

## **EXHIBITION**

# **PUBLIC COMMUNICATIONS CAMPAIGNS ON RESPECT FOR IP AND AWARENESS TOOLS FOR YOUNG PEOPLE**

## **Advisory Committee on Enforcement (ACE) Tenth Session**

Geneva, November 23 – 25, 2015



The opening of the exhibition will be followed by a cocktail  
in AB Building, Salon Apollon

## COSTA RICA



### Learning By Doing: The World of Geek and Edison

With the aim of creating a culture of respect for intellectual property, the National Registry of Costa Rica is developing a project called "Learning By Doing: The World of Geek and Edison" aimed at the country's children and young people.

This is a training program for teachers and students in stages I and II at primary school, as well as teachers and students of science, technology, Spanish at secondary school. Through the program they enter into the world of intellectual property by means of play activities promoting creativity, respect and knowledge of the subject.

The project comprises an educational dimension, together with other information, and is conceptualized in four stages:

1. Design and production of teaching materials
2. Activation of social interaction network
3. Implementation of the network and training
4. Measuring Results

The number of annual beneficiaries of the program is expected to attain 10,000 children in four age categories and 400 educators.



Photo: Registro Nacional de Costa Rica

## JAPAN



### IP Awareness Raising Activities For Young People in Japan

In order to establish a framework in which intellectual property rights can be adequately protected, it is essential not only to improve the intellectual property system and business operations at IP offices, but also to foster ethical attitudes among the general public in favor of respecting and protecting inventions and creations.

The Japanese government, e.g. the Japan Patent Office (JPO), the Agency for Cultural Affairs and other relevant organizations work to minimize the markets for counterfeit and pirated goods through a variety of initiatives to raise public awareness on intellectual property among the general public, including the younger generation.

#### Events: Children's Visit Day

Every year, the JPO holds an event called “Children’s Visit Day” for elementary and junior high school students, aiming to provide an opportunity for children to learn about IP. The programs have themes which children can enjoy, for example, science shows, workshops, quizzes, and so on.

#### Campaign Against Counterfeit and Pirated Goods

Since 2003, the JPO has been conducting public event campaigns to raise consumer awareness of the importance of protecting IPR with a view to ending the distribution of counterfeit and pirated goods. The catchphrase for 2014 was “Fake goods are not cool!”

#### Contests: The Exhibition of the Competition of Schoolchildren's

**Inventions:** Aiming to improve children’s creativity, the Japan Institute of Invention and Innovation (JIII) has organized, since 1941, a **Competition of Schoolchildren's Inventions**. The results of the competition are displayed in an exhibition and the authors of excellent

creative works are presented with awards, including a WIPO Award.

## Educational Materials and Seminars on Copyright

The Agency for Cultural Affairs has developed educational and teaching materials for awareness raising, targeting elementary/junior-high/high school students and teachers. These materials can be found on the Agency’s website. In addition to providing these materials, the Agency holds a variety of seminars for teachers, librarians and the general public throughout Japan.

## Videos and Manga for Raising IP Awareness

- “Fake goods are not cool!” (2014 Campaign): The JPO appointed popular fashion models as campaign ambassadors.
- ”Grow up for real” (2013 Campaign): The JPO conducted a campaign using an animated cartoon “Secret Society Eagle Talon”.
- “NO MORE Movie Theft”: For the purpose of preventing filming and sound recording of movies, and as a countermeasure against piracy, this short movie is shown on screen at most theaters in Japan immediately before the main movie starts.
- Manga “HONMONO-The Secret that Changes Your Life”: The manga was selected as the winner of the manga contest on counterfeit goods by WIPO Japan Office.



Photo: Japan Patent Office (JPO)

## MEXICO



### Activities of Mexico to Build Respect for Intellectual Property Rights

Mexico has established a policy to prevent illicit conduct that infringes copyright and related rights and to build a culture of respect for the rights of intellectual creators, aimed at children and young people. Mexico attaches great importance to the establishment of a culture of respect for intellectual property rights during childhood. With this in mind, the Government of Mexico has introduced an educational policy to combat piracy. Since 2008, the book “[Civic and Ethical Education](#)”, distributed freely in elementary schools to ten year old students, has included a chapter related to respect for copyright and the prevention of piracy. Its annual distribution has reached 2,825,141 copies.

The National Institute of Copyright (INDAUTOR) has created a game for children titled “[My First Work, My First Register](#)”, aimed at disseminating information and raising awareness about the value of children’s creativity so that they can learn to develop original works and use copyright law to protect them. Likewise, INDAUTOR has launched the First National Children’s Painting Competition titled “[Manitas a la obra](#)” and has generated “[AUTORIN](#)”, the first guide to copyright registration for children, with the purpose of building a culture of respect for copyright among the young.

INDAUTOR has also promoted a communications campaign displayed on buses and advertisements at universities with the slogan “Art and Culture are our Rights, Let’s Protect them”, which aims at promoting creativity and registration of literary and artistic works, as well as promoting a culture of respect for copyright among young people.

With a view to encouraging respect for copyright in society in general, INDAUTOR has begun to distribute popcorn boxes in cinemas with the slogan “The movie that you are about to watch is protected by copyright, thank you for valuing the work of each creator” and “We are all creators of literary and artistic works, but not all of us give them their true value”.



Photo: Instituto Nacional del Derecho de Autor (INDAUTOR)



regulate the IP system in Mexico, including its administrative enforcement. IMPI is always seeking to create interactive models that contribute to knowledge of intellectual property within the so-called “quadruple helix” comprising government, industry, academy and society. The goal of such interaction is to get a better understanding of the main concerns with respect to intellectual property, in order to design and build bridges to meet the people’s requirements. In this sense, IMPI considers it a priority to carry out promotion and dissemination strategies aimed to raise awareness about the importance of respect for intellectual property rights. In this regard, IMPI considers it very important that the public should embrace an ideal model of consumption that involves exclusively original products or goods whose trade is consistent with IPR. To reach such aim, IMPI has developed different media actions such as:

- Expo Ingenio: outreach event that includes conferences, round tables and discussions on all IPR matters;
- WIPO Summer School 2015, which was carried out within the context of World Anti-Counterfeiting Day;
- National Entrepreneur Week: in this event messages about consumption of original products were generated in a “radio cabin” format;
- Verafirm certification: this tool strengthens the use of legal software (this action is performed together with the Business Software Alliance); and
- First Cartel Contest “Por un México Original” (For an Original Mexico), intended for university students.



## Primer lugar

Como un refrán diría...

**JULIA TERESA JUÁREZ ESTRADA**  
Universidad de los Diseño Gráfico

“Hice el cartel basándome en el refrán popular mexicano que dice: “el hombre propone, Dios dispone, llega el diablo y todo lo descompone”. El refrán lo cambié de acuerdo al tema de la piratería, utilizando un elemento gráfico que es conocido por todos: el garfio”.



## Segundo lugar

¡No te cuelgues!

**JOEL ROJAS RIOS**  
ITESM Puebla, Diseño Gráfico

“Por medio de este cartel, se relacionan los temas del robo de electricidad en México con el de ideas ajenas y el beneficio a partir de éstas. Los elementos del cartel son: el foco y los cables enmarañados. El foco y la iluminación representan la generación de una idea. Los cables en desorden (diablitos) son el robo y beneficio a partir del robo de ideas ajenas. A través de este cartel, se busca fomentar la importancia de la propiedad intelectual ya que es un tema relevante”.



## Tercer lugar

Más ideas menos copias

**FRANCISCO DE ASÍS BATISTA VIDAL**  
Universidad Autónoma del Estado de México, Diseño Gráfico

“La idea es transmitir el concepto de más ideas y menos copias a través de signos y símbolos semióticos. Se toma el signo de más, junto con la imagen de un foco encendido -que es símbolo de una idea- y el signo de menos junto con el icono de copiar que se utiliza en los software, promoviendo así, la creatividad y omitiendo la imitación en el diseño”.

Photo: Instituto Mexicano de la Propiedad Industrial (IMPI)



## Pupil Awareness Campaign on Counterfeiting and Piracy Phenomena in the Republic of Moldova in 2014

**1. Organizers:** State Agency on Intellectual Property of the Republic of Moldova (AGEPI) in cooperation with the Ministry of Education

**2. Legal basis:** National Strategy on Intellectual Property until 2020 and the Action Plan for the years 2012-2014 on implementation of the Strategy

**3. Objectives:**

- to raise awareness of the younger generation of the need to respect intellectual property rights
- to inform young people about the negative effects of counterfeiting and piracy
- to shape the perception of the young about the phenomena of counterfeiting and piracy and to identify possible means to minimize them

**4. Target group:** pupils of IX-XII classes of high schools in Chisinau, the capital of the Republic of Moldova

**5. Campaign period and length:** April, May, September, October 2014

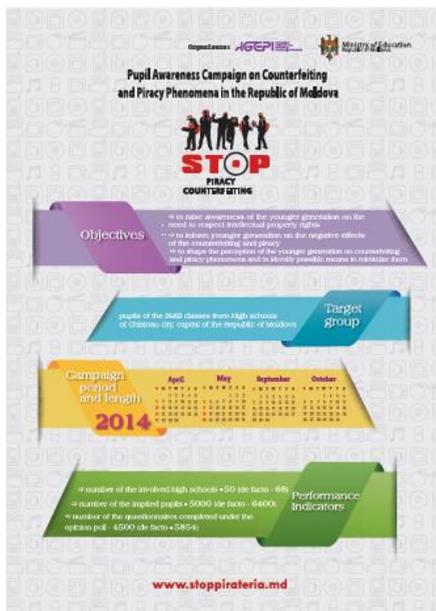
**6. Performance targets and results:**

- number of participating high schools - 50 (achieved - 68)
- number of pupils – 5,000 (achieved – 6,400)
- number of completed opinion poll questionnaires – 4,500 (achieved – 5,854)

## 7. Marketing tools and products:

- Thematic lectures on the essence of counterfeiting and piracy phenomena, risks and consequences for the younger generation, actions to counteract counterfeiting and piracy
- Mobile exhibition of counterfeited and pirated products, organized with the support of the Customs Authority
- Survey
- Videos
- Test for distinguishing between the genuine and counterfeit products
- Drawing and parody contest focused on the consequences of counterfeiting and piracy
- Promotional materials (backpacks, pens, notebooks, T-shirts)
- Press conference, etc.

At the end of the Campaign, an autumn camp was organized for the most active pupils. The camp activity program included:



- Introduction of pupils to the activities the National IP Office
- Discussion of the piracy phenomenon with well-known authors and performers from the Republic of Moldova
- Visit to the largest cosmetics company in the country to introduce pupils to the process of innovation and branding, and a visit to a broadcasting company to increase their understanding of the complexity of the process of creation.

Photo: State Agency of Intellectual Property of the Republic of Moldova (AGEPI)

## SLOVAKIA

INTELLECTUAL PROPERTY - THE UNIQUE DESERVES PROTECTION!



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www.patentoval.sk

### Slovak Republic- Many Targets, One Goal

The activities of the Industrial Property Office of the Slovak Republic (IPO SR) concerning IP awareness and education are aimed at different target groups. The IPO SR organises lectures and excursions for **pupils** of elementary and secondary schools and prepares different lectures for university **students**.

**Business** related activities include various meetings and seminars for business groups and an IP Pre-Diagnosis Service, which is provided by IPO SR experts for SMEs to support their innovations, creativity and competitiveness. IP awareness of the **general public** is raised by the participation of the IPO SR in different fairs and exhibitions and by organising World IP Day annually at the premises of the IPO SR. The IPO SR issues also its own magazine - Duševné vlastníctvo (Intellectual Property).

Successful **inventors** are awarded the Ján Bahýľ Award for extraordinarily valuable Slovak technical solutions in various categories. The IPO SR provides further education for **IP experts**. The educational programme “Intellectual Property”, accredited by the Ministry of Education, Science, Research and Sport of the Slovak Republic for both professionals and general public, is the most successful project. IPO SR organises also many seminars for IP experts at its premises.

In 2014 the IPO SR in cooperation with WIPO launched its main **IP awareness project** called New View on Your Household Items or **Intellectual Property in a Box**, which is a part of the Slovak IP=IQ Campaign.



## SOUTH AFRICA



The Companies and Intellectual Property Commission (CIPC), an agency of the Department of Trade and Industry, was established through the amalgamation of the Office of Companies and Intellectual Property Enforcement (OCIPE) and the Companies and Intellectual Property Registration Office (CIPRO). The CIPC

has been driving various initiatives to create awareness, build respect and enforce Intellectual Property Rights (IPR). Over the last year, apart from continuing with the general awareness campaign towards the public, a new initiative was launched. It entails a different approach with a different target group.

The focus was on Small and Medium Enterprises that make use of products in which IPR is vested. The IP compliance campaign was born and launched in November 2014 and is envisaged to run for a year, coming to an end in November 2015.

The campaign is a partnership with the Software Alliance (BSA) (previously the Business Software Alliance), a non-profit trade association. It is the foremost organization dedicated to promoting a safe and legal digital world. The BSA is the leading advocate for the global software industry. It is made up of world-class companies that invest billions of rand annually to create software solutions that spark the economy and improve modern life. BSA protects intellectual property and fosters innovation. The campaign further saw a partnership with the Dramatic, Artistic and Literary Rights Organization (DALRO). DALRO is a high performance global asset management organization, focused on protecting and growing the value of copyright.

The aim was to encourage businesses to become IP compliant in terms of the relevant IP laws. The focus of the campaign was to assist businesses with their obligations in terms of the rights and responsibilities when benefiting from the use of protected goods, and to provide guidance and education on IPR. During the campaign, businesses were canvassed directly via email to assess their compliance in using IP and provide information on licensing platforms.

A campaign website was created and all relevant documents are posted there, such as the compliance survey and the relevant Acts, the Counterfeit Goods Act, 1997, the Copyright Act, 1978 and the Companies Act, 2008. The website may be accessed at [www.ipcompliance.co.za](http://www.ipcompliance.co.za)

This is the first collaboration of its kind in the world involving the Government, software and creative content industry bodies - a unique combination that fosters sustainable, compliant businesses with corporate governance as a priority.

This pilot study provides insight into the mindset of South African businesses when it comes to IP compliance. An increase in compliance has significant ramifications for cyber security and employment in the creative sector. It also reveals the vulnerability of companies to legal actions based on IP infringement.



Photo: Companies and Intellectual property Commission (CIPCC)



### CAMPAIGN "Do not contribute to counterfeiting"

The Spanish Patents and Trademarks Office (SPTO) and the National Association for the Defence of Trademarks (ANDEMA) have launched an awareness campaign aimed at consumers under the slogan **"Do not contribute to counterfeiting"**. Under the headings: "Jobless", "Mafioso", "Foolish" and "Toxic", the campaign warns about the consequences of buying counterfeit goods:

- Unemployment and the closing of businesses.
- Funding of mafia and criminal groups.
- Direct relation with exploitation of workers, smuggling of migrants and organized crime.
- Severe health and safety risks for consumers.

This striking campaign has been displayed on the advertising space of Madrid bus lines and is being disseminated in the media, both at national and international level. The campaign comprises various materials, posted at [www.yosoyoriginal.es](http://www.yosoyoriginal.es) in Spanish and English, consisting of **posters**, **leaflets** and **banners**, as well as a **video documentary** that tells the true story of Ousmane Seck. He came to Spain illegally and had to engage in the peddling of counterfeit goods to survive. Thanks to the support of the Association of Torre Vieja Asila, Ousmane could stop street peddling and devote himself to crafts and dancing. This story shows that there are alternatives to the illegal sale of counterfeits. Institutions must promote actions that help immigrants not to fall into the hands of criminal networks and migrant smuggling organisations, who are the ones behind this phenomenon. We are convinced that the cooperation of all parties is the first step in order to eradicate this social problem which unfortunately is so present in our cities.

[www.consumer.es](http://www.consumer.es)    [www.patentes.com](http://www.patentes.com)  
[www.proteccioncivil.es](http://www.proteccioncivil.es)



# FOOLISH

If you buy counterfeit goods you put your health and safety at risk.

**Counterfeit goods**  
 • Destroy jobs and reduce innovation.  
 • Are directly linked to the exploitation of workers, trafficking in immigrants and organized crime.  
 • Cause significant environmental damage.  
 • Reduce the tax revenue of the Public Administration and take these lost revenues away from public services.

**DO NOT CONTRIBUTE TO COUNTERFEITING.**




[www.consumer.es](http://www.consumer.es)    [www.patentes.com](http://www.patentes.com)  
[www.proteccioncivil.es](http://www.proteccioncivil.es)



# MAFIOSO

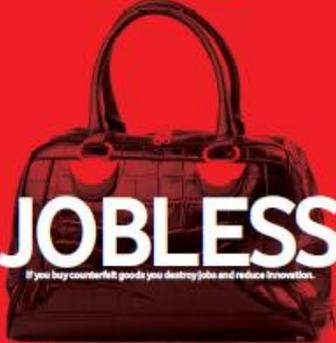
If you buy counterfeit goods you support the exploitation of workers, human trafficking and organized crime.

**Counterfeit goods**  
 • Destroy jobs and reduce innovation.  
 • Are directly linked to the exploitation of workers, trafficking in immigrants and organized crime.  
 • Cause significant environmental damage.  
 • Reduce the tax revenue of the Public Administration and take these lost revenues away from public services.

**DO NOT CONTRIBUTE TO COUNTERFEITING.**




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[www.proteccioncivil.es](http://www.proteccioncivil.es)



# JOBLESS

If you buy counterfeit goods you destroy jobs and reduce innovation.

**Counterfeit goods**  
 • Destroy jobs and reduce innovation.  
 • Are directly linked to the exploitation of workers, trafficking in immigrants and organized crime.  
 • Cause significant environmental damage.  
 • Reduce the tax revenue of the Public Administration and take these lost revenues away from public services.

**DO NOT CONTRIBUTE TO COUNTERFEITING.**




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[www.proteccioncivil.es](http://www.proteccioncivil.es)



# TOXIC

If you buy counterfeit goods you cause significant environmental damage.

**Counterfeit goods**  
 • Destroy jobs and reduce innovation.  
 • Are directly linked to the exploitation of workers, trafficking in immigrants and organized crime.  
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 • Reduce the tax revenue of the Public Administration and take these lost revenues away from public services.

**DO NOT CONTRIBUTE TO COUNTERFEITING.**




Photo: Oficina Española de Patentes y Marcas



Intellectual  
Property  
Office

Intellectual Property Office is an operating name of the Patent Office

Recent research undertaken by the UK IPO has shown that tackling the problem of illegal downloading requires influencing young consumers, but that messages built around the harm this causes to the economy would not be effective. Tackling the next generation, who have limited or no practical exposure to illegal downloading, is seen by many to be the most promising approach. These activities

focus on key age groups and are run in partnership with industry groups. Taking a positive approach, they are based on appreciating the value of music, film and innovation.

**Nancy and the Meerkats** is a pop group trying to make it big, but encounters various IP issues along the way to stardom. Delivered through a series of radio broadcasts in partnership with FunKids Radio, it is aimed at the under 12s.

For several years the UK IPO and Aardman Animations has run the **Cracking Ideas** competition. Featuring the characters Wallace and Gromit, and Shaun the Sheep, and aimed at ages 4 to 16, the competition introduces future innovators to the concept of IP and the value of protecting innovation and creativity.

Aimed at young adults and teenagers, **Karaoke Shower** is a travelling karaoke booth which invites people to sing in the “shower” and post their performance video to social media. Users learn about the importance of copyright and the value of the UK music industry.

**Creating Movie Magic** teaches young people about the value and importance of copyright to creativity. Children aged 11 to 14 were invited to produce a short film celebrating the hard work and skill that goes into creating movie magic, with the winning storyboard – **Zombie Fairy** – being brought to life by Aardman Animations.

The **Music Inc.** app is aimed at ages 14 to 18, giving gamers an insight into the modern music industry and educating them on aspects of copyright. It showcases the various stages of music production and highlights the very real issues caused by piracy.

## Building respect for IP:

UK educational awareness raising initiatives.

 <p><b>Karaoke Shower</b> Experiential marketing event Demonstrates the importance of copyrights and the value of the UK Music industry.</p>	 <p><b>Creating Movie Magic</b> Teacher resources (7-11 &amp; 11-14 years) Teaching young people about the value and importance of copyright to creativity. <small>Developed in partnership with teachers and the industry that is IP Awareness.</small></p>	 <p><b>Nancy and the Meerkats</b> Radio series "Logic are very helpful in making sure people remember Nancy and the Meerkats, AND if they're busy they'll remember other tunes they're less busy to remember other tunes. It's the only chart and the leading line to have!" Nancy, lead singer of Nancy and the Meerkats. <small>Developed in partnership with Fun Radio.</small></p>
 <p><b>Shaun's Cracking Ideas Design Challenge</b> Teacher resources and competition Introduces future innovators to the concept of IP and the value of protecting innovation and creativity. <small>Developed in partnership with Aardman Animations.</small></p>	 <p><b>Music Inc.</b> Game "Entertaining but little game developed to show consumers how piracy affects music production and income. Can the addition and frustration when you have a hit which turns out to get ripped/downloaded than legal buys..." Music Inc. Review, Feb 2014 <small>Developed in partnership with UK Music and Apple.</small></p>	 <p><b>Think Kit</b> Teacher resources (14-18 years) Help students to explore the relevance of intellectual property to their lives and future careers.</p>
 <p><a href="http://www.crackingideas.com">www.crackingideas.com</a> Website and education resource portal Help portal for UK IPO and key partners' education resources promoting IP education supporting UK and school's governments' curricula.</p>	<p><b>Key Stats...</b></p> <ul style="list-style-type: none"> <li><b>76%</b> positive piracy decisions made in Music Inc.</li> <li><b>7.5m</b> 7.5 million campaign reach</li> <li><b>5,000</b> downloads of Creating Movie Magic and TEEI</li> <li><b>4,000</b> entries to Shaun's Cracking Ideas Design Challenge</li> <li><b>344,000</b> listeners of Nancy and the Meerkats series</li> </ul>	
<p><a href="http://www.crackingideas.com">www.crackingideas.com</a></p> <p>  @crackingideas                Cracking Ideas         </p>		

Photo: UK Intellectual Property Office