

## **AGENDA**

### **Public Awareness Working Group Meeting**

**European Observatory on Infringements of Intellectual Property Rights**

**Tuesday, 16 April 2024**

**14:30-17:00**

**Location: Brussels room and online**

**Tuesday, 16 April 2024**

**13:50 Bus from Meliá hotel to EUIPO**

**14:15 – 14:30 Zoom log in**

**14:30 – 14:40 Welcome and overview**

**14:40 – 15:20 Spring campaign 2024**

The Observatory and stakeholders will discuss about the preparation of the Spring Campaign 2024, that is foreseen to be launched on 12 June focusing on a narrative on the theme of sports. Involvement of partners in various countries will be presented.

**15:20 – 16:00 IP in Education**

The European Commission (Ms Anusca Ferrari, DG EAC) will provide a short policy scene setting in the review of Education Action plan and micro credentials. The Observatory will then invite stakeholders to reflect and comment on a proposal to assess the integration of IP related topics in national curricula. Finally, the stakeholders will be invited to comment on a relevant dissemination plan for materials, notably MOOC.

**16:00 – 16:20 Break**

**16:20 – 16:50 Influencers Legal Hub**

DG JUST (Ms Vladimira Durisova) will briefly present the results of a screening analysis (“sweep”) of social media posts from influencers, in the context of the creation of the Influencers Legal Hub.

The Observatory will then invite stakeholders to comment on the material (previously shared) drafted by the Observatory to train influencers on IP.

**16:50 – 17:00 AOB and wrap up**

**17:00 Bus from EUIPO to Melia hotel**