

Advisory Committee on Enforcement

Sixteenth Session

Geneva, January 31 to February 2, 2024

NATIONAL EXPERIENCES WITH RAISING AWARENESS OF THE IMPORTANCE OF RESPECT FOR INTELLECTUAL PROPERTY

Contributions prepared by China, Peru, Portugal and the Republic of Moldova

1. At the fifteenth session of the Advisory Committee on Enforcement (ACE), held from August 31 to September 2, 2022, the Committee agreed to consider, at its sixteenth session, among other topics, the “exchange of information on national experiences on awareness-building activities and strategic campaigns as a means for building respect for IP among the general public, especially the youth, in accordance with Member States’ educational or any other priorities”. Within this framework, this document introduces the contributions of four Member States (China, Portugal, the Republic of Moldova and Peru) on their experiences with raising awareness on the importance of respecting intellectual property (IP).
2. The contribution by China describes how the China Intellectual Property Administration (CNIPA) raises awareness on the importance of intellectual property (IP) and how it disseminates information of the development of the Chinese IP system. The contribution highlights the annual National IP Awareness week, the spreading of information through multi-level and high-frequency press conferences, the broadening of the CNIPA’s media outreach, the production of films and videos and the incorporation of IP education into the curricula of primary and secondary schools.
3. The contribution by Peru describes various national competitions organized by the National Institute for the Defense of Competition and Protection of Intellectual Property (INDECOPi) to stimulate the creative talent of young people, provide a space for connection with the national cultural identity, and raise awareness of copyright and the importance of protecting it. More specifically, the contribution summarizes the results of two fashion design competitions, a short film competition, a cartoon and comic strip competition as well as a photography competition.

4. The contribution by Portugal highlights several awareness-raising projects, activities and campaigns undertaken by the Portuguese Institute of Intellectual Property (INPI) in collaboration with other members of the Portuguese Anti-Counterfeiting Group. This includes *IP for All*, a project through which primary and secondary school children learn about the importance of protecting and respecting IP, a video campaign on counterfeit automotive spare parts and a video campaign urging football fans not to buy counterfeit jerseys.

5. The contribution by the Republic of Moldova describes various activities undertaken by the State Agency on Intellectual Property (AGEPI) to increase awareness on the importance of IP among young people through education, seminars, awareness-raising campaigns, contests and partnerships. It also offers some reflections on the future direction of work in this area.

6. The contributions are in the following order:

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INNOVATIVE WAYS OF NARRATING CHINA'S INTELLECTUAL PROPERTY STORIES

*Contribution prepared by Ms. Lu Xuehong, Director, Publicity Department, China National Intellectual Property Administration (CNIPA), Beijing, China**

ABSTRACT

This document focuses on China's pro-active practice in raising public awareness of intellectual property (IP) and adopting innovative approaches to disseminate China's IP stories. The concrete means adopted include the development of the National IP Awareness week as a strong brand, multi-level and high-frequency press releases and conferences, the broadening of media outreach, the production of films and videos and the incorporation of IP education into the curricula of primary and secondary schools. Looking ahead, China will continue to narrate its IP stories in the new era of development through greater efforts, more innovative means and higher-quality content.

I. INTRODUCTION

1. The Chinese Government attaches great importance to intellectual property (IP) and strives to emerge into an IP powerhouse by strengthening the legal protection of IP. It works hard to improve the IP management system, continues to strengthen the protection of IP through its entire life cycle, actively nurtures an IP culture and continuously improves the innovation and business environment so as to provide strong support for sustainable development. On the occasion of World IP Day on April 26, 2023, Chinese President Xi Jinping sent a congratulatory message to the main event of the IP Awareness Week to commemorate the 50th anniversary of cooperation between China and the World Intellectual Property Organization (WIPO), in which he emphasized China's willingness to further deepen its friendly cooperation with WIPO, and work together to make the global IP governance system fairer and more equitable and further improve the well-being of humankind.

Under the guidance of President Xi Jinping's important instructions on IP, the China National Intellectual Property Administration (CNIPA) has taken the initiative in the following five aspects to innovatively narrate China's IP stories to raise awareness among society as a whole of the importance of protecting and respecting IP. The following paragraphs explain the five elements of this initiative.

II. NATIONAL IP AWARENESS WEEK – BUILDING A BRAND FOR IP AWARENESS CAMPAIGNS

2. Every year, on the occasion of World IP Day on April 26, the CNIPA organizes in collaboration with 20 ministries and commissions a National IP Awareness Week. To date, this event has been successfully held for fifteen consecutive sessions. Every year, during the National IP Awareness Week, various activities, totaling nearly 100,000, are organized. These include case releases, training seminars, essay and speech competitions and centralized destruction of IP-infringing products. This has sparked widespread attention and enthusiasm for the protection of IP throughout the country, making it the most renowned nationwide event in

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the field of IP. Especially noteworthy during this year's National IP Awareness Week, President Xi Jinping sent a congratulatory message, Premier Li Qiang met with the Director General of WIPO, and Vice Premier Ding Xuexiang attended the main event and delivered a speech. All these gestures have elevated the impact of the IP Awareness Week to an unprecedented level.

3. In addition, the CNIPA organized various large-scale events such as the Shanghai International Intellectual Property Forum, the China International Patent Technology and Products Fair, the China (Wuxi) International Design Expo, the China Intellectual Property Annual Conference, and the China International Trademark and Brand Festival. All of them demonstrate the achievements of China's development in the area of IP and contribute to promoting IP exchanges and mutual understanding, as well as facilitating trade and communication.

III. MULTI-LEVEL AND HIGH-FREQUENCY PRESS RELEASES AND CONFERENCES

4. Through multi-level and high-frequency press releases and conferences, authoritative information on IP is visible almost daily in both domestic and international arenas of public opinion, creating a favorable public opinion environment for the high-quality development of IP in China. Since 2022, the CNIPA has held monthly press conferences in Beijing, inviting on average some 30 domestic and foreign media outlets, which have



created nearly 3,000 original reports to promptly showcase the achievements in the field of IP and help the public understand IP-related policies. This year, the press conference was extended to other localities. A joint conference with Jiangsu, Zhejiang, Anhui, and Shanghai (three provinces and one municipality) produced very positive results. In terms of content, in addition to reporting on the annual and semi-annual progress of IP work, the CNIPA also provides explanations on newly introduced policies, such as the *Administrative Decisions on Acceptance of Major Patent Infringement Disputes*, and various specialized published reports like, such as the *White Paper on the Protection of Intellectual Property Rights in China*.

IV. BROADENED MEDIA OUTREACH

5. The CNIPA has actively worked on broadening the types of media to disseminate information on the achievements in the area of IP from different perspectives to both national and international audiences. The CNIPA has not only maintained long-term cooperation with major central media outlets such as the People's Daily, Xinhua News Agency and China Media Group, but has also opened official accounts on various new media platforms including WeChat, Weibo, Douyin, Kuaishou, Toutiao, Bilibili and WeChat Channels. Currently, the total number of followers is nearly 2 million, including those from various new media platforms and China IP News. At the same time, the English-language version of the CNIPA website has been redesigned and upgraded to better suit the reading habits of foreign audiences, by presenting a more visually appealing interface. Page views have doubled since the redesign. Since 2022, the CNIPA has also further intensified its two-way cooperation with local IP administrations, setting up multiple sub-venues in local areas during the National IP

Awareness Week. In its daily operations, the CNIPA has built up an excellent collection of audiovisual materials that can be downloaded and used by various regions. Local IP administrations provide the CNIPA with visual and audio materials for national and international outreach. These interactions contribute to the formation of a positive working pattern for synchronized IP publicity across the country.

V. AUDIOVISUAL MATERIALS

6. In recent years, the CNIPA has produced several documentaries and short videos, vividly narrating China's IP stories, which received high recognition from audiences both at home and abroad. As regards documentaries, the CNIPA has produced an IP documentary entitled *The Nation's Sharpest Instrument* as well as a documentary in English on patents entitled *A Remarkable Journey – The Story of Patents in China*, which has been broadcast in more than 170 countries and regions, illustrating the contribution of the patent system to China and the world.



7. As regards short videos, the CNIPA has invited renowned Chinese artists in fields such as calligraphy, seal carving, painting and dance to create works related to IP. A bilingual short film titled *The Intellectual Property Culture Around Us* was also produced. It has garnered over 300,000 views on X (formerly known as Twitter) and was also shown at the exhibition organized in commemoration of the 50th anniversary of cooperation between China and WIPO during the sixty-fourth Assemblies of the Member States of WIPO in 2023. Another animated short film titled *Geographical Indications on the Dining Table* was produced in Chinese with English subtitles. It gave an account of the impact of mutual recognition and protection of geographical indications between China and Europe on the lives of people in both regions. This work was recognized by the Communication University of China as a classic case of China's overseas communication efforts. The CNIPA also used a live-action animation approach to create a public service announcement (PSA) entitled *Comprehensively Boosting China's Competitiveness in the Area of Intellectual Property Rights*, featuring heartwarming stories that highlight the close relationship between IP and the lives of ordinary people. Another PSA entitled *Intellectual Property – Seedling Edition* was also created and broadcast during prime time just seconds before the start of China Central Television's *Xinwen Lianbo* news program. It was also broadcast before the coverage of the 2022 World Cup in Qatar, generating a significant response.

8. In the meantime, the CNIPA has actively engaged well-known figures to advocate for stronger IP protection. For example, a renowned Chinese television host was invited to record *Xiao Sa Takes You into the World of Intellectual Property*, in which he explains the patent examination process to the audience. A young actor was invited to film a PSA advocating for the protecting and respecting IP. These videos have garnered hundreds of millions of views online and have had a significant impact on young audiences. Particularly noteworthy is the CNIPA's invitation to Chinese astronauts in orbit aboard the Chinese space station in 2023, who extended their congratulations and called for enhanced IP protection in the field of manned

spaceflight. All these initiatives have greatly incited the Chinese public's enthusiasm for innovation and invoked their deep concern and support for IP.

VI. INTELLECTUAL PROPERTY EDUCATION IN PRIMARY AND SECONDARY SCHOOLS

9. The CNIPA attaches great importance to IP education among young people and the integration of IP teaching into the curricula of primary and secondary schools. In 2015, in collaboration with the Ministry of Education, it initiated a nationwide pilot project for IP education in primary and secondary schools. Since then, a total of 165 schools have been accredited as exemplary or pilot schools by the central government, and nearly 2,000 schools have been accredited as exemplary or pilot schools at the provincial level, reaching over a million teachers and students. Building on the results of ongoing offline efforts, the CNIPA has brought IP education in primary and secondary schools to the cloud. This has been achieved through the development of training courses and their dissemination by influencers. Each year, with tens of thousands of teachers trained online, the CNIPA significantly expands the reach and coverage of "Internet+" training and education (blended online and in-person training) and achieves remarkable results in IP education for primary and secondary school students.



VII. CONCLUSION

10. Looking ahead, the CNIPA is committed to amplifying its efforts, adopting more innovative approaches and delivering higher quality content. It will continue to globally disseminate compelling stories about the evolution of IP in China in the new era of development to provide a comprehensive view of the multidimensional and thriving landscape of China's IP endeavors and to contribute to the enhancing the global IP framework.

[End of contribution]

STIMULATING CREATIVITY AND ENHANCING NATIONAL CULTURAL IDENTITY IN PERU

*Contribution prepared by Mr. Fausto Vienrich Enríquez, Head, Copyright Department, National Institute for the Defense of Competition and Protection of Intellectual Property (INDECOPi), Lima, Peru**

ABSTRACT

In order to boost respect for copyright and its importance, primarily among those active in or linked to various creative sectors, and to provide a space for connection and the development of cultural identity, the Copyright Department of the National Institute for the Defense of Competition and Protection of Intellectual Property (INDECOPi) organizes competitions highlighting, among other things, the significant cultural legacy of the ancient Peruvians. The competitions are focused on different creative sectors, such as the applied arts, audiovisual, and graphic and visual arts sectors. The winning entries are awarded various prizes that constitute an incentive for participants, who are mainly young talents, who understand the importance of copyright to their activities and rely on the intellectual property (IP) system as a tool for their development.

I. COMPETITIONS AS A STIMULUS FOR THE CREATIVE TALENT OF YOUNG PEOPLE AND A MEANS OF CONNECTING WITH NATIONAL CULTURE AND IDENTITY

1. Since 2018, the Copyright Department of INDECOPi, as part of its promotion and awareness-raising work, has run national competitions aimed at young people (the biggest source of innate ingenuity and creativity) owing to the importance of young people understanding the value of copyright as a means of generating income through their ideas and talent.
2. The Department was forced to suspend its competitions temporarily as a result of the recent global pandemic, but its activities have been resumed and are currently having a positive impact.
3. The aim of the competitions is to raise awareness among young people and create knowledge of the importance of copyright and respect for it by linking it to the key aspects that competition entrants must consider in their entries.
4. Some of the values that have been promoted through the competitions include not only the originality of the entries submitted, but also contributions to environmental sustainability or reference to issues arising in the context of social responsibility, contribution to the development of reading habits and gender equality, among other things.
5. Similarly, another key aspect, which has also been promoted in a cross-cutting manner in all the competitions organized by the Department, irrespective of the type of works addressed in the competition, is the use of motifs from ancestral Peruvian culture, whether these are traditional or modern cultural expressions.

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6. The impact of the competitions organized by the Copyright Department has been reflected in the growing interest shown by academic, training and educational institutions in different disciplines linked to creativity. They take part in the competitions by providing the prizes on offer (such as study grants, internships, supplies or equipment, trophies and certificates of recognition, publications of work and interviews), which serve as an incentive and stimulus for young people and enable them to continue to perfect and make the most of their creative talent.

7. Another positive outcome has been having a group of bodies that are interested in supporting efforts to raise awareness of the competition through their various communication channels. They have thus become vital partners in promoting and raising awareness of INDECOPI.

8. It should also be noted that, since the third competition, the Ministry of Culture has nominally sponsored the competitions organized by the Copyright Department.

9. For the competitions organized annually by the Copyright Department, this nominal sponsorship consists of the institutional support of the Ministry of Culture. In accordance with the regulations of the Ministry of Culture, this nominal sponsorship is granted to events that promote coexistence, democratic citizenship, non-discrimination, intercultural dialogue, unity in diversity, artistic practice through social exclusion and similar concepts.

10. In the context of these competitions, the holding of workshops and/or seminars prior to the date established in the terms and conditions for the submission of entries has been encouraged. These workshops and/or seminars are given by the Directorate's staff, as well as Peruvian and international speakers, and concern or are linked to the same creative activity to be addressed in the competition.

11. These workshops and/or seminars are aimed at the general public, but mainly target potential competition entrants with the objective of teaching them about the basic aspects of copyright through the experiences, success stories and challenges of the invited speakers, which may provide inspiration. These workshops and/or seminars also provide a suitable space for providing young people with information and techniques that are of practical use in the creative process, depending on the type of work to be entered into the competition.

12. In the ceremony to recognize and award the winning competition entries, there is also an exhibition of all of the entries submitted, identified by a corresponding QR code, in order to allow the public to learn more about the creator and their portfolio and have the opportunity to contact the creator.

13. Another positive aspect of the competitions organized by the Copyright Department, aimed at reassessing cultural heritage by encouraging the use of its manifestations or expressions in the entries submitted, is that such activities are also being replicated by some INDECOPI Regional Offices, with school children as the target audience.

II. COMPETITIONS CARRIED OUT BY THE COPYRIGHT DEPARTMENT

A. COMPETITION I – FIRST NATIONAL FASHION DESIGN COMPETITION – WORKS OF APPLIED ART – *RETHINKING PERUVIAN CULTURE THROUGH NEW TRENDS IN FASHION DESIGN*

14. The first national competition, on fashion design with entries consisting of works of applied art, was held in 2018 with the aim of raising awareness of the importance of copyright to works of applied art, understood as works of art applied to objects of practical use. These could be

the work of craftspeople or works produced on an industrial scale that are linked to the field of fashion design and, among other aspects, have motifs that reflect our cultural identity.



Competition poster

15. The competition was aimed at promoting the importance of copyright protection for works of applied art, such as designs of clothing and accessories. The competition provided the option of submitting entries related to clothing (for both men and women) and accessories or related items, such as shoes, bags, jewelry, eyewear and hats.

16. The three winners of this competition were designers.

17. The first prize was awarded to Tania Cotera Avila from Huancayo who entered as TACOAV, with an entry of accessories (a necklace and earrings) called “COYLLUR WALLA”, which in Quechua means “tears of a star”. The entry was inspired by WANKA iconography.



*The winning entry:
“COYLLUR WALLA” accessories (necklace and earrings)*

18. The second prize was awarded to Anneth Jager Ghilardi from Lima, who entered as SISA SELVA, with an entry consisting of an accessory (handbag) called “SELVA CAUTIVANTE” (“Captivating Rainforest”). This entry was produced using the scales of the arapaima giga (a fish species that lives in the rivers and lakes of the Peruvian Amazon).



*The second-place entry:
“Selva Cautivante” accessory (handbag)*

19. The third prize was awarded to Patricia Pumaleque Lopez from Arequipa, who entered as HYOUKA, with an entry consisting of clothing called “GLOSBE”, an Aymara word meaning “multicolored”.



*The third-place entry:
clothing called GLOSBE, an Aymara word meaning “multicolored”*

20. It was inspired by the LLIKLLA from Puña, with the creator emphasizing the combination of colors and the formation of the LLIKLLA in the cuts of the different pieces through the use of crochet and the mastery of visual arts in the painted fabric. The lliklla is a woven cloth worn by women in the Peruvian Andes that has multiple uses. It is usually very colorful with motifs, patterns, sizes and colors that vary depending on the region, ethnicity or nationality of the craftsman.



Competition winners posing with the panel of judges and staff of the Copyright Department on the day of the awards ceremony

B. COMPETITION II – SECOND NATIONAL FASHION DESIGN COMPETITION – WORKS OF APPLIED ART – *RETHINKING PERUVIAN CULTURE THROUGH NEW TRENDS IN FASHION DESIGN*

21. Owing to the success and hype generated by the first competition on fashion design for works of applied art, the Copyright Department organized a second edition of the competition in 2019.



Competition poster

22. The first prize was awarded to Leslie Larenas from Arequipa, for her entry “Larenas”. This was a design for a dress woven with natural cotton fibers using remnants of other fabrics. The designer combined handwoven textures that represent the cultural diversity and strength of Peruvians.



The winning entry: “Larenas” dress.

23. The second prize was awarded to Bertha Rojas from Lima for her entry “Tawa”. This was a reversible one-piece garment that highlighted Inca culture and its customs, traditions and values. The design uses two contrasting tones: gold, representing abundant life and wealth, and black, reflecting the darkest part and twilight of the Inca civilization. It also showcases the “chakana” symbol, which shows the link between two opposing elements, such as the earth and the sun, human beings and higher powers, and light and darkness.



The second-place entry: "Tawa" reversible one-piece garment

24. The third place was awarded to Keren Rosero from Loreto for her entry "Floristika". This was a design for maxi earrings (long earrings) made using naturally dyed chambira (palm) yarn. Each flower petal was carefully crocheted and embroidered by hand. Each chambira thread was worked with *miyuki* beads and a flower made from naturally dyed *yarina* (another type of palm) seeds shines in the center. Stainless steel pieces were also added.



The third-place entry: "Floristika" earrings

25. This edition of the competition provided an opportunity to give a well-deserved honorable mention to one of the entries, which had been submitted by a participant with a serious visual disability. Karen Haydeé Horna Mendoza, an artist from the Guadalupe district in La Libertad, submitted an entry entitled "Mochica al siglo XXI" ("Moche in the 21st Century").

C. COMPETITION III – FIRST NATIONAL SHORT FILM COMPETITION

26. In 2019, the Copyright Department held the first short film competition to promote the importance of copyright to the audiovisual sector, with content aimed at reassessing the national identity and culture of Peru and raising public awareness to increase respect for IP.



Competition poster

27. During this competition, emphasis was placed on the importance of similar initiatives aimed at boosting creativity and Peruvian film production by promoting the culture and encouraging original submissions from around the country, as well as promoting respect for copyright and rejection of piracy.

28. The winning short film was entitled “Los derechos de autor con el Chino y Leonela” (“Copyright with Chino and Leonela”) and was created by Cristian Ricardo García Zelada, Leonela Del Rosario Alarcón Carrillo and Edwin Lam Astocóndor, who entered as Bienaventurados Films.



The winner of the short-film competition: “Los derechos de autor con El Chino y Leonela”

29. This competition was the first of those organized by the Copyright Department to receive the nominal support of the Ministry of Culture, which continues to date.

D. COMPETITION IV – FIRST NATIONAL CARTOON AND COMIC STRIP COMPETITION – PERUVIANS WITH ORIGINAL IDEAS

30. In order to boost creativity and respect for copyright and shine a light on Peruvian culture, in 2022 INDECOPI launched the First National Cartoon and Comic Strip Competition, entitled “Peruvians with original ideas”.



Competition posters

31. Participants had to submit a comic that included both traditional and modern elements of Peruvian culture, whether pre-Columbian, traditional or Indigenous, with (traditional or modern) expressions from any region of the country.

32. The first prize was awarded to Geraldine Elizabeth Gonzáles Quispe for the comic “Los colores de nuestra música” (“The colors of our music”). The story’s protagonist is Lina, a native vernacular singer and songwriter from Huancayo; since she was a little girl, her grandfather, a performer, has taught her to love music. When she grows up, she promises to keep alive the lyrics and songs that her grandfather wrote.



The winners of the three main prizes and their respective entries

33. The second prize was awarded to Carlos Antonio Roque Córdova for the comic “Huaca” (“Ritual”). The comic’s protagonist is Lorenzo, a restaurant owner who turns to loan sharks to boost his business, but ends up fatally wounded because of his inability to pay them back. After being buried in a pre-Inca ritual, he is reborn as a powerful being in golden armor and Inca headdresses.

34. The third prize was awarded to Juan Francisco Mendoza Gilbonio for the comic “Hatunkay”. The story’s protagonist is Esteban Runa, a young guitarist from Ayacucho, who, after speaking to an Inca goddess through a stone idol, is transformed into Hatunkay, a long-haired and muscular god with bronze armor and a magical golden scepter who fights against injustice.

E. COMPETITION V – FIRST NATIONAL PHOTOGRAPHY COMPETITION – *THE POWER OF A CREATIVE WOMAN*

35. In addition to encouraging the use of IP, and copyright in particular, to close the gender gap, the aim of this competition, launched in early 2023, was to use images as a tool for keeping crucial aspects of our culture and tradition alive in the collective imagination to help to strengthen our identify in order to learn to value and protect it.



Competition posters



The competition winners posing with the panel of judges and staff of the Copyright Department on the day of the awards ceremony

36. The first prize was awarded to Conny Lazarte Hinojosa from the department of Arequipa for her entry "PARAISO PROHIBIDO" ("Forbidden paradise"). In her photograph, she sought to show the duality of a rural woman and an urban woman through the gaze of a woman who looks to confront her past and her roots with her present and reality.



The winning photograph: "PARAISO PROHIBIDO"

37. The second prize was awarded to Brigitte Colque Zegarra from Arequipa for her entry "UNA ALTERNATIVA DE VIDA SIN EXCUSAS" ("An alternative life with no excuses"). Her photo is a tribute to her grandmother, Fidela Pino from Arequipa, who dedicated her entire life to raising her three children alone, selling flowers and plants from her garden in the local market to make a living for her family.



The second-place photograph: "UNA ALTERNATIVA DE VIDA SIN EXCUSAS"

38. The third prize was awarded to Diana Yarlaqué Balta from Lambayeque for her entry “EL LEGADO DE INKA MEA” (“The legacy of Inka Mea”). The photo introduces us to Zoila, Antonia and Clemencia, three Indigenous Shipibo-Conibo women, on the banks of the river Ucayali. They dedicate themselves to crafts, embroidery, painting and ceramics. A decade ago, they began to practice the Kené art form, which they use to express spiritual, physical and cultural facets of their people.



The third-place photograph: “EL LEGADO DE INKA MEA”

[End of contribution]

RAISING AWARENESS OF THE IMPORTANCE OF RESPECT FOR INTELLECTUAL PROPERTY IN PORTUGAL

*Contribution prepared by Ms. Ana Filipa Espinheiro, Jurist, and revised by Ms. Raquel Campos, Jurist, External Relations Department, Portuguese National Institute of Industrial Property (INPI), Lisbon, Portugal**

ABSTRACT

Over the past few years, Portugal has significantly intensified its efforts to increase public awareness of intellectual property rights (IPRs) while alerting to the damages caused by the consumption of counterfeit and pirated goods.

In 2010, the Portuguese National Institute of Industrial Property (INPI), together with the main Portuguese enforcement authorities, joined to create the Anti-Counterfeiting Group (GAC), legitimized by Ordinance No. 882/2010, with the purpose of having a national structure capable of coordinating the authorities responsible for combating counterfeiting and promoting the cooperation and interoperability of these authorities among them and between them and the private sector. The group expanded and now integrates several public, private and civil society entities.

INPI and the entities that comprise the GAC have developed several awareness-raising projects, activities and campaigns, aimed at the young generation and civil society, highlighting the importance of IP and the dangers of counterfeit and pirated goods.

I. INTRODUCTION

1. The Portuguese Anti-Counterfeiting Group (GAC) was formally created in September 2010, with the aim of increasing the coordination of national authorities responsible for combating counterfeiting and promoting cooperation among them and between them and the private sector. Today, it plays a key role in the combat against counterfeiting and piracy at the national level and is the privileged platform to exchange best practices and expertise. It is also responsible for the representation of Portugal before the European Observatory on Infringements of Intellectual Property Rights (Observatory) of the European Union Intellectual Property Office (EUIPO).

2. The Group has matured from the early days. In addition to the founding entities, including the Portuguese National Institute of Industrial Property (INPI) and other national enforcement authorities responsible for fighting counterfeiting, namely the Authority for Food and Economic Security (ASAE), Customs (AT), the Public Security Police (PSP), the National Republican Guard (GNR) and the Judiciary Police (PJ), it also includes other entities from the public and private sectors, as well as representatives of civil society.

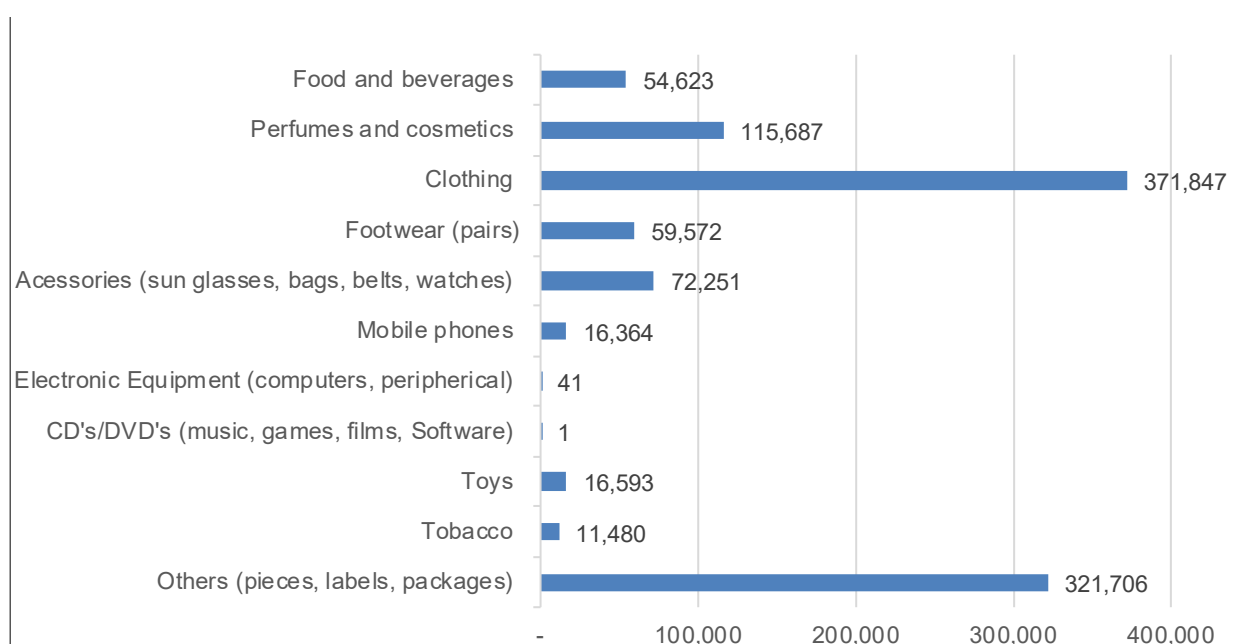
3. In 2010, the group launched the Anti-Counterfeiting Portal (<https://anti-contrafacao.gov.pt/>), which provides general information and statistics on counterfeiting, explains the means of legal protection, and contains useful information for those who want to file a complaint.

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4. In 2022, to be closer to the general public and reach the young generation, the GAC launched an Instagram account (https://www.instagram.com/inpi_pt/).

5. Every year, the GAC organizes technical and high-level meetings with the purpose of analyzing the activities developed during the previous year and proposing activities to be organized in the following months. The 2022 Annual Report, the 2023 Action Plan and other relevant information, are accessible on the GAC's website.

6. The annual reports list all actions developed by GAC in each year, the impact of these actions and the synergies created. In addition, it is also possible to find an analysis of seizure data. For instance, in 2022 the enforcement authorities seized a total of 1,040,345 units of counterfeit and pirated goods (see graph below).



Seizure of counterfeit and pirated goods in Portugal in 2022 in absolute values

Source: GAC's 2022 Activity Report

II. AWARENESS-RAISING CAMPAIGNS

7. The following paragraphs outline some of the cooperation and awareness-raising campaigns and activities that the GAC has developed and implemented.

A. PROJECT *IP FOR ALL*

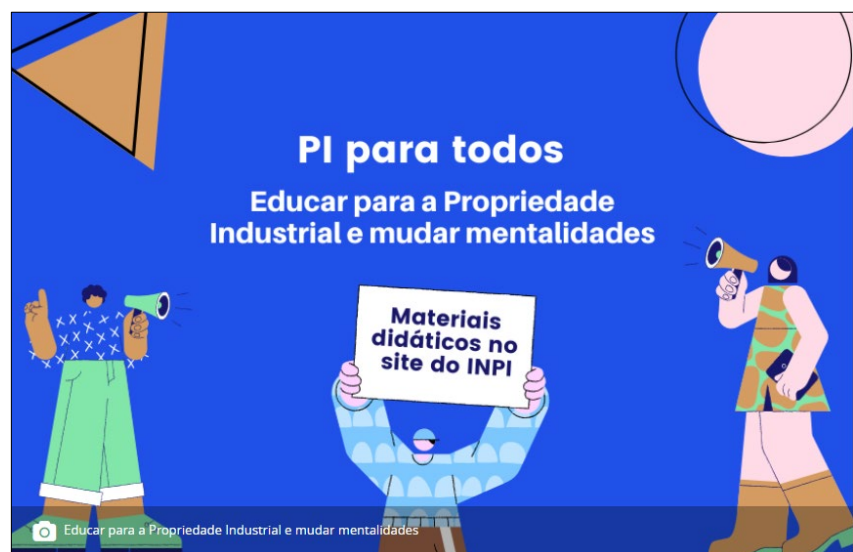
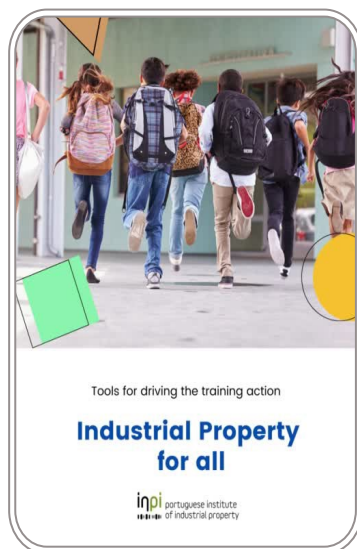
8. This project is a partnership, created within the GAC, between INPI, the GNR and the PSP. It aims at raising awareness among young people from primary to high school of the value of intellectual property (IP), the importance of protecting IP through registration and the necessity of respecting IP rights. Also, it warns of the dangers linked to the consumption of counterfeit and pirated products.

9. To this end, INPI developed an IP KIT, which includes a PowerPoint presentation, a Word document with a set of rules to guide and boost the presentation, as well as some links to important websites and awareness videos.

a) 2022

10. The project started in 2022 with four online training sessions to train GNR and PSP units, throughout Portugal. After this training, GNR and PJ forces disseminated the messages in the schools in which they are already present to provide information about other topics like drugs, cybersecurity and dating violence.

11. INPI accompanied the GNR and PSP on several occasions, notably during the celebration of the World IP Day and the week celebrating the World Anti-Counterfeiting Day. On these occasions, INPI delivered awareness-raising presentations and interacted with the young audience.



For more information, watch the project video (in English): <https://youtu.be/OHhOqwqUoPk>

b) 2023

12. To mark Children's Day (June 1), INPI made available a set of educational materials for use in schools, within the scope of the *IP for All* project.

13. INPI also successfully extended the project to primary schools. To reach this young audience, INPI did not use the IP KIT, which is more suited for students aged 11 and above. Instead, an informal approach was implemented, working on simple concepts of IP that the children could easily understand. We showcased the IP episodes of the animated cartoon *Pororo, the Little Penguin* (developed by the Korean IP Office (KIPO) together with WIPO)¹ and WIPO's *Let's Draw a Dream* manhwa, developed jointly with the Ministry of Culture, Sports and Tourism (MCST) of the Republic of Korea². The children found these tools fascinating. In the

¹ The IP-related *Pororo, the Little Penguin* episodes are available at: <https://www.youtube.com/playlist?list=PLE959E9FF7D8E0CF2>.

² Available at <https://www.wipo.int/export/sites/www/enforcement/en/pdf/wipo-webtoon-2021.pdf>.

case of the manhwa, they were curious to know more and excited to read their first comic book as they had just started learning to read from the first grade of primary school.

c) Project Outcome

14. In total, since the start of the *IP for All* Project in 2022 until June 2023, INPI, together with the GNR and PSP, carried out more than 441 awareness-raising actions on the themes of IP and counterfeiting. These actions were carried out in more than 314 schools, with the participation of more than 11,956 school children and with 565 GNR trainers belonging to the Criminal Prevention and Community Policing Sections (SPCPC) of the GNR Territorial Detachments.



B. CAMPAIGN ON COUNTERFEIT AUTOMOTIVE SPARE PARTS

15. As part of the Anti-Counterfeiting Week 2022, INPI and the EUIPO's Observatory joined forces to carry out a campaign against counterfeiting, with the aim of raising awareness in society of the devastating effects of counterfeiting on the economy, society, health, safety and the environment.

16. Developed with the EUIPO, this campaign focused on counterfeit automotive spare parts. Portuguese endurance racing driver Filipe Albuquerque served as the central spokesperson, and Spanish racing driver, Miguel Molina also participated in this campaign filmed in Le Mans during the *24 Hours of Le Mans*.

17. The idea was sparked by the 2022 report *Dangerous Fakes – Trade in Counterfeit Goods That Pose Health, Safety and Environmental Risks*, jointly published by the Organisation of Economic Co-operation and Development and the EUIPO.³ It concluded that “among dangerous fakes ordered online, cosmetics items were the most common, followed by clothing, toys and automotive spare parts”.

³ Available at <https://www.oecd.org/publications/dangerous-fakes-117e352b-en.htm>.

18. Furthermore, according to the 2020 EUIPO *Status Report on Infringements of Intellectual Property Rights*, 97 per cent of counterfeit goods were considered as posing a serious risk as they might contain chemicals, cause suffocation, hearing damage or strangulation or present a risk of fire and electric shock.

19. This is especially relevant in relation to the global market for spare parts and car accessories, where a range of safety components have been found to be counterfeit, such as brake pads, airbags, wheels, tires, suspension parts, seat belts, oil and air filters, windshields, microchips, spark plugs, engines, and structural parts.

20. Counterfeit products pose potentially serious risks to consumers as they are not produced according to the manufacturer's specifications, are not subjected to quality control tests and often do not perform as intended, which can result in catastrophic failures, with potentially fatal consequences.

21. Therefore, it was urgent to draw the attention of everyone, and in particular the youngest, who will be future consumers, to the dangers of counterfeit products and to the fact that counterfeiting is a crime often associated with criminal organizations.

22. The awareness-raising campaign was created through the eyes and perception of a young pilot influencer, starting in this specific sector but also opening the discussion to several other sectors and goods.



For more information, watch the video (in English): <https://youtu.be/4FfGch-600Y>.

C. CAMPAIGN FROM PORTO FUTBALL CLUB

23. In 2022, *Futebol Clube do Porto* (one of the brand owner members within the GAC and a member of the *União de Marcas*) launched an awareness-raising campaign aimed at alerting supporters of the club to the importance of not buying counterfeit goods. More specifically, the campaign alerted consumers to pay attention to the details of the goods, to ensure that they buy original products.

24. According to the 2020 EUIPO study *European Citizens and Intellectual Property: Perception, Awareness and Behaviour*, consumers continue to have difficulties distinguishing genuine products from counterfeit products.⁴ Eleven per cent of respondents in Portugal said they had been misled into purchasing counterfeit products.

25. The trade in counterfeit products affects all sectors, including cosmetics, toys, wine, electronics, clothing and even pesticides. They can pose serious health and safety risks to consumers, including exposing them to dangerous chemicals and other hazards.



For more information, watch the video (in Portuguese): [Instagram.com/p/CZAWwmJlg2s/](https://www.instagram.com/p/CZAWwmJlg2s/).

26. The English translation of the video transcript reads as follows: “Doubt? No. But light, reality. How to make a champion’s sweater? With many details. Porto, the exact word, never deceives (with sweat, passion, talent, union). The color of its veins and the whiteness of the poets’ wings. Blue, white, indomitable, immortal. There are details impossible to copy. Don’t buy fake. Buy Porto. Official Products FC Porto”.

⁴ Study available at: <https://www.euipo.europa.eu/en/publications/european-citizens-and-intellectual-property-perception-awareness-and-behaviour-2020>.

III. CONCLUSIONS

27. INPI firmly believe that these campaigns can make a difference and that attitudes towards counterfeiting and piracy will begin to change if we all cooperate to raise awareness of the value of IP and the importance of respecting it, which means buying original products and accessing legal content, keeping in mind the dangers that counterfeit and pirated goods can pose to our security and health.

[End of contribution]

INCREASING IP KNOWLEDGE AMONG MOLDOVAN YOUTH – THE ROLE OF THE STATE AGENCY ON INTELLECTUAL PROPERTY

*Contribution prepared by Mr. Eugeniu Rusu, Director General, State Agency on Intellectual Property (AGEPI), Chisinau, Republic of Moldova**

ABSTRACT

Intellectual property (IP) is essential in the age of technology and innovation, having a significant impact on the economic and cultural development of a country. In the Republic of Moldova, the State Agency on Intellectual Property (AGEPI) has a crucial role in promoting and increasing the level of knowledge about IP among youth. AGEPI carries out various activities to increase awareness of IP rights among youth and to educate the young generation, such as seminars, thematic lessons, awareness campaigns and contests. Through these initiatives, AGEPI informs young people about the fundamental concepts and principles of IP and highlights the importance of protecting IP rights. In addition, by continuing and strengthening these efforts, AGEPI can contribute to the development of a culture of respect and valorization of IP, thus ensuring a prosperous and competitive future for the Republic of Moldova in the global knowledge-based economy.

I. INTRODUCTION

1. Intellectual property (IP) is an essential component in the age of technology and innovation, being a valuable resource for the economic and cultural development of a country. In a globalized and innovation-oriented world, the knowledge and the protection of IP rights are indispensable for stimulating innovation and economic competitiveness. Young people must be aware of the value of this field and its impact on the sustainable development of the country.

2. In this context, increasing the level of knowledge about IP among young people in the Republic of Moldova becomes a priority, and the State Agency on Intellectual Property (AGEPI) has a crucial role in this regard. This summary focuses on AGEPI's efforts to promote and increase IP knowledge among Moldovan youth.

II. INCREASING INTELLECTUAL PROPERTY KNOWLEDGE AMONG YOUTH

A. EDUCATION

3. Education is a vital component in promoting IP knowledge among youth. Among other initiatives, AGEPI is focused on developing and implementing an appropriate educational program to inform and educate young people about the importance and benefits of IP. Solid knowledge of IP can offer young people promising career prospects in the creative, technological and research sectors. AGEPI therefore has a responsibility to provide relevant educational information and resources.

* The views expressed in this document are those of the author and not necessarily those of the Secretariat or of the Member States of WIPO.

4. Through IP education, AGEPI aims to develop a culture of respect and valorization IP rights among young Moldovans. The right understanding and application of IP concepts and principles will help young people to protect their own creations and innovations, capitalize on economic potential and contribute to the development of the Republic of Moldova.

B. SEMINARS AND THEMATIC LESSONS

5. AGEPI regularly organizes seminars and thematic lessons in schools and universities, with the aim of informing young people about the fundamental concepts and principles of IP and raising their awareness of the importance of protecting IP rights.

C. AWARENESS CAMPAIGNS

6. AGEPI carries out awareness campaigns in order to draw attention to the risks associated with counterfeiting and piracy and to highlight the importance of protecting IP rights. These campaigns help educate young people and develop a responsible attitude towards IP.

7. Examples of awareness campaigns organized by AGEPI and its partners include:

- *Stop Piracy and Counterfeiting* awareness campaign among pupils (2014):
 - Number of educational institutions involved in the project: 68.
 - Number of students engaged: 6400.
- *Do You Know the Risks? Online Piracy is Dangerous* awareness campaign (2018):
 - All forms of piracy and the risks users face when illegally using digital content were presented on the campaign website (www.pirateriaonline.md) and social media. Experts and specialists in the field explained the risks and alternatives of online piracy in video format using accessible language.
- *Stop Piracy and Counterfeiting* awareness campaign among pupils (2018):
 - Number of educational institutions involved in the project: over 60.
 - Number of students engaged: 6000.
- Information campaign among children from summer camps in the city of Chisinau on the risks of counterfeiting and piracy (2023) (see section VI below).



D. CONTESTS AND SPECIAL EVENTS

8. AGEPI organizes different contests and special events involving the participation of young people, with the aim of stimulating their creativity and interest in the field of IP. Through such initiatives, AGEPI encourages the active involvement of young people in the promotion and protection of IP rights. Examples of contests organized by AGEPI include:

- a drawing competition for children and young people with the theme *Innovations that would make the world a better place* and



- an IP competition for young individuals (seven editions).

E. PARTNERSHIPS

9. AGEPI collaborates with youth organizations and educational institutions, participating as a partner in contests and competitions organized by these entities. These collaborations expand the reach of AGEPI and facilitate the integration of the topic of IP in various events and projects, giving young people more opportunities to express their creativity and skills in this field.

10. Examples of AGEPI's participation as a partner, contributing promotional materials and involving AGEPI specialists in judging or providing training, include:

- national science and engineering contest for students *Mold SEF*;
- student economic competition *Today Student, Tomorrow Entrepreneur*; and
- competition for students *Tekwill Junior Ambassadors* (part of the *Tekwill in Every School* program).



III. AGEPI'S ROLE IN IP EDUCATION

11. AGEPI has taken a proactive approach to addressing gaps in IP knowledge among young people. In collaboration with the Ministry of Education and Research, AGEPI included an optional training course *Introduction to Field of IP*³⁰ in the lyceum study program (grades 10-12). AGEPI has also developed a National Curriculum in the field of IP for lyceums, based on the practices of other countries. These educational initiatives aim to provide solid knowledge and develop practical skills related to IP, thus preparing young people for the challenges in the field of innovation and creativity. Through these programs, AGEPI contributes to the formation of a new generation of young people aware of the importance and impact of IP in contemporary society. It is important to highlight that efforts are still underway to introduce this course. The next steps include the preparation of teaching materials and the training of teachers. AGEPI continues to work on this aspect, aspiring to make this optional course available in every school.

IV. DRAWING CONTEST *INNOVATIONS THAT WOULD MAKE THE WORLD BETTER* FOR YOUNG PEOPLE

12. As part of the efforts to promote IP among young people, AGEPI organized, between June 1 and October 31, 2022, a drawing contest for young people with the title *Innovations that Would Make the World Better*. Its purpose was to promote the IP system among youth, highlighting the positive impact that innovations have on society, as well as developing the skills and competitive spirit of young people. The contest was open to all young people from the Republic of Moldova, who could participate in two distinct age categories: between 7 and 13 and between 14 and 18 years. Participants were encouraged to present innovative ideas and solutions to current problems or to propose improvements in technology, environment, education, health or other relevant fields.



13. A total of 142 works from various educational institutions across the country were submitted, showcasing the impressive creativity and originality of the childrens' contributions. Recognition for their outstanding efforts was given to the top three participants in each age category. They received gift certificates from AGEPI, which could be used for purchasing electronic products and gadgets. Additionally, all participants in the contest were awarded participation diplomas and promotional materials.

14. To showcase and celebrate the artistic endeavors of the young participants, AGEPI created a dedicated webpage where all the submitted works can be viewed:
<https://agepi.gov.md/ro/content/concurs-de-desen>.



V. CONTEST FOR YOUNG PEOPLE IN THE FIELD OF IP

15. Since 2017, a contest in the field of IP for young people has been organized annually by AGEPI, in partnership with the Ministry of Education and Research of the Republic of Moldova, the State Office for Inventions and Trademarks of Romania and the Romanian Copyright Office. Traditionally, the contest is launched on April 26, on the occasion of World IP Day, under the theme chosen by the World Intellectual Property Organization (WIPO) for each year. The contest targets secondary school students (grades IX-XII), technical professional, secondary and post-secondary technical professional institutions from Romania and the Republic of Moldova. This competition, now in its seventh edition, represents an important platform for talented young people interested in the field of IP, giving them the opportunity to express their creativity and demonstrate their skills in this vital field for innovation and development. Approximately 60 young people participate in each edition.

16. The contest unfolds in three stages:

- In the first stage, all participants who complete a registration form are admitted.
- In the second stage, only those who correctly answer a set of questions are selected.
- In the final stage, the selected participants prepare a piece of work (PowerPoint presentation, performance, interview, short film, study, drawing, etc.) related to IP based on themes selected from a list provided by the organizers.

17. The evaluation of the works and the awarding of winners are carried out by the organizing committee during a wrap-up session, to which all competition finalists are invited. According to the regulations, participants in the contest win attractive prizes.



VI. AWARENESS CAMPAIGN ON THE RISKS OF COUNTERFEIT AND PIRACY

18. In 2023, the Observatory on Enforcement of IP Rights, established by AGEPI, organized an awareness campaign on the risks of counterfeiting and piracy for children in summer camps in Chisinau. The aim of this campaign was to educate young people about the dangers associated with counterfeiting and piracy and to encourage them to respect IP rights. Through interactive presentations, discussions and hands-on activities, the AGEPI managed to draw the children's attention to the importance of IP protection in way that was attractive and educational for them. In addition, the children had the opportunity to examine various counterfeit products provided by the Customs Service of the Republic of Moldova and thus developed their ability to recognize them. AGEPI wants to form an aware and responsible generation that recognizes and fights the phenomenon of counterfeiting and piracy. This initiative aims to promote respect for IP and raise awareness among children, thus contributing to a safer and more protected environment for innovation and creativity. The campaign concluded with a total of 33 informative sessions, attended by 728 children aged between 5 and 16 years.



VII. FUTURE DIRECTIONS AND PERSPECTIVES

19. AGEPI must continue and strengthen its efforts in promoting IP knowledge among Moldovan youth. In this sense, long-term actions and strategies are needed to facilitate access to relevant information and resources in the field of IP.

20. An important aspect in this direction would be the modernization of the e-learning platform for IP courses. By including informative resources and youth-focused distance learning courses, AGEPI can provide an interactive and accessible learning experience tailored to the needs and preferences of young people.

21. AGEPI should also continue to work with educational institutions to integrate the topic of IP into educational programs. Thus, young people would benefit from a more formal and structured education in this field, which would contribute to the consolidation of their knowledge and the development of practical skills related to IP.

22. To reach young people more effectively and to actively involve them in understanding and applying IP concepts, AGEPI should explore new teaching and communication methods adapted to the digital environment. The use of modern technologies such as social media, podcasts and other digital tools would create a stronger and more interactive connection with young people, facilitating their learning and active involvement in the field of IP.

VIII. CONCLUSION

23. In an increasingly digitized and interconnected world, knowledge about IP is becoming indispensable for young people in the Republic of Moldova. AGEPI assumes an important role in promoting and increasing the level of awareness and understanding of IP rights among young Moldovans. Continuing and strengthening AGEPI's demonstrated commitment to educating the younger generation and raising their awareness of the importance of protecting and respecting IP rights can contribute to the development of a culture of respect and valorization of IP, thus ensuring a prosperous and competitive future for the Republic of Moldova in the global knowledge-based economy.

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