EDUCATIONAL TOOLS FOR BUILDING RESPECT FOR IP IN ITALY: «SMALL AND BIG INVENTORS» IDEA COMPETITION

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DG for the Fight against Counterfeiting
Italian Patent and Trademark Office

- National authority for the definition of anti-counterfeiting policies
- National office responsible for the registration of patents, trademarks, designs and models
- Secretariat of the National Anti-Counterfeiting Council (CNAC)
What Young People think of IP

How young people make purchase choices:
- Quality vs economy
- «You can judge a book by its cover»
- The brand is the substitute of the «desired self»

IP: a difficult concept, but...How would the world be like without IP?
- A world made of “sharks”
- A world devoid of originality

Source: Research Study on the economic and social impact of counterfeiting in Italy, Ministry of Economic Development in collaboration with Censis Foundation, 2014
### What Young People Think of Counterfeiting

<table>
<thead>
<tr>
<th>Opinions</th>
<th>val. %</th>
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<tbody>
<tr>
<td>Counterfeits are less expensive than original goods and with the same amount of money you can buy more goods</td>
<td>50.8</td>
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<tr>
<td>It’s better to buy real goods because they are more reliable and safer than fake goods</td>
<td>49.2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
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<tr>
<td>Buying fake products which are identical but less expensive than the original ones makes you feel happy</td>
<td>59.1</td>
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<tr>
<td>You can always detect a fake good and if you use one you make a bad impression on people</td>
<td>40.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
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<tr>
<td>Buying fakes is a common behavior: everybody does that</td>
<td>66.5</td>
</tr>
<tr>
<td>When buying a fake good people should remember that the purchase of counterfeit goods is a crime</td>
<td>33.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
</tr>
<tr>
<td>The price of branded goods is too far above their intrinsic value</td>
<td>76.1</td>
</tr>
<tr>
<td>The price of branded goods is justified by the investment that companies make on innovation, the development of new ideas, materials, processes, etc.</td>
<td>23.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
</tr>
<tr>
<td>If police checks were more frequent, there would be fewer fakes around</td>
<td>36.1</td>
</tr>
<tr>
<td>I think that police should give priority to more serious crimes</td>
<td>63.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
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Source: Research Study on the economic and social impact of counterfeiting in Italy, Ministry of Economic Development in collaboration with Censis Foundation, 2014
IP PROMOTION AND PROTECTION
THE POLICY CYCLE

IP and Anti Counterfeiting Policies

Legislation

Enforcement

Prevention

Analysis
Prevention 
Building respect for IP

- Raising awareness on the importance of IP protection and the consequences of counterfeiting, targeting different audiences
  - National and local communication campaigns, addressed to citizens at large
    - "Protect industrial property, let your ideas grow" campaign
  - Special initiatives in collaboration with consumers’ associations
    - "Io sono originale" campaign
  - Special projects with primary and secondary schools
    - "Small and big Inventors Idea Competition"
    - "Teach the teachers" initiative
«**Small and Big Inventors**

**Idea Competition 2004-2011**

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<tbody>
<tr>
<td><strong>Seminars</strong></td>
<td>28</td>
<td>51</td>
<td>48</td>
<td>55</td>
<td>42</td>
</tr>
<tr>
<td><strong>Students</strong></td>
<td>725</td>
<td>1,508</td>
<td>1,747</td>
<td>1,100</td>
<td>1,082</td>
</tr>
<tr>
<td><strong>participating in seminars</strong></td>
<td></td>
<td></td>
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<td><strong>Applications</strong></td>
<td>130</td>
<td>157</td>
<td>209</td>
<td>202</td>
<td>207</td>
</tr>
<tr>
<td><strong>(number of projects sent by schools)</strong></td>
<td></td>
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</table>
Total number of educational institutions exposed to the information campaign: 5,000
80 institutions applied, sending 207 project proposals
3 projects were awarded a prize
- TRI-Bì, a baby bottle containing 3 different types of drinks (for instance, milk, water and camomile tea)
- WV system, a «wavevoltaic» system
- Bloccalacci, a shoelace blocking device
Among the others, 6 projects deserved a «special mention»
TRI-Bì (baby bottle containing 3 different types of drinks)
«Small and Big Inventors» Idea Competition – 2013-2014

- WV system («wavevoltaic» system)
«Small and Big Inventors»
Idea Competition – 2013-2014

- Bloccalacci (shoelace blocking device)
«Teach the Teachers» Initiative 2014-2015

- MoU between the Ministry of Economic Development and the Ministry of Education
  - Blended learning programme dedicated to teachers of primary and secondary schools all over Italy
    - 343 teachers trained
    - belonging to 138 educational institutions
    - in 15 Italian regions (out of 20)
THANK YOU!

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