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DRAFT AGENDA

International workshop

"Raising IP awareness: Strategies for engaging the wider public"

8 December 2026

11:00 – 13:15 EET (Ukrainian time) / 10:00 – 12:15 CET

Background

Raising public awareness of intellectual property (IP) is essential for fostering respect for creativity, innovation and IP rights, and for creating the conditions in which research results reach the market. The workshop will focus on practical exchange, reflecting on cooperation with European and international IP partners and the value of sharing transferable public-engagement approaches.

For Ukraine, raising IP awareness is particularly important amid Russia's ongoing war of aggression against Ukraine, when protecting innovation and supporting local innovators and businesses contributes to economic resilience and recovery.

For example, the Latvian Patent Office has gained experience through several public engagement initiatives:

- The European Network of Authenticities in Riga, Daugavpils and Liepaja
- Participation in European Researchers' Night
- The published guide for teachers
- The information campaign "Fake Reality" (YouTube videos)

The Ukrainian National Office for Intellectual Property and Innovations (UANIPIO), Ukraine's National IP Authority, has developed public engagement and educational initiatives, including:

- Activities of the Technology and Innovation Support Centers (TISC) network and the National IP & Innovations Hub for innovators and SMEs
- IP Academy courses, educational materials and outreach for school pupils, teachers, students and researchers
- The national campaigns "ANTI-PIRACY: MUSIC" and "Trust the Original" promoting respect for IP rights and awareness of counterfeiting and enforcement of IPRs
- IP WEEK and the IP LET Forum, bringing together businesses, creators, researchers and public institutions

Participants: staff and experts from UANIPIO and partner IP offices in Armenia, Latvia, the Republic of Moldova, IP experts, staff of technology/knowledge transfer offices, research managers and administrators, researchers and teachers across EaP widening countries.

Language: English

Format: Online. The meeting link will be sent to confirmed registrations (up to 60 participants).

Registration link: https://forms.gle/jgXJwPf9orcFqmwZA

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Time	Session
10:50 – 11:00 EET 09:50 – 10:00 CET	Technical check for speakers *Workshop moderator: Ivanna Didur, Associate Partner, Civitta Ukraine*
11:00 – 11:15 EET 10:00 – 10:15 CET	Welcome and introduction *Ministry of Education and Science of Ukraine (tbc)* *Representative of Ministry of Economy and Environment of Ukraine (tbc)* *Agris Batalauskis, Director of the Patent Office of the Republic of Latvia* *Olena Orliuk, Director Ukrainian National Office for Intellectual Property and Innovations (tbc)*
11:15 – 11:30 EET 10:15 – 10:30 CET	Overview of UANIPIO activities, current challenges and the importance of involving the wider public. Q&A *Representatives of Ukrainian National Office for Intellectual Property and Innovations*
11:30 – 11:50 EET 10:30 – 10:50 CET	Promoting IP to the wider public: Lessons learnt in Latvia. Q&A *Representatives of Latvian Patent Office*
11:50 – 12:10 EET 10:50 – 11:45 CET	International and regional approaches to raising IP awareness: tools, campaigns and lessons learned. Q&A *World Intellectual Property Organization (WIPO) (tbc)* *European Union Intellectual Property Office (EUIPO) / EU4IP project (tbc)* *European Patent Office (EPO) (tbc)*
12:10 – 12:25 EET 11:10 – 11:25 CET	Developing the Ukrainian Technology Transfer Alliance (UTTA) and its potential role in promoting IPR among the wider public. Q&A *Representative of Odesa National Economic University*
12:25 – 12:30 EET 11:25 – 11:30 CET	Break

Time	Session
12:30 – 12:55 EET 11:30 – 11:55 CET	**World Café on promoting IP among the wider public** Round 1 – Generate ideas and actions (10 minutes): Participants brainstorm and collect practical ideas, innovative approaches and concrete actions to promote IP awareness among different target groups. Round 2 – Connect and build (5 minutes): Participants discuss with another moderator, share insights and build on ideas from the previous discussion. Round 3 – Prioritise (5 minutes): Identify the most promising actions and opportunities Moderator 1: Inspiring the next generation: How can we make IP relevant to young people? • Focus: IP awareness in schools, universities, and youth communities; creative approaches to engaging teachers and students.Group B: IP for researchers, technology transfer and SMEs Moderator 2: From ideas to impact: How can we bring IP closer to innovators and businesses? • Focus: Engaging researchers, entrepreneurs, SMEs, and technology transfer professionals in understanding and using IP Moderator 3: Building a culture of respect: How can we make IP matter to everyone? • Focus: Public awareness campaigns, counterfeiting, piracy, consumer behaviour, and respect for creators and IP rights
12:55 – 13:05 EET 11:55 – 12:05 CET	Presentation of World Café results
13:05 – 13:15 EET 12:05 – 12:15 CET	Feedback survey. Update on LUKE project activities and closing *Inese Gavarane, Centre for Social Innovation, Austria*

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