

## ABOUT AL-INVEST VERDE IPR

The 'Latin America Alliance for Sustainable Growth and Jobs' in relation to intellectual property (AL-INVEST Verde IPR) is an international cooperation Action funded by the European Union (currently in its sixth edition) and implemented by the European Union Intellectual Property Office (EUIPO). It was set up to strengthen the intellectual property rights (IPRs) environment in Latin America, particularly in the MERCOSUR countries. Its purpose is to expand and improve the use of IPRs to boost opportunities for research cooperation and stimulate competitiveness and sustainable innovation.

AL-INVEST Verde IPR is designed to be consistent with EU trade policy, focusing on keeping IP in line with an open and sustainable trade policy to contribute to economic recovery by supporting green and digital transformations.

The AL-INVEST Verde IPR Action will run for 3 years from 1 December 2021.

## WHY AL-INVEST VERDE IPR?

Intellectual property is an essential incentive for creativity and innovation. This includes green innovation, which makes it essential to promote biodiversity and sustainable food policy, fight pollution and enhance the circular economy. Therefore, IP plays a critical role in promoting the objectives of the European Green Deal (EGD). Furthermore, well-functioning IP systems – which provide the framework for transactions around creative and technological developments – are essential to collate economic, environmental and human development goals. In this sense, IP can be used to help stimulate better jobs (with better salaries), good health, well-being, clean energy and sustainable communities.



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## AL-INVEST VERDE IPR

Intellectual Property Rights  
for Sustainable Development



Funded by the  
European Union



Action funded by the European Union and implemented  
by the European Union Intellectual Property Office (EUIPO)

## OBJECTIVES

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**Bringing together stakeholders from the MERCOSUR countries, the European Union and relevant international organisations, the main goals are to:**

- Work towards efficient and user-friendly IPR Institutions, strengthening the capacity of national and regional IP Institutions, in particular those of MERCOSUR countries, to improve IPR protection and enforcement systems.
- Contribute to an innovative, sustainable and IPR-proficient productive sector by improving the capacities of the productive sector, particularly SMEs and the scientific/academic, technological and agricultural sectors, regarding the management of IPRs (including GIs) to obtain value from innovation.
- Build IPR networks and increase internationalisation by developing interinstitutional and transnational stakeholder networks to facilitate the adoption of best IP practices to promote innovation and artistic creation, and to align IP laws with international standards.

## FOCUS:

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The kinds of activities that will take place relate to:

1. IP process optimisation
2. Capacity building
3. Studies and data collection
4. Technical and legal support
5. Development of networks

## TARGET GROUPS

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- National MERCOSUR and Latin American IP offices
- Regional organisations
- Policymakers in charge of IPRs and innovation
- Industry, business associations and chambers of commerce
- Academic community
- Enforcement bodies of IPRs (judges, prosecutors or customs officers)

## IP CATEGORIES COVERED

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- Trade marks
- Designs
- Geographical indications
- Copyright and related rights
- Patents
- Plant varieties
- Trade secrets

