

# Enterprise Newsletter

## July 2021

Print friendly version

### Contents

- **Tánaiste launches the #MakingRemoteWork campaign**
- **Public Consultations:**
  - Public Consultation to review the Employment Permit Occupations Lists
  - European Commission Public Consultation on the revision of the EU legislation on design protection
  - European Commission Public Consultation on EU-wide protection of geographical indications for non-agricultural products
- **Call for views in response to the European Commission Proposal for a Regulatory Framework on Artificial Intelligence**
- **Public Consultation: Ireland's National Contact Point for the OECD Guidelines for Multinational Enterprises**
- **Enterprise Ireland's Masterclass in Digital Lead Generation**

## Tánaiste launches the #MakingRemoteWork campaign

The Tánaiste and Minister for Enterprise, Trade and Employment Leo Varadkar TD has launched his Department's #MakingRemoteWork campaign.

The campaign aims to raise awareness of the advice and information available from Government to help workers and employers facilitate more fully remote and blended working. This might be on a full-time or hybrid basis, which is a combination of home/hub/office.

There is Government [guidance](#) available around Remote Working including a [useful remote work checklist for employers](#). There is also [training](#) for employees and employers as well as a [nationwide infrastructure of remote working hubs](#).

The guidance includes a [Code of Practice on the Right to Disconnect](#) (.pdf) for workers. The Code is designed to support employers and employees in navigating an increasingly digital and changed working landscape, while complementing the existing protections in employment legislation.

For more information on Remote Working, please visit: [gov.ie/remote](https://gov.ie/remote)

## Public Consultation to review the Employment Permit Occupations Lists

The Department of Enterprise, Trade and Employment has launched a public consultation to review the employment permits occupations lists.

Stakeholder submissions are a vital source of information and views, helping inform the Department's final assessment of the status of occupations. It is vital that the employment permits system continues to be responsive to changes in economic circumstances and labour conditions. The submission process is an opportunity for stakeholders to provide information and potentially different perspectives on the nature and extent of skills and/or labour shortages.

Submissions are invited from sector representative bodies and interested parties via the public consultation form accessible through the link below.

All enquiries and submissions should be directed to [empu@enterprise.gov.ie](mailto:empu@enterprise.gov.ie).

The deadline for receipt of submissions is **Thursday, 12 August 2021**.

For more information, please visit: [Public Consultation to review the Employment Permit Occupations Lists](#)

## European Commission Public Consultation on the revision of the EU legislation on design protection

The European Commission has launched a public consultation on the revision of the EU legislation on design protection. The public consultation relates to industrial designs protection, that is, the rights which protect the appearance of a product resulting from its attributes such as shape, colours or materials.

The public consultation seeks to obtain views of those affected by [design protection](#) in Europe on selected issues, such as whether rules on spare parts protection should be changed, as well as potential policy options in view of the review of the [Community Design Regulation \(6/2002\)](#) and the [Directive on the legal protection of designs \(98/71/EC\)](#).

The Commission invites the views of all interested stakeholders affected by design protection in Europe on potential options for reform of industrial designs protection. While the consultation is directed at a broader public, the reply to certain questions will require *legal expertise* and *experience* in the relevant field.

Participants who wish to take part in the consultation should do so by **Thursday, 22 July 2021** by completing the questionnaire available in the link below:

[European Commission Public Consultation on the revision of the EU legislation on design protection](#)

## European Commission Public Consultation on EU-wide protection of geographical indications for non-agricultural products

Geographical indications (GIs) are names of products which correspond to the products' geographical national, regional or local origin and/or the producers' know-how, and thus have the status of intellectual property (IP) rights. They identify a good as originating in a specific place where a particular quality, reputation or other characteristics are essentially attributable to its geographical origin (e.g. Donegal tweed, Murano glass, Solingen cutlery).

The European Commission intends to run a thorough assessment of the impact of the potential costs and benefits of creating an efficient and transparent EU geographical indication protection system. The [feedback](#) received to the [inception impact assessment](#) is complemented by two comprehensive [legal](#) and [economic](#) studies.

The public consultation aims to capture more detailed views of all relevant stakeholders on the problems related to:

- the existing legal protection of authentic geographically rooted non-agricultural products within the internal market;
- the benefits and risks of EU action; and the available policy options, including the control and enforcement of a future EU-protection system for such products.

Participants who wish to take part in the consultation should do so by **Thursday, 22 July 2021** by completing the questionnaire available in the link below:  
[European Commission Public Consultation on EU-wide protection of geographical indications for non-agricultural products](#)

## Call for views in response to the European Commission Proposal for a Regulatory Framework on Artificial Intelligence

The Department of Enterprise, Trade and Employment is seeking views from stakeholders on the EU Artificial Intelligence Act proposal.

The European Commission has published its [draft proposal for a regulation laying down harmonised rules on Artificial Intelligence \(Artificial Intelligence Act\)](#). This proposed regulation aims to improve the functioning of the internal market by creating the conditions for the uptake of artificial intelligence that is compatible with Union law and values.

The proposed regulation would operate on a graduated system of application according to the nature of the risk posed by the AI system. The Commission are targeting a 12-18 month period for negotiation and finalisation of the proposed regulation.

### This proposed regulation lays down:

- harmonised rules for the placing on the market, the putting into service and the use of artificial intelligence systems ('AI systems') in the Union;
- prohibitions of certain artificial intelligence practices;
- specific requirements for high-risk AI systems and obligations for operators of such systems;
- harmonised transparency rules for AI systems intended to interact with natural persons, emotion recognition systems and biometric categorisation systems, and AI systems used to generate or manipulate image, audio or video content;
- rules on market monitoring and surveillance.

The deadline for submissions is close of business on **Friday, 23 July 2021**.

For more information, please visit the link below:  
[Call for views in response to the European Commission Proposal for a Regulatory Framework on Artificial Intelligence](#)

## Public Consultation: Ireland's National Contact Point for the OECD Guidelines for Multinational Enterprises

The OECD Guidelines for Multinational Enterprises (MNEs) are recommendations that aim to promote positive contributions by enterprises to economic, environmental and social progress. They provide non-binding principles and standards for responsible business conduct in a global context consistent with applicable laws and internationally recognised standards.

This year marks the 10th anniversary since the OECD Guidelines were last revised. The OECD is undertaking a stocktaking exercise on the Guidelines to take account of key developments, achievements and challenges.

**A public consultation** is underway and aimed at capturing the views and experiences of stakeholders. The consultation is open until **14 September 2021**. Further details are available [here](#).

Governments adhering to the Guidelines (of which Ireland is one) operate a unique implementation mechanism of National Contact Points (NCPs). The role of the NCP is to promote and act in an advocacy role for the OECD Guidelines. The NCP also handles enquiries and contributes to the resolution of specific instance complaints where non-observance of the Guidelines is claimed. Ireland's NCP is situated in the Trade Division of the Department of Enterprise, Trade and Employment.

You can find more information in the [NCP leaflet](#) which contains links to the Guidelines and to the Ireland NCP webpage. The OECD have also released a useful short video outlining the role of NCPs [here](#).

You can contact the Ireland NCP at [oecdnpc@enterprise.gov.ie](mailto:oecdnpc@enterprise.gov.ie) if you have any queries relating to the Guidelines or the role of the NCP.

## Enterprise Ireland's Masterclass in Digital Lead Generation 2021

Many Irish companies have a world class product or service, but struggle to find potential clients who they can help. Prospecting for leads is the first step of the sales process, driven by an understanding of the types of clients in the market and how your solution can help them

The Enterprise Ireland Masterclass in Digital Lead Generation will help you and your team develop a structured approach to your digital lead generation process and to better understand your market. You will have the opportunity to learn and practice lead generation skills, hear from peers and come away with practical tools to implement these in your business.

This masterclass is offered as an intense, interactive, **3-hour online session**, so be prepared to engage to make the most of your time.

Prepared by the Department of Enterprise, Trade and Employment

The workshop is open to CEO (or equivalent) and a senior colleague who is responsible the Lead Generation for the Sales Process.

Please visit [Masterclass in Digital Lead Generation](#) for more information.