Public Communications Campaigns on Respect for IP

&

Awareness Tools for Young People

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EU Observatory on Infringements of Intellectual Property Rights

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Youth action plan

Youth and IP Scoreboard

- Market Research results
- Online Monitoring
- ‘Sentiment Analysis’

IP Community & mapping of multipliers

- Identification of youth opinion leaders
- Engagement of these opinion leaders (e.g. meeting in Alicante)
- Social media presence

Annual Scoreboard Report

Building a Community of youngsters 15-24
Ideas Powered Project

As of 23 July 2015....

www.ideaspowered.eu

https://www.facebook.com/IdeasPowered
20,600 likes

https://twitter.com/IdeasPowered
8,218 followers
Ideas Powered Project

TARGETING YOUNGSTERS....

Mapping of V(IP)s and Multipliers

- 200 VIPS
- 282 MULTIPLIERS
- 130 YOUTH RELATED ORGANISATIONS

- 100 bloggers
- 15 youtubers
- 100 musicians/ singers
- 50 actors/directors/writers
- 40 tv personalities
- 15 designers
- 46 sports related
- 20 young entrepreneurs

60 with over 500k likes on Facebook
• IP is not a stand alone subject taught in schools – it is a cross curricular subject

• Most frequently taught IP right is copyright

• Most innovative non EU economies introduce IP education earlier as part of values and ethics in citizenship classes

• There is a significant number of public and private stakeholders’ good practices
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