Awareness building activities targeting schoolchildren

Undertaken by SIPO Croatia and the Croatian Coordination Bodies for the Enforcement of IP rights

Geneva, September 3, 2018
Activities targeting schoolchildren

Two complementary activities:

• Competition for schoolchildren in cooperation with WIPO, BRIP Competition 2017

• IP day for Kids – in cooperation with EUIPO
Competition for schoolchildren

Announced on the occasion of World IP Day, open for entries throughout the year

• three categories (primary schoolchildren, classes 1 to 4; primary schoolchildren, classes 5 to 8; secondary schoolchildren)

• nationwide

• literary work, video work, musical competition, fine art work or cartoon

• theme: Innovation for a Better Life
Competition for schoolchildren

Promoted:

• on web pages of SIPO and Coordination Bodies for the Enforcement of IP Rights; Facebook and Twitter accounts „Stop Counterfeiting and Piracy”

• Through contact list of all principals of primary and secondary schools by the Ministry of Science and Education (on two occasions)

• on the occasion of IP Day for Kids
IP Day for Kids

Focused on children and youth in 3 specific target groups:

• Children from 1st – 4th class of primary schools  (6-10 years old)
• Children from 5th – 8th class of primary schools  (10-14 years old)
• Youth - secondary schools (14-18 years old)

Message conveyed:

• Importance of protection and observance of IPR
• How to use IP (incl. in the development of their own innovations and creative works)
Concept of the event

- Event organized in a movie theater/theatre/museum with adequate space

- Children COMING to the venue, not bringing the event to schools

- In this way more schools can be involved, local communities can be activated in organization of the event and media coverage is better

- Support by the Ministry of Science and Education of Croatia (Letter of recommendation for the project)
Concept of IP Day

- Program is developed specifically for each of the three age groups.
- Programs are held one after the other.
Scenario

Educational-entertaining content developed for each age group

• Central event (duration 50 minutes) c. 150-200 children

• Workshops (3) duration 20 minutes each, up to 90 children in total – rotation of the groups
Results of the activities undertaken - competition

<table>
<thead>
<tr>
<th>Category</th>
<th>Overall</th>
<th>Literary work</th>
<th>Video work</th>
<th>Composition</th>
<th>Fine art work</th>
<th>Cartoon</th>
</tr>
</thead>
<tbody>
<tr>
<td>primary school class 1 to 4</td>
<td>53</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td>primary school class 5 to 5</td>
<td>65</td>
<td>15</td>
<td>1</td>
<td>0</td>
<td>35</td>
<td>14</td>
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<tr>
<td>secondary school</td>
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<td>19</td>
<td>1</td>
<td>1</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>overall</td>
<td>150</td>
<td>34</td>
<td>3</td>
<td>1</td>
<td>92</td>
<td>20</td>
</tr>
</tbody>
</table>

Three finalists selected in each category, the winner of each category and the overall national winner:

https://app.box.com/s/qcpedrwqt6efxxv166n2cm18i5pt7luq
SIPO launched an exhibition in its Information Centre of works received during the 2017 competition on April 26, 2018.

On this occasion an award ceremony was held, during which overall national winners were presented with the WIPO Schoolchildren's Trophy and other awards.
Results of the activities undertaken – IP day for Kids

1 adaptation of the theatre play

8 short films and documentaries (7+1)

3 KAHOOT quizzes for workshops and 6 short presentations

12 different games and templates for workshops
Events held and planned

May 30, 2017, Museum of Contemporary Art, Zagreb
350 children from 5 schools participated in the central events
150 children participated in the workshops

November 14, 2017, City Hall & Movie Theatre, Varaždin
550 children from 5 schools participated in the central events
280 children participated in the workshops

April 11, 2018, Croatian Cultural Centre, Rijeka
600 children from more than 10 schools participated in the central events; 350 children participated in the workshops
Future plans

The competition for schoolchildren for 2018 is entitled “Original Is Always Better” - launched on the occasion of World IP Day on 26 April 2018.

In Autumn 2018, a further IP Day for Kids event will be organized in Karlovac.
Public Outreach Work in the Area of Intellectual Property Rights: Kazakhstan’s Experience

National campaign “Counterfeit”
Ministry of Justice of the Republic of Kazakhstan

Since 2001

1. Carries out the state policy in the area of intellectual property rights protection

2. Coordinates the interaction of authorized bodies and interested organizations in the field of IP protection

Organizes and carries out public outreach in the area of intellectual property rights, including among the IP right holders, as well as among the users – entrepreneurs
Public outreach is carried out through

01 Local Justice offices
02 Interested government bodies
03 Mass media
Objectives of the national campaign «Counterfeit»

- Popularize and promote the fight against the spread of counterfeit products
- Participation of the population in the public outreach activities in the area of IP rights
- Raising the population’s level of awareness about the issue of spread of counterfeit products in the domestic market
The national campaign «Counterfeit»

- Competition
- Round table
- Seminars for beginner entrepreneurs in 16 regions
- Internet conference
- Social networks
- Closing ceremony of the Campaign
- Briefing for mass-media
Public outreach

Round Tables
Discussion of IP rights protection issues and law enforcement practices

Internet conferences
Discussion of current challenges faced by users and right holders
Recommendations with solutions were provided

Seminars
Entrepreneurs were shown ways of using intellectual property objects and ways of lawful settlement of issues related to the use of intellectual property objects
Recommendations on registration of trademarks and other objects of intellectual property were provided
National competitions were organized throughout the Republic of Kazakhstan

- **Best Article**
  - ‘IP rights protection’
  - 39 participants

- **Best Video Blog**
  - ‘IP rights protection’
  - 17 participants

- **Best Poster**
  - ‘No to counterfeit’
  - 35 participants
Local Justice offices announced the national campaign and competition.

Participants – citizens of the Republic of Kazakhstan above 14 years old.
Stages of the competition for best article

Stage 1: Regional
- Regional Departments of Justice, cities of Astana and Almaty
- Competition Commission
- Forward best entries to the Ministry of Justice

Stage 2: National
- Ministry of Justice
- Determination of the winner
- Competition Commission
The competitions were carried out with the support of:
1. Organizations that manage property rights on a collective basis
2. National Chamber of Entrepreneurs "Atameken"
3. Ministry of Culture and Sports of the Republic of Kazakhstan
Closing ceremony of the national campaign

1. Drawing up the results of the national campaign
2. Awards ceremony
3. A concert dedicated to IP rights protection
National campaign «Counterfeit» covered the whole territory of the Republic of Kazakhstan.

The outreach work to combat the spread of counterfeit products attracted the public and the participants of the seminar, who through their creative work expressed a negative attitude and intolerance to the spread of counterfeit products.

Further outreach works are planned that will cover the whole Republic, including through means of a national campaign.

Financing needs.
RAISING IP AWARENESS VIA SOCIAL MEDIA IN THAILAND

Mr. Sasiwat Rattanaphan
Public Relation Officer
Department of Intellectual Property,
Ministry of Commerce, Thailand
Introduction
● Technology and people’s daily life are mostly inseparable

● In Thailand, online activities have become prevalent and been part of Thai people’s daily routines

● Thailand is arguably one of the countries that have high usage of social media.

● The Department of Intellectual Property of Thailand (DIP) has realized the importance of online communications including social media as a tool for raising public awareness on intellectual property and enhancing IP knowledge of the public
THAILAND SOCIAL MEDIA SUMMARY

- Facebook: 49 Million Users, Growth +4% (74% of Thailand Population)
- Instagram: 13.6 Million Users, Growth +24%
- Twitter: 12 Million Users, Growth +33%
- Active User: 5.7 Million

*Summary and Estimate Data from Thoth Zocial and Partner, February 2018*
IP AWARENESS VIA SOCIAL MEDIA IN THAILAND
igramทรัพย์สินทางปัญญา

จำนวนรวมการถูกใจโพสต์ ณ วันนี้: 213,244

213,243
 คนดูโพสต์

45% ผู้ชาย

55% ผู้หญิง

ช่วงอายุที่มีคนดูโพสต์มากที่สุด คือช่วงอายุ 25-34 ปี
DIP Facebook Fan Page

- Started: May 2014
- Current Followers: 214,330 Likes
- Activities: Update Weekly
- The DIP generally creates messages related to significant IP issues, events, and activities and communicates to the public.
"อย่าหันแก่ก็อบ"
DIP Twitter Page

- **Started**: April 2015
- **Current Followers**: 12,343
- **Activities**: Update Weekly
DIP Instagram Page

- Started: April 2016
- Current Followers: 1,500
- Activities: Update Weekly
DIP won the “Thailand Zocial Awards 2017” as the best social media campaign
TACTICS

Many tactics have been taken by the DIP to make the DIP’s social media successful.
Selection of topics to be discussed on the DIP’s Social Media
"แคสเกมส์"
ตื่น要害มิได้พิสดารรู้เรื่องปล่า
Simplification of IP contents

By using Information Infographic to simplify the IP contents
- Divided into sections with descriptive headers
- Keeps the information brief
- Descriptive headers and illustrative icons help communicate each point clearly
Alliances for Social Outreach
Influencer

Well-known Influencer
Real Time Marketing

Bring up the IP topics at the most appropriate time
- Reacting in a moment
- Solid IP content at real-time strategy
- Creating a level of efficiency that can drive the issue forward
Duck theory

[D U C K]

D = Define your target audience
U = Useful
C = Consistency
K = Keep Feedback
IP Public Awareness Campaigns in the United States of America

Peter N. Fowler
Senior Counsel, Enforcement
Office of Policy and International Affairs, USPTO

Sept. 3, 2018
United States Federal Government Agencies involved in Selected IP PSAs and Educational Programs

- U.S. Patent and Trademark Office (USPTO)
- U.S. Customs and Border Protection (CBP)
- U.S. Immigrations and Customs Enforcement (ICE)
- U.S. Department of Justice, Bureau of Justice Assistance (BJA)
Recent USPTO IP PSAs and Educational Programs
“Inspiring Invention” (2007-08)

USPTO partnered with the National Inventors Hall of Fame Foundation and the Advertising Council to launch a series of national public service advertisements (PSAs) designed to inspire a new generation of children to innovate.
Focus/Target Audience:

- This campaign targeted children ages 8 to 11 to recognize how their imaginations can lead to the technological advances of the future.
- Ultimately, the goal was to motivate children to pursue inventing and innovating as part of their education and, later, in their careers.

PSAs were distributed throughout the U.S. via television, radio, outdoor print, and web ads to publicize the website inventnow.org, which featured content to inspire invention.
“Inspiring Invention” – Lost Cat Magnet (2008)
Tourists at Risk from Counterfeit Medicines
Tagline: “Fake Drugs Kill” (2013-15)

- This USPTO campaign in Thailand was launched by the Regional Intellectual Property Attaché for Southeast Asia
- Focus/Target Audience:
  - The goal was to build awareness among tourists that their health is at risk from the purchase of counterfeit medicines from unlicensed vendors
Tourists at Risk from Counterfeit Medicines
Tagline: “Fake Drugs Kill” (2013-15)

Content:
- Physical/digital ads in high density tourist locations
  - Website in ads provided more detailed information

Duration/Metrics:
  - e.g. Suvarnabhumi International Airport, where seen by apx. 1.89 million tourists
  - All locations, seen by seen by apx. 40.5 million tourists and local residents
    » Repeated in Dec. 2014-15 in high-density shopping malls in Bangkok
Inventions make life better (2016)

- This USPTO campaign was also promoted by USPTO’s IP Attaché for Southeast Asia, and aimed to promote general awareness of intellectual property throughout the region.
“Inventions make life better” (2016)
Extreme close-up: a child’s HANDS with a mobile phone, he is not playing, he’s assembling.

His nervous grubby HANDS slip, the phone falls, SMASHES to the ground...

We hear SHOUTS in a foreign tongue. The child cowers nervously at a workbench.

We cut to a close–up of another child’s HANDS assembling knock off mobile phones and DVD’s.

The camera moves across a stack of discs just as the repulsive foreman enters frame to SHOUT at the child.

- Upon request, USPTO via the Office of Policy and International Affairs has provided advice to third parties, including the United Nations Office on Drugs and Crime

“Counterfeit: Don’t buy into organized crime” (2014)
Recent U.S. Customs and Border Protection IP PSAs and Educational Programs
Focus/Target Audience:
- This educational awareness campaign targeted international travelers at 6 U.S. international airports (BWI, ORD, DFW, LAX, JFK, IAD)

Content:
- Physical ads in airports and digital ads on travel websites
  - More information provided via website on ads: https://www.cbp.gov/FakeGoodsRealDangers

Duration
- 2 months
The dangers of buying counterfeit products aren’t always obvious. Shop from reputable sources.

“KILLER SOUND.
COUNTERFEIT GOODS SUPPORT CRIMINAL ACTIVITY.

Fake Goods. Real Dangers.

“The Truth Behind Counterfeits” (2017)
Recent Public Private Partnership IP PSAs and Educational Programs
National Crime Prevention Council (NCPC), funded by Bureau of Justice Assistance, U.S. Department of Justice

“Get Real” Campaign (2011)

- **Focus/Target Audience:**
  - Visitors to web-domains seized by U.S. Government’s “Operation in our Sites;” the general public

- **Content:**
  - Print and online posters and fliers, online videos, radio spots, and other materials focused on counterfeit pharmaceuticals, pirated materials, fake consumer goods, and gangs and organized crime
  - Created by NCPC’s public education campaign to prevent IP theft
“Get Real” – Premonition (2011)
U.S. Immigration and Customs Enforcement (ICE) in collaboration with the International Anti-Counterfeiting Coalition (IACC)

Counterfeit Crimes Exhibit – National Museum on Crime and Punishment

- **Focus/Target Audience:**
  - General public

- **Content:**
  - Museum Exhibit featured products from brands representing a wide range of industries such as apparel, footwear, toys, electronics and medicines, was intended to be on display until 2019.

- **Duration:**
  - 2014-15, museum now closed
Current/Future Work

“Consumers Combat Counterfeits”
(Launched July 2018)
2018 Video Contest
USPTO
“Consumers Combat Counterfeits” (2018-19)

- The contest is open to U.S. citizens, and invites entrants to submit creative videos of 30-60 seconds that educate the general public and raise awareness about the negative effects of counterfeit products, and the need to combat this growing worldwide threat.
- The winning entries will be used as part of a national public awareness campaign in 2019.
2018 Video Contest

Consumers Combat Counterfeits

For more information, please visit:
http://www.uspto.gov/tmvideocontest
THANK YOU
AUTHENTICITY PROJECT
AUTHENTICITÉ-AUTENTICITÁ-AUTENTICIDAD
The “Authenticity” Project was born in Paris 2014, as a result of some common ideas shared by Union des Fabricants (UNIFAB, France), Instituto Centromarca per la Lotta alla Contrafazione (INDICAM, Italy) and the Asociación para la Defensa de la Marca (ANDEMA, Spain).

Simple idea: some municipalities firmly believe in protecting trademarks, companies and local commerce against the unfair competition of the sale of counterfeit goods.

Our associations should give recognition to those municipalities by the creation of a recognition seal that would certify that a city is authentic, is an “authenticity”.
Assumptions

- Markets (including street markets) are absolutely vital for cities and for citizens.
- Citizens are key in making choices related to consumption: they decide to buy authentic products or, to the contrary, fake products.
- The public administrations closest to citizens are municipalities.
- Municipalities are usually competent to regulate commerce taking place within their boundaries: opening times, places and compliance with legal requirements, including IP laws.
- Infringements of Intellectual Property Rights typically take place within the limits of local municipalities.
Assumptions

Conclusion: the role of municipalities is vital

- to enable trademarks to fulfill their functions
- To protect them from infringements, in particular, the distribution and sale of counterfeit products.
Starting points

- Our experience show that:
  - Some municipalities do not have the defence against counterfeiting in their list of priorities
  - Some other municipalities consider absolutely fundamental to protect their local commerce against any form of infringement, by putting in practice an active defence against distribution and sale of fakes, that protect not only legitimate commerce, but also:
    - Trademarks
    - Public health and security
    - Common public space free of illegal vendors
    - Image of their cities

- Those municipalities deserve a recognition by the legitimate industry by the acknowledging of their efforts in the defence of commerce and trademarks.
First steps of the project

- At the end of 2014, the European Observatory on Infringements of Intellectual Property Rights, which is part of the European Union Intellectual Property Rights Office (based in Alicante) launched a funding program for raising awareness activities on intellectual property rights and against counterfeiting, which gave priority to activities related to municipalities.

- ANDEMA (España), Indicam (Italia) and Union des Fabricants (Francia), applied jointly for one of these grants.

- Out of an overall of 120 projects that applied, only 11 projects were chosen, the “Authenticity Project” being one of them.
Goals of the “Authenticity” Project

1) Create the logo “Authenticity”, as a distinctive sign of acknowledgment for those municipalities which are well-known for their activity in favour of authentic trade and against the distribution and sale of fake goods. The logo can be used in the institutional webpage, posters, official letters.....and is as follows:

2) The signature of a Memorandum of Understanding between ANDEMA, INDICAM and UNIFAB and those cities which are willing to become an “Authenticity”, with a view to implementing awareness campaigns, training of local police, improved procedures for the seizure of fake products,....

3) The creation of network of French, Italian and Spanish “Authenticities” which could meet to share good practices and to cooperate in the fight against counterfeiting.
First activities:

- Official Presentation of the “Authenticity” Project took place in September 2015 in Cannes. Since then, the Project has been made public in many cities and institutions.

- France:
  - Presented to Municipalities of Paris and Cannes, Le Cannet, Mandeleiu-La Napoule, Mougins, Théoule-Sur-Mer, Antibes, Menton, Nice, Saint Laurent du Var, Saint Tropez, Vallauris, Villeneuve Loubet, Juan les Pins and Marseille

- Italy:
  - Shared with the City of Rome, the Prefect of Rome and the Ministry of Economic Development.

- Spain:
  - Spanish Federation of Municipalities and Regions
  - Catalan Association of Municipalities
  - Majors and Commerce Councillors of the biggest Spanish cities, through letters.
  - Meetings with Majors, Police Chiefs and Councillors of the following Spanish cities: Segovia, Madrid, Santa Cruz de Tenerife, Palencia, Palma de Mallorca, Gijón, Oviedo, Valencia, Cáceres, Granada, Sevilla, Cuenca, Coruña, Logroño, Bilbao y Badajoz.

- Official launch in October 2016
Cinq communes de la région Cannes et Antibes signent une charte pour affaiblir le phénomène de contrefaçon.

L’UNIFAB a déclaré la guerre à la contrefaçon.

Contrefaçon : la chaîne de parfums Equivalenza mise en examen.

Les entreprises de la Côte d’Azur se mobilisent contre la contrefaçon.

Un message spectre...
Italian Authenticities

Roma

Cervia

Ravenna
Málaga, segunda "Autenticidad" contra las falsificaciones en las calles

24/05/2016 10:27

Málaga, 24 may (EFE).- El Ayuntamiento de Málaga ha firmado hoy un convenio con la Asociación para la Defensa de la Marca (ANDEMA), por el que reconoce a la ciudad como la segunda "Autenticidad" española que defiende su tejido comercial y que persigue activamente la venta de falsificaciones en sus calles.

Este proyecto está liderado por las organizaciones de defensa de la marca España, Francia e Italia y quiere reconocer la labor de aquellos ayuntamientos que defienden los productos originales, según ha indicado el alcalde de Málaga, José Ignacio perseverance, en el acto de firma del convenio.

El Ayuntamiento de Málaga ha decidido incorporar la figura de la "Autenticidad" en las calles de la ciudad como una forma de proteger los productos de calidad auténtica y de fomentar el comercio legal y seguro.

La intervención de la nueva "Autenticidad" en Málaga se asocia a la creación de nuevas iniciativas y medidas para contrarrestar la falsificación y el contrabando, con el objetivo de proteger la imagen y el patrimonio cultural de la ciudad.

El convenio de colaboración entre el Ayuntamiento de Málaga y la ANDEMA establece la creación de una comisión para coordinar acciones conjuntas en la lucha contra la falsificación y el contrabando, así como la promoción y difusión de la autenticidad en las calles de la ciudad.

La ANDEMA, asociación creada en 2015, tiene como objetivo proteger los productos de calidad auténtica y promover el comercio legal y seguro en todo el territorio español.

El Ayuntamiento de Málaga se compromete a promover la figura de la "Autenticidad" en las calles de la ciudad, a través de iniciativas educativas y de sensibilización, así como la colaboración con las organizaciones de defensa de la marca y otras entidades públicas y privadas.

La ANDEMA se compromete a seguir trabajando en la lucha contra la falsificación y el contrabando, con el objetivo de proteger los productos de calidad auténtica y promover el comercio legal y seguro en todo el territorio español.

La nueva "Autenticidad" en Málaga es un paso importante en la protección de los productos de calidad auténtica y en la promoción del comercio legal y seguro en la ciudad.

El Ayuntamiento de Málaga se compromete a seguir trabajando en la lucha contra la falsificación y el contrabando, con el objetivo de proteger los productos de calidad auténtica y promover el comercio legal y seguro en todo el territorio español.
Materials: Webpage

- The “Authenticity” Project has a webpage as its tool of Communication and dissemination, that contains an explanation of the Project, the cities and the activities that can be conducted within the Project.

AUTHENTICITÉ

L’élaboration du projet Authenticité a pour objectif la création d’un réseau de villes européennes qui s’engagent dans la promotion des droits de propriété intellectuelle et la sensibilisation à la lutte anti-contrefaçon. Comment atteindre cet objectif ?

AUTHENTICITÉ se base sur un double objectif. D’un côté, parer aux problèmes de la multiplication des faux produits qui s’infiltrent dans la communauté européenne, notamment grâce au soutien de l’EUIPO (Office Européen de la Propriété Intellectuelle), et d’un autre contribuer à faire connaître la valeur essentielle des droits de propriété intellectuelle par des campagnes de promotion et de sensibilisation dans le centre des villes porteuses du label. AUTHENTICITÉ est également un projet qui inclut et touche les populations, les pouvoirs publics ainsi que les acteurs majeurs du monde de la propriété intellectuelle pour les appeler à agir.

http://authenti-city.eu

LES VILLES SONT PRÊTES À ÊTRE AUTHENTIQUES : L’ÊTES-VOUS ÉGALEMENT ?

La propriété intellectuelle est un droit fondamental qui doit être protégé avec l’aide des villes européennes qui souhaitent promouvoir cette initiative. Comme on le dit souvent, « l’option fait la force », le fait que chaque ville à travers l’Europe soit connectée à un réseau vertueux est une solution pour contrer le marché illégal de la contrefaçon qui ruine l’économie, les industries, la santé et la sécurité des consommateurs ainsi que l’environnement.
Materials: Campaign “What it is authentic is eternal. Together, against fake products” in France

The campaign “What is authentic is eternal. Together, against fake products” was officially launched in October 2016.
Materials: Campaign “What it is authentic is eternal. Together, against fake products” in Italy
Materials: Campaign “What it is authentic is eternal. Together, against fake products” in Spain
The campaign “What it is authentic is eternal. Together, against fake products” was launched in France, Italy and Spain at the end of October 2016 and took place during November, with a view to raise awareness among French, Italian and Spanish consumers about the need to follow patterns of responsible consommation of authentic products.

- As for France, the campaign was displayed in Paris Underground stations from November 9th-13th 2016.

- As for Italy, the campaign was taken to the streets of Rome, where 1500 billboards were displayed.

- As for Spain, the campaign took place from November 22nd to December 20th 2016, in the railway stations of Madrid, Barcelona, Sevilla, Málaga y Valencia, where posters were shown.
Materials: Campaign “What it is authentic is eternal. Together, against fake products” in Paris

Paris Metro
7 days between the November 9th-13th, 2016
Materials: Campaign “What it is authentic is eternal. Together, against fake products” in Rome

more than 1,500 billboards in the streets
Materials: Campaign “What it is authentic is eternal. Together, against fake products” in Spain
In the digital world, the campaign was publicized on the “Authenticity” webpage, on our members’ webpages and through social networks, mainly Facebook, reaching more than 4.2 million people in France, Italy and Spain.
The outcome of the Campaign in Facebook

**RESULTS ANDEMA**

- **Reach (Number of unique people reached):** 1,407,266
- **Total Impressions:** 5,454,706
- **Clics towards the website:** 56,799
- **Cost per clic:** 0.088 €
- **Number of unique visitors on the website:** 22,114
- **Cost per visitor on the website:** 0.22 €
- **Amount spent:** 5,000 €
The outcome of the Campaign in Facebook

RESULTS

INDICAM

Reach (Number of unique people reached)
• 1,594,706

Total Impressions
• 5,396,688

Clics towards the website
• 52,478

Cost per clic
• 0,095 €

Number of unique visitors on the website
• 18,818

Cost per visitor on the website
• 0,26 €

Amount spent
• 5,000 €
The outcome of the Campaign in Facebook

<table>
<thead>
<tr>
<th>RESULTS</th>
<th>UNIFAB</th>
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<tr>
<td>Reach (Number of unique people reached)</td>
<td>1 233 755</td>
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<tr>
<td>Total Impressions</td>
<td>3 852 740</td>
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<tr>
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<td>Cost per clic</td>
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<td>Number of unique visitors on the website</td>
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<td>Cost per visitor on the website</td>
<td>0,39 €</td>
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<tr>
<td>Amount spent</td>
<td>5 000 €</td>
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</tbody>
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The future of the “Authenticity” Project

- The “Authenticity” Project has enjoyed remarkable success. The implementation of the Project took place in 2015-2016, but the consequences are still continuing:

  - EUIPO has recently offered support for this Project to national IP Offices in their respective Member States: Germany, Malta and Poland showed their interests.

  - The International Trademarks Association (INTA) celebrated its 2017 World Congress in Barcelona, where a roundtable about “Authentic Cities” as key element for combating fakes took place. The IP Attachée of the United States of America Government in Brussels showed her interest in bringing the Project into the USA.

  - INTA showed also its interest in exporting the Project outside the boundaries of the European Union.
The future of the “Authenticity” Project

- In conclusion, the Project seems to have a prosperous future, providing the opportunity for an ever-increasing network of “Authenticities” to cooperate in the difficult and unequal combat against counterfeiting.
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SENSIBILISER LES ÉLÈVES AU DROIT D’AUTEUR

• Projet scolaire des cinq sociétés de gestion suisses ProLitteris, SUISA, SUISSIMAGE, SSA et SWISSPERFORM

• But: sensibiliser les jeunes à l’importance du respect des droits d'auteur et à la valeur du travail créatif

• Groupe cible: les jeunes agés de 12 à 16 ans
PLAN D’ACTION À 3 NIVEAUX

En collaboration avec la Conférence suisse des directeurs cantonaux de l'instruction publique (CDIP)

- Brochure pour enseignants
- Support didactique
- Leçon interactive
• Brochure de 16 pages
• Publication en collaboration avec la CDIP
• Distribution à 70’000 enseignants
• Informations disponibles en ligne sur www.educa.ch
• Support didactique en format tabloïd pour les élèves
• Publication en collaboration avec un éditeur spécialisé
• Informations disponibles sur www.respectcopyright.ch
LEÇON INTERACTIVE

• Collaboration avec des artistes connus
• Durée de la leçon: 1 heure
• La leçon se déroule dans le cadre des cours.
• Informations disponibles sur www.respectcopyright.ch
QUESTIONS SOULEVÉES

• Qu’est-ce que le droit d’auteur?
• De quoi vivent les créateurs?
• Que puis-je publier légalement dans les médias sociaux?
• Qui décide de ce que nous allons entendre ou regarder à l’avenir (musique, livre, image ou film)?
SUCÈS DU PROJET

• 240 écoles visitées
• 40’000 jeunes
REGARD VERS L’AVENIR

- Concours national
- Plateforme interactive

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Un grand merci pour votre attention!