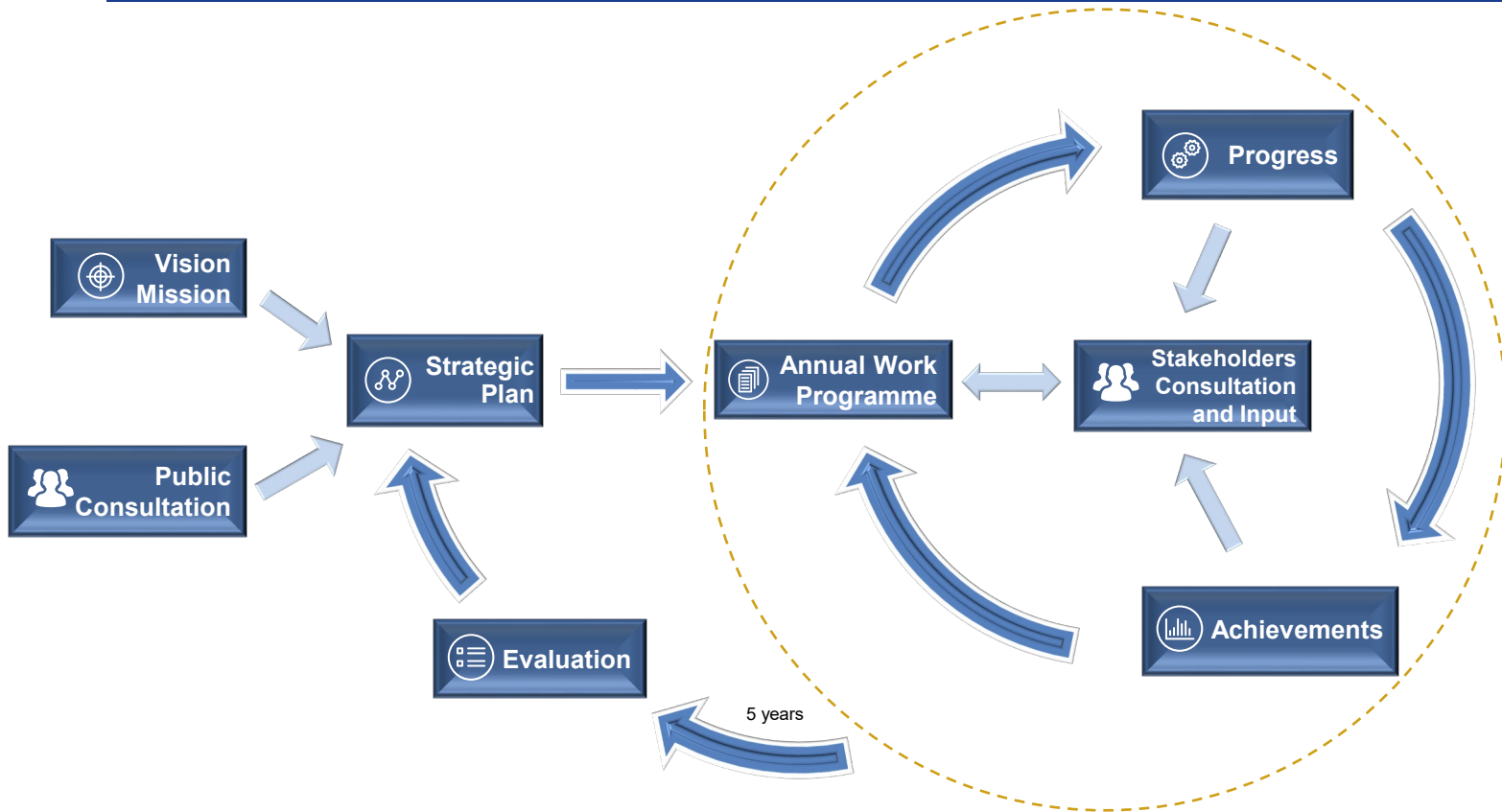
Marta Fontana (Corporate Governance Service)

16/04/2024

## STRATEGY PLANNING & IMPLEMENTATION - DEFINITION



## STRATEGY PLANNING & IMPLEMENTATION - CYCLE



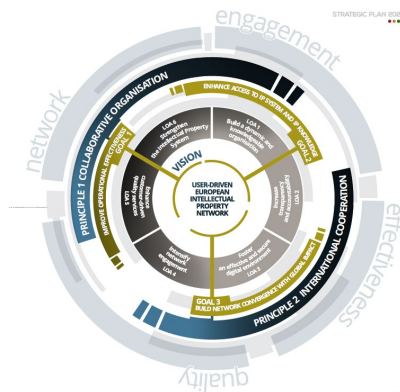
# EUIPO STRATEGIC PLAN – EVOLUTION

## SP2015



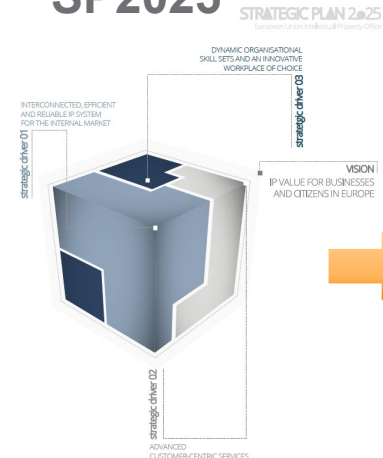
**Vision:**  
*Create an European Trade Mark and Design Network*

## SP2020



**Vision:**  
*Create a User-driven European Intellectual Property Network*

## SP2025

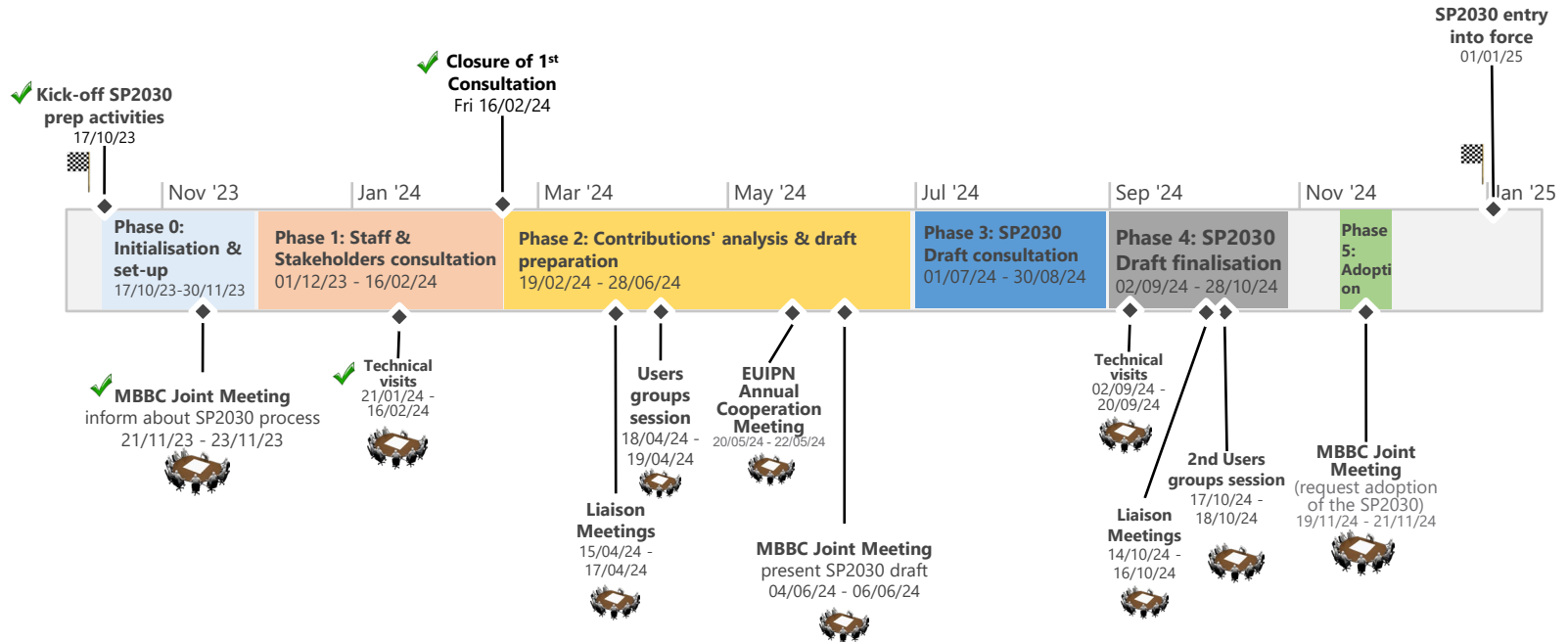


**Vision:**  
*Delivering IP value for businesses and citizens in Europe*

## EUIPO STRATEGIC PLAN – NEW SP2030



# NEW SP2030 – OVERALL PLANNING

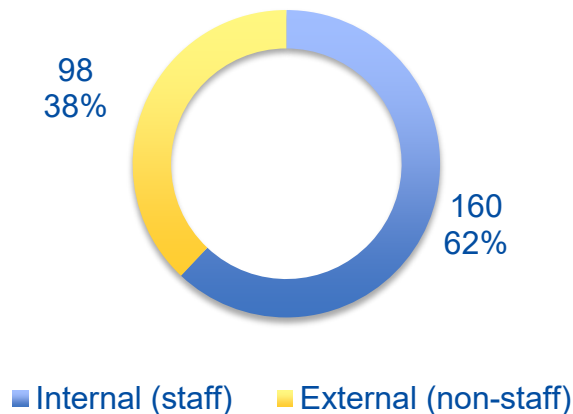


## NEW SP2030 - STATISTICS ON RECEIVED QUESTIONNAIRES

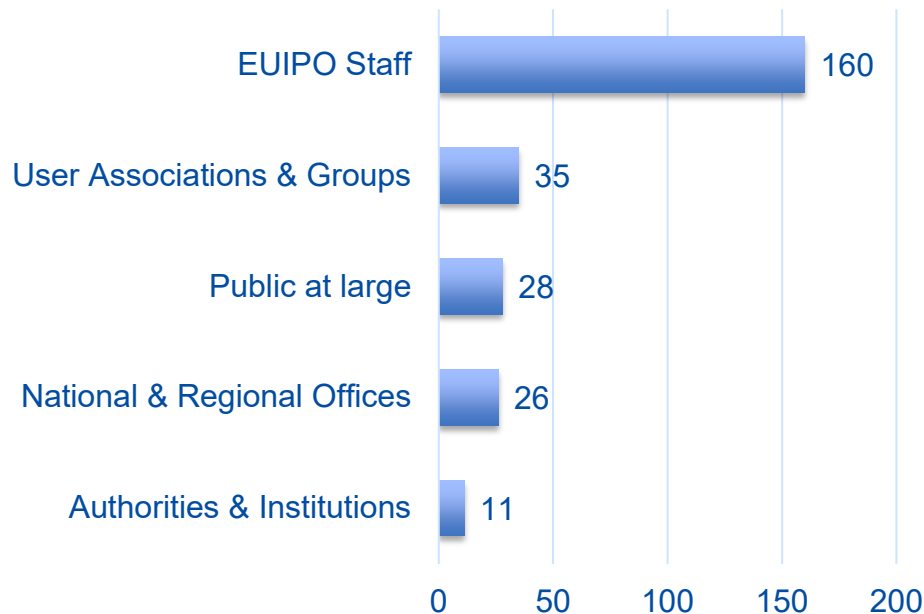
Total Questionnaires Received

**258**

### Distribution by source



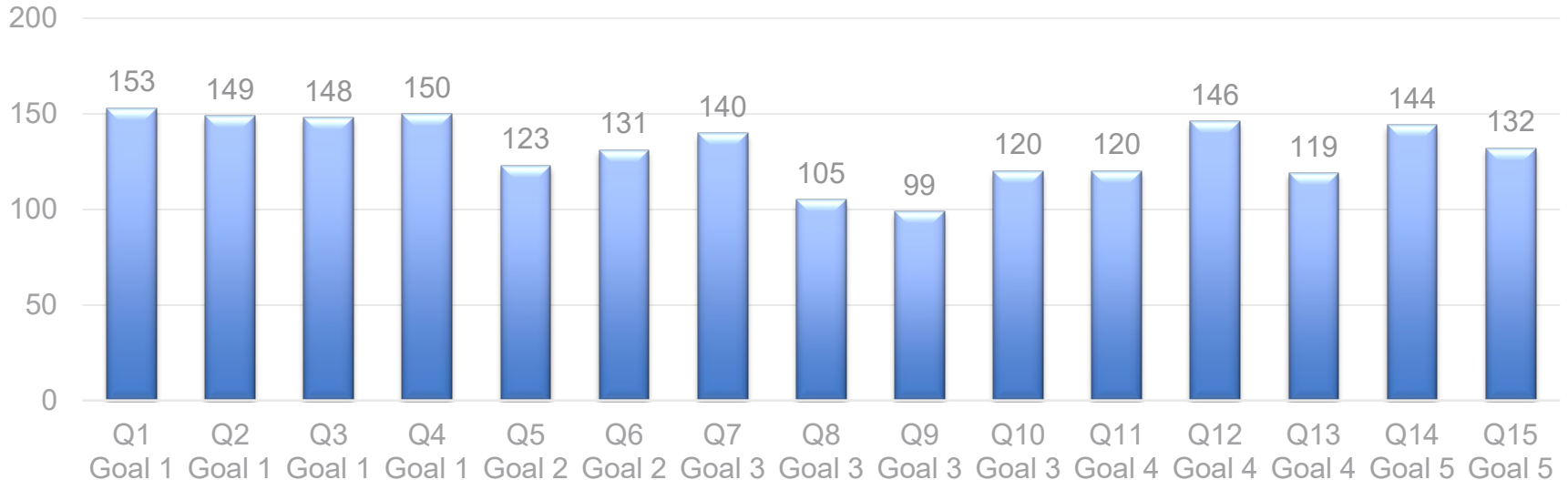
### Distribution by Type



## NEW SP2030 - STATISTICS ON RECEIVED QUESTIONNAIRES

Total Replies to Questions  
**2162**

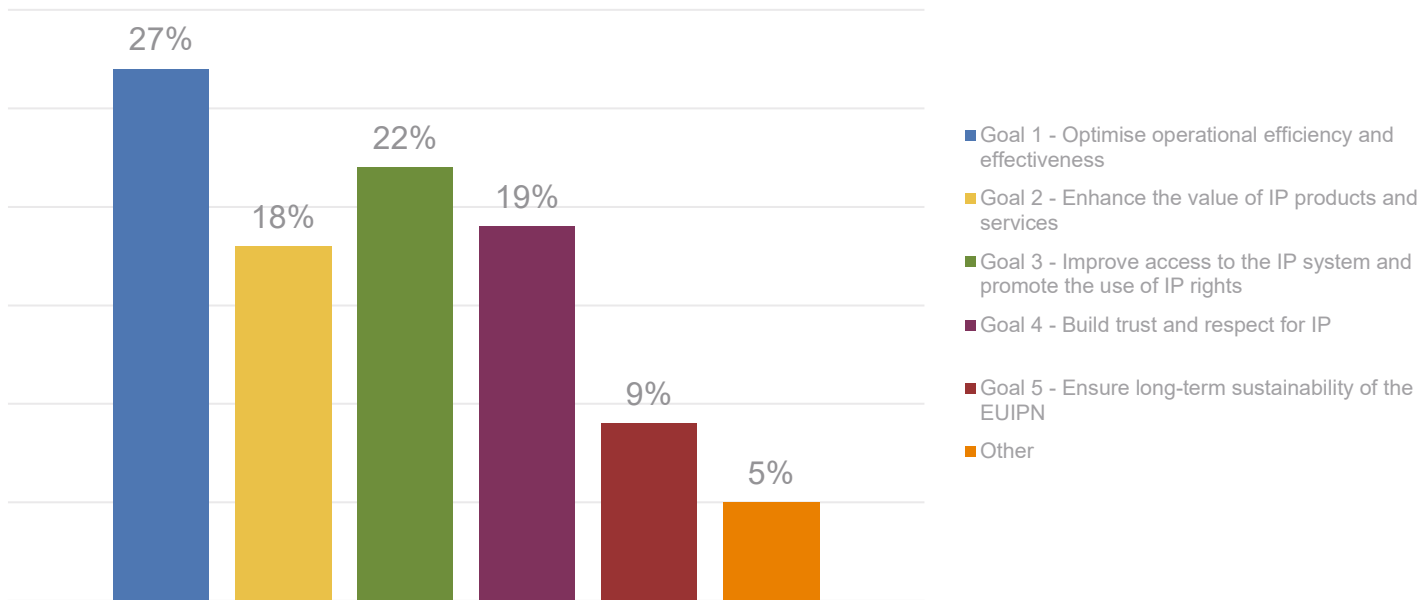
Size of received Input  
**> 1 200 pages**





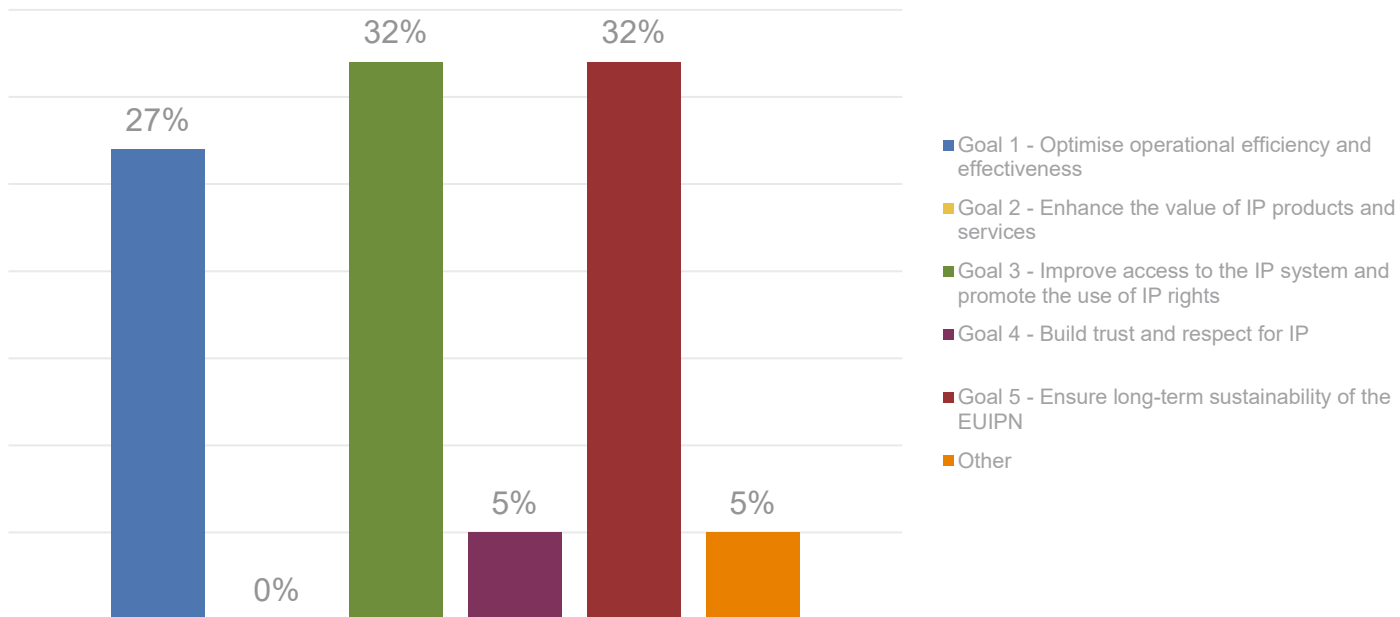
## PRIORITISATION OF STRATEGIC GOALS - OVERALL

### Highest Priority



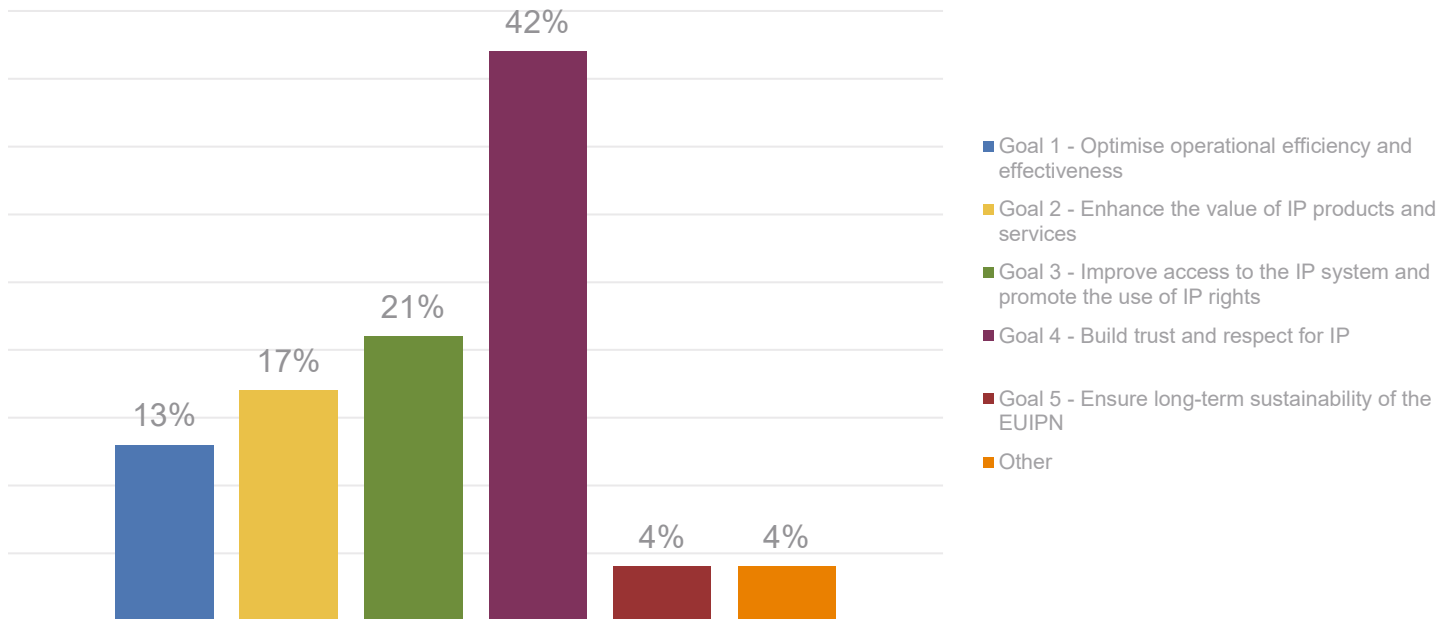
## PRIORITISATION OF STRATEGIC GOALS – NATIONAL AND REGIONAL OFFICES

### Highest Priority



## PRIORITISATION OF STRATEGIC GOALS – USER ASSOCIATIONS & OTHER GROUPS

### Highest Priority





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**THANK YOU**

|                          |   |             |  |
|--------------------------|---|-------------|--|
| <b>Presentation</b>      | EUIPO's continuous improvement through strategic plan |             |  |
| <b>Status</b>            | DRAFT / APPROVED                                      |             |  |
| <b>Approved by owner</b> |   |             |  |
| <b>Authors</b>           | OG  | Olivier GIL |  |
| <b>Contributors</b>      |   |             |  |

#### Revision history

| Version | Date       | Author      | Description |
|---------|------------|-------------|-------------|
| 0.1     | 22/03/2024 | Olivier GIL |             |
|         |            |             |             |
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|         |            |             |             |