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**NATIONAL
INTELLECTUAL
PROPERTY
STRATEGY
2030**

NATIONAL INTELLECTUAL PROPERTY STRATEGY

2030

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TABLE OF CONTENTS

1. INTRODUCTION	5
2. METHODOLOGY OF THE DEVELOPMENT OF A NATIONAL IP STRATEGY	9
3. SUMMARY OF THE ANALYSIS	11
4. VISION, MISSION, VALUES AND GUIDING PRINCIPLES	19
5. GENERAL GOAL AND STRATEGIC OBJECTIVES	23
6. MEASURES AND KEY ACTIVITIES	25
7. IMPLEMENTATION STRUCTURE FOR THE IMPLEMENTATION OF THE NATIONAL IP STRATEGY	37
8. MONITORING AND EVALUATION	39
ANNEX	42
• The entrepreneurship and innovation ecosystem in Slovenia	43
• List of acronyms	44



1. INTRODUCTION

Slovenia recognises the key role of intellectual property (IP) and intellectual assets in fostering innovation, creativity and knowledge-sharing and the importance of their strategic management in improving the likelihood that this knowledge will reach the market while delivering societal benefits. IP is an important means of encouraging companies and individuals to innovate and be creative in a wide range of fields, including science, technology, art, literature and industry. A well-functioning and balanced system of IP protection is one of the keys to the development of innovation and creativity, which are among the main drivers of economic development in a knowledge-based economy.

Intellectual assets include all results or products derived from research, innovation and other creative activities, whether or not they can be protected by IP rights.¹ In the present document, IP refers to a type of property that arises from the human intellect or reason and is eligible for legal protection. IP rights primarily include patents, supplementary protection certificates, industrial designs, trademarks, geographical indications, copyright and related rights, topographies of integrated circuits, plant variety rights, and registered names of companies.² In addition to these formal IP rights, there are informal IP rights strategies, in particular secrecy (trade secrets, hidden knowledge), publication and an innovation management strategy that waives the use of proprietary rights – this Strategy also addresses these where appropriate.

The National IP Strategy for Slovenia reflects a commitment to exploiting IP for national development, to preventing unauthorised use or infringement of IP rights, and to striking a reasonable balance between the rights of innovators, creators and users and wider societal interests (public interest).

¹ https://research-and-innovation.ec.europa.eu/research-area/industrial-research-and-innovation/eu-valorisation-policy_en

² <https://www.gov.si/en/policies/business-and-economy/intellectual-property/>

As a member of the European Union (EU) and with a favourable strategic position in Central Europe, Slovenia can exploit the potential of IP as a factor of competitiveness. A well-educated workforce, advanced infrastructure and a strong legal system provide the right foundations for an effective IP ecosystem that fosters innovation and creativity, which are fundamental factors for economic development in a knowledge-based economy. The National IP Strategy contains a set of measures designed and implemented by the Government of the Republic of Slovenia and other stakeholders to promote and facilitate a coordinated approach to the effective creation, development, management and protection of IP at the national level, with the aim of fostering the country's development. This strategy thus links IP development to the country's technological, legal and institutional framework.

As an overarching strategy, the National IP Strategy does not address the specificities of individual forms of IP protection. Preparation is based on a horizontal approach, while implementation will be based on a combination of horizontal and sectoral approaches (mainstreaming IP into sectoral strategies, programmes, resolutions and action plans). IP is an integral part of public policies, especially in the areas of innovation promotion (scientific research and innovation policy), creativity (promotion of the Slovenian cultural and creative sector), digital transformation, industrial policy, cultural policy, agricultural policy and educational policy, and without appropriate public policies, the impact of IP on the economic and social development of Slovenia will be limited.

The Strategy will ensure that public policies and legislative initiatives at the national level work in a coordinated manner, taking into account the commitments and objectives set out in the Slovenian Development Strategy 2030. At the same time, the Strategy is also a mechanism for raising IP-related issues (new technologies, copyright and related rights, open innovation and open science, balancing the private and public interests, etc.) and finding consensus on answers to the questions raised.

Increased awareness of the importance of IP and the strengthening of this area will contribute to the achievement of the national development goals enshrined in the Slovenian Development Strategy 2030, specifically Goal 6: “Competitive and socially responsible entrepreneurial and research sector”. The Strategy is also directly or indirectly linked to the following objectives of the Slovenian Development Strategy 2030:

- Goal 2: **Knowledge and skills for a high quality of life and work,**
- Goal 4: **Culture and language as main factors of national identity,**
- Goal 8: **Low-carbon circular economy, and**
- Goal 12: **Effective governance and high-quality public service.**



2. METHODOLOGY OF THE DEVELOPMENT OF A NATIONAL IP STRATEGY

The Strategy has been prepared with the technical assistance of the World Intellectual Property Organization (WIPO) and in accordance with its methodology for the preparation of national IP strategies.³ The basis for the development of the measures is an analysis made in 2023 by the Institute for Economic Research on behalf of the Intellectual Property Office of the Republic of Slovenia (SIPO). The national IP strategies of Finland, Austria, Japan, South Korea, Singapore, Australia and Canada have also been used as a model for the measures. These strategies stress the importance of awareness-raising, training and education, the need for an effective IP ecosystem, the issue of impact of new technologies on IP management (e.g. artificial intelligence, blockchain, the Internet of Things and quantum computing), and the importance of internationalisation, taking into account the national context, while focusing on supporting innovation and creativity and providing support in particular to those beneficiaries who do not yet make sufficient use of the potential of IP (SMEs, young people, women, the cultural and creative sectors (CCS), and other beneficiaries such as vulnerable groups). Thus the Slovenian strategy is also based on Slovenia's integration into the international framework (especially the EU) while taking into account Slovenian specificities where possible and sensible. The main target group of the National Strategy are the ministries, while the main beneficiaries, as in the national IP strategies of other countries, are SMEs, the CCS, cultural workers, young people and women.

The proposed measures were developed in cooperation with the Government Working Group for the Preparation of the National IP Strategy 2030 and tested in three workshops with stakeholders from business, science, education and the CCS. The proposed measures were also discussed in meetings with WIPO representatives.

³ <https://www.wipo.int/publications/en/details.jsp?id=4522>



3. SUMMARY OF THE ANALYSIS

The Institute for Economic Research was commissioned by SIPO to prepare an Analysis of the Intellectual Property Situation in Slovenia in 2023⁴. The information gathered includes key data on the field of IP in Slovenia, an overview of relevant strategic documents, current legislation, administrative, judicial and support structures for innovation and creativity, and other relevant information. In terms of methodology, the analysis followed the guidelines made by WIPO specifically for the development of national IP strategies⁵. Accordingly, in addition to the analysis of the literature and data, the focus was on consultation with stakeholders – both within and outside the Working Group for the Preparation of the National IP Strategy 2030, established by the Government of Slovenia in November 2022.

The main findings of the analysis are as follows:

- Slovenia has a relatively well-functioning IP management support system. In its audit Patent Protection in the Republic of Slovenia, the Court of Auditors found that the responsible ministry did not pay sufficient attention to IP;
- there are relatively few cases of judicial protection in the field of IP, which results in insufficient case-law. Further analysis would be needed to examine the issue more broadly;
- IP statistics in Slovenia do not show encouraging trends, especially for certain IP rights, with a downward trend in the numbers of trademark applications (both national and international trademarks filed by Slovenian applicants and international trademarks filed under the Madrid Agreement Concerning the International Registration of Marks) and design applications in recent years. One bright exception is the number of applications filed by Slovenian applicants for EU trademarks, which is increasing significantly. Data on patent applications

⁴ Kavaš, Murovec & Koman, 2023: <https://www.ier.si/analiza-stanja-na-podrocju-intelektualne-lastnine-v-sloveniji-2/>.

⁵ WIPO, 2020: https://tind.wipo.int/record/42305/files/wipo_pub_958.pdf?ln=en.

per million inhabitants from the European Patent Office show that Slovenia lags behind most developed European countries;

- Slovenia lags behind internationally in innovation indices/indicators. In terms of its ranking on the Global Innovation Index⁶, it showed a slight but steady downward trend from 2018 on – dropping from 30th place in 2018 to 33rd place in 2023. However, according to the European Innovation Scoreboard⁷, Slovenia's innovation performance is improving (by almost 3 percentage points between 2016 and 2023), albeit at a slower pace than the EU average (by 8.5 percentage points over the same period);
- the entrepreneurship and innovation ecosystem is fragmented (large number of support organisations, unclear roles and relationships between organisations, limited IP competences);⁸
- there is a gap between the structure of the economy and the protection of IP rights in Slovenia. In terms of the share of GDP and employment generated by patent-intensive industries, Slovenia's share of 22.5% of GDP and 15% of employment in 2017–2019 was well above the EU-27 average (17.4% of GDP, 11% of employment). Over the same period, Slovenia also slightly outperformed the EU-27 average in terms of the shares of GDP (by 1 percentage point) and employment (by 2 percentage points) generated by trademark-intensive industries;⁹
- awareness of the importance of IP in the economy and public sector is weak. Particularly problematic are SMEs, especially micro-enterprises. IP rights are managed by a very small proportion of SMEs. By comparison, IP rights management shares in large companies are on average three to four times higher. According to the survey, companies used trade secrets in the highest proportions of all IP categories (4%, 6% and 15% of all small, medium and large companies respectively).¹⁰ In most SMEs,

⁶ <https://www.wipo.int/edocs/pubdocs/en/wipo-pub-2000-2023/si.pdf>.

⁷ https://research-and-innovation.ec.europa.eu/statistics/performance-indicators/european-innovation-scoreboard_en?prefLang=sl

⁸ The complete entrepreneurial-innovation ecosystem is presented graphically in the Annex.

⁹ https://euiipo.europa.eu/tunnel-web/secure/webdav/guest/document_library/observatory/documents/reports/IPR-intensive_industries_and_economic_in_EU_2022/2022_IPR_Intensive_Industries_FullR_en.pdf.

¹⁰ A study by the European Commission has shown that many companies do not fully understand the concept of a trade secret or the difference between an actual secret and a trade secret and the related scope of legal protection (<https://op.europa.eu/en/publication-detail/-/publication/c0335fd8-33db-11ed-8b77-01aa75ed71a1/language-en/format-PDF/source-267469968>).

there is no organisational infrastructure in place to target the preparation, protection and commercialisation of IP. Despite the relatively poor general picture, some Slovenian companies have been very successful in bringing their business ideas to life with the help of IP rights;¹¹

- in Slovenia, as in the EU as a whole, IP is generally not recognised as an asset of a company that could be used as collateral (e.g. for obtaining a loan), with the exception of some well-established trademarks on the market (as can be seen from the trademark information database at SIPO). One reason for this is the lack of generally accepted standards for valuing IP. Appropriate valuation of IP would encourage both debt and equity financing;
- in the Slovenian CCS, IP protection is a problem for creators, who often lack the knowledge and means to resolve disputes, while awareness and respect for these rights is too low among other actors and the general public. Successful development and a good product or service on the market are not a decisive advantage over the competition if they are not also adequately protected and if we are not able to enforce the IP rights we have acquired. In the area of the CCS, the small size of the sector or the lack of appropriate intermediate specialised players in the value chain to help creators manage their IP rights is also a major problem;
- there is a lack of relevant IP competences in both business and the public sector;
- IP governance is regulated by a number of international and strategic documents, but there is as yet no national IP governance strategy in Slovenia. There are a few successful public policy measures, such as the voucher for patents, designs and trademarks, tendered by the Slovenian Enterprise Fund. In addition, Slovenian beneficiaries have access to EU-level grants (e.g. the SME Fund) and the possibility to benefit from an 80% reduction in the fee for searches in the field of patent protection, which is provided by the European Patent Office under an agreement with SIPO;

¹¹ <https://www.gov.si/assets/ministrstva/MVZI/Znanost/CRP/Vrednotenje-intelektualne-lastnine-kot-podlaga-za-predlog-dolgorocno-vzdrznega-modela-drzavnih-pomoci-za-spodbijanje-sodelovanja-znanosti-in-gospodarstva.pdf>.

- awareness of IP rights is lacking among the general public, as is respect for IP rights (e.g. use of counterfeits and access to digital content from illegal sources), both in business and in the public sector;
- tax incentives or support for the protection of IP rights (business entities) are relatively scarce. It is easier for companies to obtain and claim tax relief on investments in equipment, employment of people with disabilities, donations, etc. than on research and development;
- there is a lack of data and research that would allow a more detailed analysis and monitoring of the situation in the field of IP management in Slovenia (e.g. public awareness of IP, knowledge of IP rights, barriers for potential applicants, costs and benefits of IP rights, IP management strategies in companies, analysis of the market performance of patents, analysis of the causes of (negative) trends in the field of IP, evaluation of the effectiveness of ministries' support measures, etc.);
- there is a lack of IP content at all levels of education (awareness raising) and in higher education (professional skills). Although the curricula for primary and secondary schools already contain some content on IP, it would be reasonable to incorporate it more systemically, while only some faculties have compulsory courses on IP (the European Faculty of Law, the Faculty of Pharmacy) and some have elective courses (e.g. the faculties of law in Ljubljana and Maribor, the Catholic Institute, the Faculty of Law and Business Studies, and the MLC Faculty of Management and Law in Ljubljana). There is also a lack of professional training in the field of IP in the Slovenian language;
- stakeholders have different views on the regulation of IP rights, especially in the area of copyright;
- regulating IP rights in relation to new and emerging technologies (e.g. artificial intelligence, metaverse technologies and distributed ledger technologies) is a major challenge, due to rapid technological developments and global competition.

All the information obtained in the analysis from the various sources has been combined in a SWOT table. In preparing the SWOT analysis, we followed the following pillars of public policy support¹² for IP:

¹² <https://czk.si/wp-content/uploads/2023/04/predlog-ukrepov-za-razvoj-kulturnega-in-kreativnega-sektorja-v-sloveniji.pdf>

- general terms and conditions,
- market (market demand),
- competences and trainings,
- funding,
- internationalisation,
- infrastructure,
- public awareness and promotion,
- support policies (strategies, programmes).

The SWOT table, which was the main result of the analysis and was used as the main analytical basis for the preparation of the proposal for a national IP strategy, is presented below.

STRENGTHS	WEAKNESSES
GENERAL TERMS AND CONDITIONS	
A relatively well-functioning IP management support system.	There are relatively few cases of judicial protection in the field of IP, which results in insufficient case-law and lack of knowledge of the IP field among judges.
	In Slovenia, IP is not recognised as an asset of a company that could be used as collateral (e.g. for obtaining a loan).
	Lack of generally accepted standards for valuing IP.
INFRASTRUCTURE	
SIPO – a special office as the central institution in Slovenia for the implementation of professional and administrative IP protection tasks.	IP protection services are often not user-friendly enough (need for simplification and further digitalisation).
Functioning technology transfer offices.	Fragmented entrepreneurship and innovation ecosystem (large number of support organisations, unclear roles and relationships between organisations, limited IP competences).

STRENGTHS	WEAKNESSES
PUBLIC AWARENESS AND PROMOTION	
<p>Increased communication activities to raise awareness of the importance of IP in recent years (SIPO, technology transfer offices).</p>	<p>Awareness of the importance of IP in the economy and public sector is still weak.</p>
	<p>Lack of awareness and weak respect of IP rights among the general public (an EUIPO survey conducted in 2023 showed that awareness of IP in Slovenia is lower than the EU average).</p>
SUPPORT POLICIES (STRATEGIES, PROGRAMMES)	
	<p>Lack of strategic orientations necessary for the development of policies in the IP field and of clear positions in the development stage of EU-level regulation.</p>
	<p>Lack of information that would allow a more detailed analysis and monitoring of the situation in the field of IP (e.g. public awareness of IP, knowledge of IP rights, barriers for potential applicants, costs and benefits of IP rights, IP management strategies in companies, analysis of the market performance of patents, analysis of the causes of (negative) trends in the field of IP, evaluation of the effectiveness of ministries' support measures, etc.).</p>
	<p>Different views of stakeholders on the regulation of IP rights, especially in the area of copyright.</p>
COMPETENCES AND TRAININGS	
	<p>Inadequate integration of IP in the curriculum at different levels of education. There is also a lack of professional training in the field of IP in the Slovenian language.</p>
	<p>Lack of relevant IP competences in both business and the public sector.</p>

STRENGTHS		WEAKNESSES	
INTERNATIONALISATION			
<p>Strong international integration of SIPO (membership in organisations/agencies/offices: OECD, WIPO, EUIPO, EPO) facilitates networking in expert groups for IP protection (exchange of knowledge and experience).</p>			
MARKET (MARKET DEMAND)			
<p>Existence of Slovenian companies whose competitiveness is also based on IP.</p>		<p>Lack of innovation in Slovenia's economy.</p>	
<p>In Slovenia, the number of employees in industries that make intensive use of IP rights and their contribution to GDP are above the EU average.</p>		<p>In Slovenia, an extremely small proportion of SMEs protect and manage IP rights. Due to resource constraints, SMEs have difficulties in enforcing their IP rights. This is especially typical of the CCS.</p>	
FUNDING			
<p>Affordability of obtaining IP rights (compared to some other countries).</p>		<p>Tax incentives or support for the protection of IP rights (business entities) are relatively scarce.</p>	

OPPORTUNITIES		THREATS	
<p>Strengthening the role of IP in business, the research sector and the education system.</p>		<p>Economic downturn, which may result in less budget funding for the operation of SIPO and less public funding to stimulate innovation in the business sector.</p>	
<p>Increased demand for creative products, which stimulates creativity, innovation and IP management.</p>		<p>Lack of IP rights regulation in relation to new and emerging technologies (e.g. artificial intelligence, metaverse technologies and distributed ledger technologies) due to rapid technological developments and global competition.</p>	
<p>International cooperation in IP management (EU, global collaboration, cooperation among patent offices).</p>		<p>Fierce and ever stiffening international competition in the market.</p>	
<p>Use of new technologies (e.g. artificial intelligence) to facilitate IP management and to improve the effectiveness of detection of IP rights infringements.</p>		<p>Further decline in innovation and competitiveness of Slovenia.</p>	



4. VISION, MISSION, VALUES AND GUIDING PRINCIPLES

VISION

Slovenia will have an excellent IP system that fosters innovation and creativity and strengthens research and development, thereby contributing to the Sustainable Development Goals.

MISSION

Working to better harness the potential of IP to develop and exploit innovation and intellectual achievements more effectively, thereby contributing to a more competitive economy and a better quality of life for citizens.

VALUES AND GUIDING PRINCIPLES

Respect for IP rights is an important value of the Slovenian IP system and a fundamental aspect of the EU's main IP principles, which stress the importance of **exclusivity and territoriality**. IP rights give their holders exclusive rights to control the use, exploitation and commercialisation of their creations in the territory concerned. This exclusivity is balanced by restrictions and exceptions, such as fair use and compulsory licences. Respecting IP rights and protecting the rights of innovators and creators helps to foster the development of new ideas and creativity.

The second key value is **fairness**. An environment where companies can compete fairly and where unauthorised use or infringement of IP rights is prevented is key to maintaining the integrity of the IP system. Such an environment is characterised by ensuring equal access to IP rights. Fairness in the IP system also involves striking a reasonable balance between the rights of innovators and creators and between users and wider societal interests.

By ensuring that IP rights are respected, we create **trust** – the key to boosting investment and creativity and supporting economic growth.

The EU's fundamental principle in the field of IP is the **exchange of knowledge**. By providing a framework for the protection and appropriate sharing of IP rights, we want to promote the dissemination of knowledge and information. This is also in line with the EU's focus on **innovation and creativity**, because it recognises the role of IP in fostering innovation and creativity. The EU supports measures to facilitate access to and dissemination of knowledge and efforts to fight counterfeiting and piracy.¹³

Public interest and fundamental rights are central principles for both Slovenia and the EU. The EU recognises that IP rights should not be absolute and should be exercised in a way that respects fundamental rights and the public interest. This includes aspects such as competition, access to knowledge and cultural diversity. The EU stresses the need to strike a balance between the interests of rights holders and other stakeholders such as consumers and competitors. This means ensuring that IP rights are granted and enforced in a way that is proportionate to the harm caused by possible infringements.

Open science and open innovation are increasingly recognised in the EU IP framework, and Slovenia is following suit. Open science and open innovation approaches include making research results and other forms of knowledge more accessible and shareable. In accordance with the Scientific Research and Innovation Activity Act, the results of research co-financed from public funds shall be open and accessible, subject to any restrictions imposed by the protection of IP, the protection of personal data, the security of persons or the security of the State. The principles of open science also require the evaluation of the quality and impact of

¹³ Over the last few years, the EU has adopted a number of guidance documents highlighting the importance of innovation and creativity, e.g. the Code of Practice on the management of intellectual assets for knowledge valorisation in the European Research Area (ERA), the Code of Practice for industry-academia co-creation for knowledge valorisation, the Code of Practice on citizen engagement for knowledge valorisation, and the Code of Practice on standardisation in the ERA.

scientific research work using responsible metrics, and the integration and involvement of the interested public in the research process. Open science promotes collaborative working and new ways of disseminating knowledge by fostering the efficient exchange of data and the dynamic sharing of research results, not only publications but also research data and other research outputs. IP legislation seeks to balance the moral and economic rights of creators and inventors with the wider interests and needs of society. Managing knowledge outputs in the new open research and innovation ecosystem remains a challenge.¹⁴ Slovenian legislation allows IP and open models to not conflict with each other. On the contrary, on closer inspection, many open models depend on a functioning underlying IP system. For example, many types of open source licences are ways to determine access to and use of IP material (most of it copyrighted), and enforcing these licences would be quite difficult, if not impossible, without relying on the underlying IP law. In this context, many open models can be considered as very specific forms of IP strategies.

The above values and principles of open science and innovation should be put into practice in a way that at the same time allows for the protection of IP, the innovative use of IP to support innovation, and the competitiveness of Slovenian science and the Slovenian economy, taking into account the public interest. Slovenia's approach to IP must therefore continuously evolve and keep pace with EU policy developments, taking into account appropriate solutions in a changing technological and societal environment.

¹⁴ European Commission, Directorate-General for Research and Innovation, "Open science and intellectual property rights – How can they better interact? – State of the art and reflections – Executive summary", Publications Office of the European Union, 2022, <https://data.europa.eu/doi/10.2777/347305>.

2030



5. GENERAL GOAL AND STRATEGIC OBJECTIVES

The Strategy has **one general objective**: to establish a state-of-the-art IP framework that fosters creativity and innovation to improve the well-being of all people in Slovenia.

In order to achieve the vision and mission, the following three strategic objectives have been developed and will be used as a roadmap to achieve the overall objective of the National IP Strategy. These are:

- **STRATEGIC OBJECTIVE 1:**
strengthening the environment for the effective creation, development, protection and management of IP,
- **STRATEGIC OBJECTIVE 2:**
raising awareness and knowledge of IP,
- **STRATEGIC OBJECTIVE 3:**
strengthening the role of IP in the private and public sectors and in society at large.



6. MEASURES AND KEY ACTIVITIES

STRATEGIC OBJECTIVE 1: strengthening the environment for the effective creation, development, protection and management of IP

The strategic objective aims to provide an enabling environment for the effective creation, development, protection and management of IP. This requires:

- Appropriate analytic bases. During the preparation of the Strategy, it was recognised that analytical work needed to be strengthened. The lack of data and analysis has posed challenges in the preparation process, which is why the proposed actions include a more detailed analytical basis, intensive monitoring and independent evaluation to provide a more evidence-based basis for updates to the Strategy;
- Enhanced protection of IP rights. In particular, it is important to ensure that IP rights are properly enforced. Slovenia has relatively few cases of judicial protection in the field of IP, which results in insufficient case-law and lack of knowledge of the IP field among and limited professional support for individual judges. Slovenian SMEs are constrained in exercising their IP rights due to insufficient resources, and this is particularly the case for the CCS. However, large Slovenian companies also face constraints in enforcing IP rights, especially abroad, mainly due to insufficient resources;
- Modernising IP legislation to make the Slovenian economy more competitive. It is our wish to seek a broader consensus in an open dialogue on possible future solutions in this area;
- Effective institutional support for the effective management of IP rights. The analysis has shown that Slovenia's entrepreneurship and innovation ecosystem is very fragmented, with a large number of support organisations, unclear roles and relationships between organisations, and limited IP competences. Activities are already underway to physically and digitally connect Slovenian stakeholders in the field of

research, development and innovation (the Research, Development and Innovation (RDI) Hub).

STRATEGIC OBJECTIVE 1: strengthening the environment for the effective creation, development, protection and management of IP

MEASURE	PURPOSE	KEY ACTIVITIES
<p>1.1 Analytical basis (analysis, monitoring and evaluation)</p>	<p><i>Improve the expert groundwork for transparent public policymaking.</i></p>	<ul style="list-style-type: none"> • Regular (continuous) analyses: preparation of the research programme (e.g. barriers for potential applicants, costs and benefits of IP rights; IP management strategies in companies, analysis of the market performance of patents; analysis of the causes of (negative) trends in IP, evaluation of the performance of Knowledge Transfer Offices/Technology Transfer Offices (KTOs/TTOs) in the management of IP rights; collection and analysis of IP rights data by sex of rights-holders, size of company and sector (public, private organisation, individual), copyright analysis on research data, etc.). • Monitoring the effectiveness of the functioning of the IP rights management support system (e.g. development of guidelines for assessing the effectiveness of the functioning of the IP rights management support system, regular (multiannual) independent external evaluation of the IP rights management support system, including monitoring and evaluation of the implementation of the National IP Strategy and of the individual support measures of the ministries, etc.). • Assessing the impact of new technologies on the IP rights management system (new technologies such as artificial intelligence, machine learning models and blockchain have emerged in the digital commercial world, fundamentally changing market structures and creating new barriers, challenges and opportunities for IP rights-holders, IP users and public policymakers). • Continuous analysis of successful IP rights management practices abroad: preparation of analyses, international exchanges (international projects).

STRATEGIC OBJECTIVE 1: strengthening the environment for the effective creation, development, protection and management of IP

MEASURE	PURPOSE	KEY ACTIVITIES
<p>1.2 Strengthening judicial protection in the field of IP</p>	<p><i>Enhance protection of IP rights.</i></p>	<ul style="list-style-type: none"> • Analysis of IP-related cases, regardless of the material jurisdiction of the court (criminal, civil, administrative). • Access to decisions and judgments on IP rights. • Analysis of the effects of a possible concentration of jurisdiction for patent disputes at Ljubljana District Court (for all patent disputes excluding specific labour law patent disputes). • Explore the possibility of specialising judges in the field of IP. • Encourage greater inclusion of technical experts among court experts and certified appraisers (in the field of patents). • Promoting alternative dispute resolution in IP (in cooperation with WIPO, EUIPO, the Unified Patent Court (UPC) – Mediation and Arbitration Centre (PMAC) and national IP service providers). • Addressing the issue of counterfeits more actively: exploring the possibility of seizing counterfeits on Slovenian territory.
<p>1.3 Updating IP legislation</p>	<p><i>Regularly update and align IP legislation with current trends and developments.</i></p>	<ul style="list-style-type: none"> • Updating IP legislation. • Preparing the groundwork and involving Slovenia in the preparation of legislative changes at the EU level. Expert discussion and preparation of positions and strategic positions on current IP issues already during the preparation of changes to EU-level regulation – setting up of working groups (involvement of stakeholders and experts, commissioning of expert groundwork).

STRATEGIC OBJECTIVE 1: strengthening the environment for the effective creation, development, protection and management of IP

MEASURE	PURPOSE	KEY ACTIVITIES
<p>1.4 Institutional support for IP management</p>	<p><i>Enhance institutional support for the effective management of IP.</i></p>	<ul style="list-style-type: none"> • Continuing and strengthening the role and work of SIPO. Continuation of activities and upgrading in terms of digitalisation, simplification, and stakeholder information and coordination. Continuing and deepening SIPO's involvement in international organisations, agencies and networks. SIPO as the national focal point for IP – this is an integral part of the implementation of the Resolution on the Scientific Research and Innovation Strategy of Slovenia 2030. • Strengthening existing and new IP support organisations (KTOs/TTOs, Patent Information Centres (PATLIBs), innovative environment entities (SIOs), Digital Innovation Hubs (DIHs), Strategic Research and Innovation Partnerships (SRIPs) and other RDI ecosystem intermediaries) and connecting and fostering collaboration among stakeholders in the IP entrepreneurship and innovation ecosystem: strengthening the role of Slovenian Business Points (part of the national SPOT system) in the field of IP advice by involving KTOs/TTOs and SIPO in business advice. Involvement of KTOs/TTOs and SIPO in the advisory activities of the SIO, DIH, National Contact Points (NCPs) and European Enterprise Network (EEN). • Upgrading the services of support organisations for the CCS and cultural workers to support the management of IP rights (Centre for Creativity, collective organisations, professional associations, content networks, etc.).

STRATEGIC OBJECTIVE 1: strengthening the environment for the effective creation, development, protection and management of IP

MEASURE	PURPOSE	KEY ACTIVITIES
<p>1.5 Strengthening the strategic role of IP</p>	<p><i>Increase the strategic importance of IP.</i></p>	<ul style="list-style-type: none"> • Preparation of an action plan for the implementation of the National IP Strategy. • Continuation of the work of the Government Working Group for the Preparation of the National IP Strategy 2030, with a view to preparing an action plan, monitoring implementation and evaluating the Strategy. Broadening with representatives of other stakeholders, if necessary (strengthening cooperation among stakeholders). • Adequate integration of IP into sectoral/ other strategic documents (mainstreaming IP into sectoral strategies, programmes, resolutions and action plans). • Annual IP event (annual conference on the implementation of the National IP Strategy).

STRATEGIC OBJECTIVE 2: raising awareness and knowledge of IP

Slovenia is characterised by a weak awareness of the importance of IP in both business and the public sector, a lack of awareness of and limited respect for IP rights among the general public (e.g. use of counterfeits and access to digital content from illegal sources), and a lack of adequate IP competences in business and the public sector and in the judiciary. To improve knowledge, we will:

- Improve awareness and information for all target groups by raising public awareness and educating the public on the importance of intellectual assets, IP rights, respect for IP and the appropriate use of IP;
- Upgrade the integration of IP in the curriculum at different levels of education;
- Educate and train pupils, students, researchers, teachers, professors, the public and private sectors,
- Strengthen competences in the private and public sectors.

STRATEGIC OBJECTIVE 2: raising awareness and knowledge of IP

MEASURE	PURPOSE	KEY ACTIVITIES
2.1 Raising awareness and informing all target groups	<i>Raising public awareness and educating the public on the importance of intellectual assets, IP rights and respect for these rights, and the appropriate use of IP.</i>	<ul style="list-style-type: none"> • Continuation of communication activities on the importance of IP and other intellectual assets to raise awareness in both business and the public sector (SIPO, KTO/TTO): lectures, materials, information point, collection and dissemination of good practices, etc. • Raising awareness among the general public of the importance of and respect for IP rights (relevance for creators, the economy and society; legislation and infringements): targeted actions, publication of content in the media, raising awareness among the general public of the possibilities to use copyright works, including works available under open licences. • Awareness-raising for companies on the possibility of protecting trade secrets under the Trade Secrets Act. • Determining public awareness and monitoring the situation. • Strengthening and promoting the SIPO information point and the originalen.si information website. • Public presentations and debates on specific IP issues: organisation of round tables, consultations, conferences.

STRATEGIC OBJECTIVE 2: raising awareness and knowledge of IP

MEASURE	PURPOSE	KEY ACTIVITIES
2.2 Education and training	<i>Update and improve education and training programmes at different levels to include comprehensive IP content.</i>	<ul style="list-style-type: none">• Supplementing primary and secondary school curricula and teaching materials with IP content (building on curriculum content).• Training for primary and secondary school teachers in IP.• Cooperation with international organisations in efforts to provide IP knowledge to primary school pupils (following examples of good practice from abroad, e.g. WIPO, EUIPO, EPO, etc.).• Training for judges: training seminars for judges working in the field of IP.• Training for industrial property agents, court experts and certified appraisers.• Education and training in universities and public research organisations on the management of intellectual assets in accordance with the Code of Practice on the management of intellectual assets for knowledge valorisation in the European Research Area (ERA), the Code of Practice for industry-academia co-creation for knowledge valorisation and the Code of Practice on standardisation in the ERA: training for professors, researchers and students, taking into account their fields of research (e.g. business studies, science, technology, engineering, mathematics, law, the arts, etc.), on intellectual assets for the valorisation of knowledge, with a focus on a broader interpretation of intellectual assets, and on understanding the role of copyright in the context of teaching for professors, researchers and students.

STRATEGIC OBJECTIVE 2: raising awareness and knowledge of IP

MEASURE	PURPOSE	KEY ACTIVITIES
2.3 Strengthening competences in the private and public sectors	<i>Strengthen IP rights management and IP protection-related competences in the private and public sectors.</i>	<ul style="list-style-type: none">• Mentoring for SMEs on IP management and marketing.• E-learning platform for SMEs: an online tool that guides companies and individuals to relevant information and the most appropriate options for IP protection.• Continued cooperation with international organisations (WIPO, EUIPO, EPO) in efforts to provide SMEs with IP rights knowledge.• Awareness-raising and training of creators and cultural workers on IP management (cooperation with the Centre for Creativity, the Slovenian Book Agency, the Slovenian Film Centre, collective organisations, professional associations, content networks, etc.).• Professional training in IP in Slovenian for the public and private sectors.• Training programmes related to the impact of new technologies (especially AI) on the management of IP rights.• Raising awareness in the private and public sectors on the importance of IP for innovation and economic competitiveness (conferences, workshops, presentations, joint projects, etc.).

STRATEGIC OBJECTIVE 3: strengthening the role of IP in the private and public sectors and in society at large

The role of IP in business, the research sector and the education system is strengthening on a global scale. The demand for creative products, which stimulates creativity, innovation and IP management, is also increasing. Slovenia has successful companies whose competitiveness is also based on IP, but these are too few. The Slovenian economy is characterised by a lack of innovation. An extremely small proportion of SMEs protect and manage IP rights. Due to resource constraints, SMEs have difficulties in enforcing their IP rights. This is especially typical of the CCS. In Slovenia, IP is not recognised as an asset of a company that could be used as collateral (e.g. for obtaining a loan). To improve Slovenia's competitiveness, we will:

- Reinforce the importance of innovation and the role of IP in public procurement and tendering processes;
- Support the private and public sectors in managing IP rights;
- Encourage the scientific research sector to manage IP rights in line with the principles of open science and open innovation;
- Undertake activities to identify IP as an asset for companies and other organisations.

STRATEGIC OBJECTIVE 3: strengthening the role of IP in the private and public sectors and in society at large

MEASURE	PURPOSE	KEY ACTIVITIES
<p>3.1 Reinforce the role of IP in public procurement and tendering processes</p>	<p><i>Promote innovation and the use of IP in public procurement and tendering processes.</i></p>	<ul style="list-style-type: none"> • Working to increase demand for innovative goods and services in the public sector (demand-side innovation policy). Public authorities need to innovate and find ways to facilitate complex activities in service delivery, process improvement, regulation and policy implementation: promoting the application of the innovation criterion in public procurement processes. • Promoting the use of innovative public procurement. EU Member States and public institutions are recommended to take a strategic approach to IP rights in public procurement. It is important that public institutions clearly define in advance in the tender documents the allocation of IP rights related to the procurement, taking into account the public interest and their policy objectives. • Promoting the use of IP in public tender procedures. Analysing and promoting the use of IP provisions in tender and procurement documents.
<p>3.2 Support for the management of IP rights in the private and public sectors</p>	<p><i>Provide support for the effective management of IP rights in the private and public sectors.</i></p>	<ul style="list-style-type: none"> • Strengthening/extension of the voucher scheme and support for SMEs in the field of IP, including the preparation of corporate IP management strategies. • Creation of a platform with a set of model agreements that can be used at different stages of technological research and commercialisation to facilitate efficient knowledge and technology transfer (e.g. along the lines of WIPO, Austria, Spain and Germany). • Feasibility study on special tax incentives for business entities (special tax regime for patents/intellectual property – IP/patent box). • Preparation of guidelines for the commercialisation of IP.

STRATEGIC OBJECTIVE 3: strengthening the role of IP in the private and public sectors and in society at large

MEASURE	PURPOSE	KEY ACTIVITIES
<p>3.3 Support for the science and research sector in managing IP rights</p>	<p><i>Improving IP rights management in the science and research sector.</i></p>	<ul style="list-style-type: none"> • Encouraging IP rights management in line with the principles of open science and open innovation. • Encouraging collaborations with companies (joint or open innovation) and the commercialisation of inventions created in public research organisations through the creation of spin-out/off companies and the licensing/sale of patents.
<p>3.4 Identify IP as an asset for companies and other organisations</p>	<p><i>Encouraging the identification of IP as an important asset of companies and other organisations.</i></p>	<ul style="list-style-type: none"> • Encouraging organisations (both public and private) to register IP as intangible assets. • Training on how to account for intangible assets in business balance sheets. • Developing standards and tools for evaluating IP. • Support for the use of IP as collateral for loans (e.g. creation of a special innovation fund allowing the use of IP as collateral for loans, use of IP as collateral for the Slovenian Enterprise Fund (SPS) and the Slovenian Export and Development Bank (SID)) and for equity financing.



7. IMPLEMENTATION STRUCTURE FOR THE IMPLEMENTATION OF THE NATIONAL IP STRATEGY

The Ministry of Economy, Tourism and Sport is the authority responsible for implementing the National IP Strategy. SIPO is the facilitator of the IP support ecosystem. The IP support system will be based on the “no wrong door principle”, which allows for better and more comprehensive information and support services to be provided to the target groups.

The cooperation of the ministries will take place in the framework of the Government Working Group, which will be responsible for the preparation of the Strategy’s implementation documents and its monitoring and evaluation.

Once the Government of the Republic of Slovenia has approved the National IP Strategy, an action plan will be drawn up with clearly defined actions, target groups and organisations responsible for implementation, a monitoring system (indicators of impacts and results), and a plan for evaluating the Strategy.



8. MONITORING AND EVALUATION

MONITORING

Monitoring of the Strategy will be based on the work of the Government Working Group in charge of monitoring and evaluating the Strategy and on the monitoring of selected indicators.

Monitoring Working Group

The Government Working Group responsible for monitoring the Strategy will meet at least twice a year to review and examine all issues related to the National IP Strategy and the Action Plan. The working group will focus especially on the following:

- Progress in the implementation of the National IP Strategy and the Action Plan in terms of the achievement of milestones and targets; it will also address the external (independent) evaluation of the IP management support system;
- Any issues affecting the implementation of the National IP Strategy and the Action Plan and the measures taken to address them.

Indicators

By preparing its National IP Strategy until 2030, the Government of the Republic of Slovenia aims to increase the visibility and appreciation of IP and to improve the understanding and use of IP.

The indicators of monitoring the Strategy are therefore the following:

1. The extent to which IP is used in the various segments of the research and innovation system (scientific research, creative, entrepreneurial). The extent of IP use will be measured by a survey to be carried out periodically;
2. Understanding of IP among the general public.¹⁵ This will be measured by a survey to be carried out every two years and based on an online questionnaire.

EVALUATION

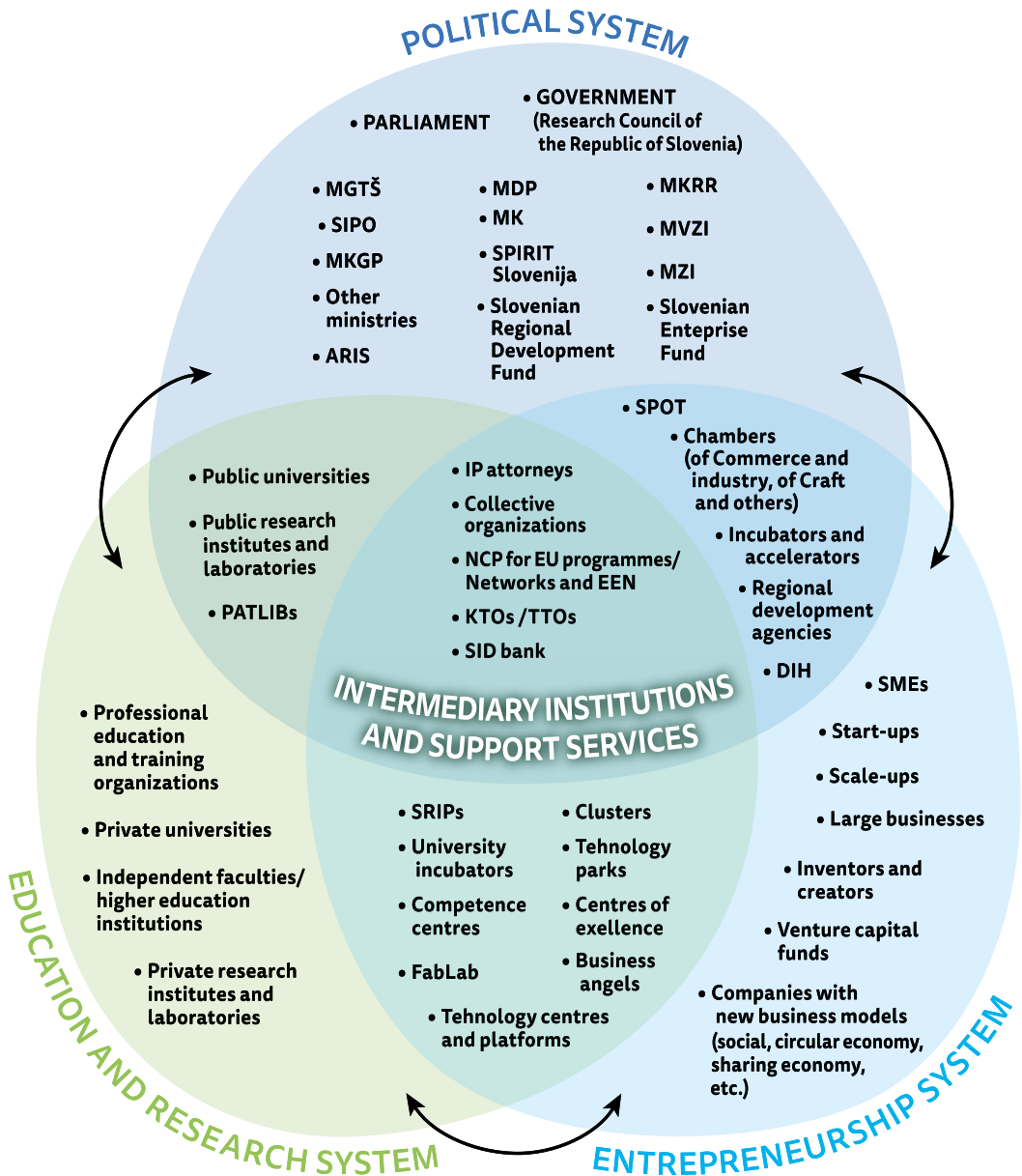
Periodic external (independent) evaluations of the IP rights management support system will be prepared. The first evaluation will also provide guidance for evaluating the performance of the IP rights management support system.

¹⁵ We will be guided in our assessment by methodologies developed by WIPO and EUIPO.

ANNEX



THE ENTREPRENEURSHIP AND INNOVATION ECOSYSTEM IN SLOVENIA



Source: Adapted from “Current state of play of the Slovenian national innovation ecosystem”, SPIRIT Slovenia, 2021.

LIST OF ACRONYMS

- ARIS** – Slovenian Research and Innovation Agency
- DIH** – Digital Innovation Hub
- EEN** – Enterprise Europe Network
- EPO** – European Patent Organisation
- ERA** – European Research Area
- EU** – European Union
- EUIPO** – European Union Intellectual Property Office
- IP** – intellectual property
- CCS** – cultural and creative sectors
- KTO/TTO** – knowledge transfer offices/technology transfer offices
- MDP** – Ministry of Digital Transformation
- MGTS** – Ministry of the Economy, Tourism and Sport
- MK** – Ministry of Culture
- MKGP** – Ministry of Agriculture, Forestry and Food
- MKRR** – Ministry of Cohesion and Regional Development
- SMEs** – small and medium-sized enterprises
- MVI** – Ministry of Education
- MVZI** – Ministry of Higher Education, Science and Innovation
- NCP** – National Contact Point
- PATLIB** – Patent Information Centre
- PMAC** – Patent Mediation and Arbitration Centre
- RDI** – research, development and innovation
- RS** – Republic of Slovenia
- SID** – Slovenian Export and Development Bank
- SIO** – innovative environment entities
- SPIRIT Slovenia** – Slovenian Public Agency for Investment, Entrepreneurship and Internationalization
- SPOT** – Slovenian business point
- SPS** – Slovenian Enterprise Fund
- SRIP** – Strategic Research and Innovation Partnership
- UPC** – Unified Patent Court
- SIPO** – Slovenian Intellectual Property Office
- WIPO** – World Intellectual Property Organization