

ID5

Joint Communication Action

Lead Offices: EUIPO/KIPO

Revision History

Version	Date	Lead Office
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1. Background

The ID5 is a forum through which the Partner offices undertake cooperative activities for their mutual benefit, and based on this cooperation they gain mutual understanding and strive to enhance their respective policies and practices. In this vein, the mission and goals of the ID5, by its very nature, are closely linked to the notion of communication and joint cooperation efforts for the promotion of its activities and projects.

Smooth running of any project or achieving a common goal requires good communication. There are certainly many benefits of building and maintaining a solid communication for any organisation, from users recognition and enhanced credibility to reducing miscommunication and building a sense of teamwork. Celebrating its fifth year of existence, the ID5 could take stock of its achievements so far and aim at clarifying its visual identity and strengthening its communication function.

While various successful communication actions have been put in place in the past within ID5, the EUIPO and KIPO propose to explore opportunities for an increased collaboration in the field of communication and to jointly undertake actions aimed at creating further awareness and recognition over ID5. Simple, well-coordinated communication actions can bring the ID5 partners even closer together and contribute to further position themselves as one of the most influential IP groupings in the world.

2. Project Definition

2.1. Project objectives

The main objective of this project is **to share information on communication practices and strategies among the ID5 partners and to identify potential opportunities to communicate about the ID5 forum.**

Another central objective of the project **is to implement specific actions oriented to foster awareness on the aims, activities, upcoming news and events of ID5** as well as to disseminate the project outcomes and results to a large audience. The objective is not to implement numerous communication actions, but to identify opportunities and to develop actions that are beneficial for the ID5 partners in the most cost effective way.

The project would be building on the operational ID5 project [Development and maintenance of ID5 website](#) with the following objectives:

- Share information concerning each Partner's design regimes
- Share the details and progress of cooperative projects
- Publish the project results to users
- Collect users' opinions

2.2. Project scope and exclusions

The EUIPO proposes the creation of a communication network for ID5 which would be the main driver of shared, mutually agreed communication actions, to exchange information and practices in the area of communication among the partner offices. The EUIPO also puts forward a series of concrete communication proposals within the scope of this project.

In scope:

1. The identification of communication correspondents in each Partner office (who may be the regular focal points).

2. Development of templates for common visual identity for ID5 to strengthen the ID5 image, based on logos applied during previous ID5 events and activities. Creation of visual identity manual with different versions of the logo and clear guidelines about use)
3. Promotion of ID5 meetings and other relevant ID5 outcomes.
4. The publication of news items (ideally at least two per year) on the ID5 website (<http://id-five.org/>).
5. The publication and promotion of reports on common statistical indicators once a year.
6. The Host Office sharing existing photo and/or video materials of the ID5 meetings.
7. If necessary, the discussion on the use of further communication channels, such as a newsletter, once the website has been consolidated as the main communication channel and is regularly updated.

Out of scope:

- This project does not envisage the creation of social media accounts for ID5.

2.3. Outline products/deliverables and/or desired outcomes

The project is envisaged to develop over two phases:

Phase 1:

I. During the first phase, the lead offices exchange views::

- on the revision and development of a **common visual identity** for ID5 with a view to strengthen the ID5 image based on the logos applied in previous ID5 events and activities. The visual identity manual could include the different versions of the ID5 logo and clear guidelines about its use as well as a set of templates for documents and other branded materials.
- share communication objectives and practices
- identify practical opportunities of collaboration
- implement joint communication actions.

This exchange will take place at the Mid Term Meeting. If considered more efficient the discussions may be combined with reports on the ID5 website.

II. During this phase, it is proposed to continue the **publication of news items and key events** on the [ID5 website](#), including the Annual and Mid Term Meetings, the outcomes of specific projects (e.g. the Quality Catalogue) and also experts meetings and workshops. The publication would be coordinated by KIPO.

Ideally, a minimum of two news items per year, in addition to the news items on Mid Term and Annual Meetings, should be proposed and published on the ID5 website in order to reflect the activity of the ID5 forum and keep the website alive. The publication of more than two news items is encouraged. In the spirit of collaboration, the ID5 partners are also encouraged to further promote the ID5 news through their respective communication channels e.g. own websites, newsletters, social media accounts.

This phase of the project is proposed for one year and is subject to re-evaluation during 2022.

Phase 2:

Subject to further approval by the ID5 partners, a phase 2 of this project may be envisaged, aiming to implement specific communication actions. This phase is also subject to be fine-tuned considering the outcomes and identification of opportunities during phase 1.

Communication actions should use the ID5 website as the initial communication channel for communication with the public about the ID5. Other platforms for communication could include the Partner Offices' own websites, newsletters, social media accounts.

Some examples of common communication actions that could be proposed are:

- the preparation and dissemination of a news item on a specific project outcome;
- the preparation and publication of a news item on cooperation;
- the preparation and publication of a news item or social media posts coinciding with the ID5 Annual Meetings, or another relevant event; etc. sharing statistical information.

The Host office sharing each year, when possible and according to their own capacity, any **photo and/or video materials available** during the organisation of the ID5 meetings. These materials may be particularly useful when communicating about the ID5 meetings. The proposal to share this type of visual resources is voluntary and it is aimed to provide members of the Network with visual material when available and to use the same visual material by all Network members.

Phase 3:

The **use of further communication channels** may be explored and discussed among the Partners.. For example, a ID5 newsletter or communication update containing a summary of the latest ID5 news and events may be considered. This update could be sent via email by using the existing option to subscribe to a newsletter available on the ID5 website.

The ID5 Partners could decide to link the ID5 Mid Term Meeting **to a design event/conference** (existing or organised by the Partners for this aim) as a way to promote the forum within the design system.

3. Outline Project Plan

Date	Deliverable/milestone
ID5 Annual Meeting October 2020	<ul style="list-style-type: none"> - Approval of the project
January 2021	<ul style="list-style-type: none"> • EUIPO will circulate a questionnaire aiming at: sharing communication objectives and practices • identifying practical opportunities of communication
January - April 2021	<ul style="list-style-type: none"> - Exchange of communication objectives among ID5 contacts and identification of practical opportunities of collaboration and synergies among the partners - Identification of possible news items and key events to be published throughout the year
May 2021	<p>Discussions on draft visual identity manual which could include the different versions of the ID5 logo and clear guidelines about its use as well as a set of templates for documents and other branded materials</p> <ul style="list-style-type: none"> -
ID5 Mid Term Meeting	<ul style="list-style-type: none"> - Discussions on draft visual identity manual including the different versions of the ID5 logo and clear guidelines about its use as well as a set of templates for documents and other branded materials - Presentation of potential joint communication actions and main outcomes of the exchange of views - Agree on a format for exchanging views and discussion on proposed communication actions - Conclusions on exchange of views on the project and next steps
July 2021	<ul style="list-style-type: none"> - Document with conclusions and results of the exchange of views on the project and potential joint communication actions
September 2021	<ul style="list-style-type: none"> - Preparation of report on results of phase 1 - Preparation of outline for phase 2 and common communication actions
ID5 Annual Meeting November - December 2021	<ul style="list-style-type: none"> - Present results and conclusion of phase 1 and proposed way forward - Decision regarding phase 2 of the project and outline of common communication action - Share available photo and video resources (if any) of annual meeting - Discussion on use of other communication channels

4. Roles and Responsibilities

Lead Office(s):

1. Prepares and chairs the exchange of views on communication objectives and joint communication opportunities and actions;
2. Defines with the partners relevant communication actions and collaborates in approved joint communication actions;
3. Prepares and presents results of exchange of views and joint communication opportunities and actions with ID5 partners;
4. Organises the practical aspects and presents the deliverables of the project during the ID5 Mid Term and Annual Meetings.

Contact Persons:

Participating Offices:

1. Share views and information on proposed ID5 communication practices
2. Provide information and input for the definition of relevant communication actions and collaborate in approved joint communication actions;
3. Actively participate in the discussions and exchanges organised with a view to achieving the project's results and deliverables.

Contact Persons:

CNIPA:

JPO:

KIPO:

USPTO:

5. Acceptance Criteria for the deliverables

The lead office will integrate and address comments received during the phase 1 (and 2 if approved) of the project. The partners approve deliverables discussed during mid-term meetings and approved during annual meetings prior to their publication and dissemination. Each partner office will cooperate in the agreed tasks. All joint communication proposals need to be agreed and validated by the partners.

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