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INDECOPI EDUCA: PROGRAM TO STRENGTHEN REGULAR BASIC EDUCATION ON CONSUMER RIGHTS AND INTELLECTUAL PROPERTY IN PERU

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ABSTRACT

This contribution describes activities conducted under the INDECOPI Educa program to strengthen regular basic education in the areas of consumer protection and intellectual property (IP). The aim of the program is to develop educational activities on those subjects for teachers and pupils that will foster a culture of respect for IP rights, the exercise of consumer rights in daily life and awareness of the harms of counterfeiting and piracy.

* 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.

I. BACKGROUND

1. Over the past decade, the Institute for the Defense of Free Competition and the Protection of Intellectual Property (Instituto Nacional de Defensa de la Competencia y de Protección de la Propiedad Intelectual (INDECOPI)) has implemented a range of educational activities in Peru for teachers and pupils in regular basic education. They include initiatives in the field of intellectual property (IP), such as the educational program *Yo decido, Yo respeto* (“I decide, I respect”), which was conducted between 2018 and 2021, and the National Competition for Schoolchildren Inventors, held from 2019 to 2023. In the area of consumer protection, activities have been carried out since 2019. They include the national strategy *Aprendo en Casa* (“I learn at home”), which is recognized by the Ministry of Education. Those initiatives and related activities have been conducted in coordination with the Ministry, regional education directorates, local educational management units, and public and private educational institutions.

2. Continuing in that vein, the consumer protection and IP departments at INDECOPI launched the INDECOPI Educa program. Its general objective is to strengthen regular basic education and raise awareness in Peru through classes on consumer protection and IP. That should help to foster a culture of respect for IP, promote the active exercise of consumer rights and encourage the recognition and enjoyment of IP tools among school-age children.

3. In 2023, the INDECOPI Educa work team was formed to implement the program in public and private schools across the country over the following two years. It comprises various departments of INDECOPI, including the Department of the National Consumer Protection Authority, the INDECOPI National School, the Directorate of Distinguishing Marks; the Directorate of Inventions and New Technologies; the Directorate of Citizen Information and Management of Regional Offices; the Office of Technical Cooperation and Institutional Relations; and the Office of Promotion and Dissemination.

4. The work team approved the workplan for the program, which included strategic objectives and guidelines, and implementation strategies. The target audience was 4th- and 5th-grade secondary school teachers and pupils in regular basic education in urban areas nationwide, for the period 2024–2025.

5. The workplan was based on the framework of specific consumer protection and IP standards and devised in line with the 2021 Interinstitutional Cooperation Framework Convention (No. 00001-2021-MINEDU), the aim of which is to improve learning outcomes for pupils in basic education. INDECOPI also wished to assist with the implementation of Act No. 31900 of 2023, which sets forth that incorporating content on finances and tax, accounting, economics, and consumer rights into the basic education curriculum is a national priority.

II. INDECOPI EDUCA WORK PLAN (2024–2025)

6. The INDECOPI Educa” Work Plan included the following priority actions on consumer protection and IP in 2024 and 2025:

- Online course for teachers in regular basic education
- Recognition by INDECOPI Educa for teachers with the best results in their classes each year
- Consultations with the international peers of INDECOPI to share effective educational practices
- Series of Interschool debate tournaments on consumer protection and IP held in the VRAEM (Valley of the Apurímac, Ene and Mantaro Rivers) area, which encompasses the departments of Ayacucho, Cusco, Huancavelica and Junín.

- Capacity-building and/or mobilization in public and private schools at the national level.



A. ONLINE TEACHER TRAINING COURSE

7. According to the Work Plan, the online course on Consumer and IP Protection¹ for secondary school teachers of the 3rd, 4th and 5th grades of regular basic education was developed with the Directorate for Teacher Training and the General Directorate of Regular Basic Education of the Ministry of Education. It is delivered asynchronously.

8. The course comes under strategic objective A: to strengthen the consumer protection and IP content provided by INDECOPI for use in regular basic education.

9. Design, validation and implementation of the course was coordinated with the Ministry of Education and thematic content is aligned with the competencies set out in the basic education curriculum. Specialized departments of INDECOPI helped to produce the teaching material and assisted with the course's instructional design. The course comprises one module each on consumer protection and IP, and complementary activities include final evaluations and surveys.

10. The focus of the IP module is on basic concepts, deemed important for contributing to a well-rounded education for pupils. It also addresses practices that infringe on IP rights (IPRs), such as counterfeiting and piracy, with a view to reinforcing values such as respect, legality and civic responsibility.

| Module | Session | Contents | Duration |
|--|---|--|----------|
| Module 1: Consumer protection | Session 1: Introduction to consumer protection | 1.1 Definition of consumer protection 1.2 Objectives of consumer protection 1.3 Consumer regulations | 15 hours |
| | Session 2: Consumer rights and protection mechanisms | 2.1 Consumer rights 2.2 Responsible consumption decisions 2.3 Consumer complaints and defense of consumer rights 2.4 Mechanisms for defending consumer rights | 15 hours |
| Module 2: Intellectual property | Session 1: Introduction to IP and copyright | 1.1 Introduction to IP 1.2 Basics of copyright 1.2.1 Basic concepts of copyright 1.2.2 Moral rights and economic (patrimonial) rights | 16 hours |

¹ For an introduction to the course, see <https://www.youtube.com/shorts/HYneiSVBvWw>

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|--------------|--|--|-----------------|
| | | 1.2.3 Exceptions to copyright 1.2.4 Rules governing the use of copyrighted materials by third parties in education. The role of copyright | |
| | Session 2: Protection and registration of distinctive signs | 2.1 Distinctive signs. General aspects and the importance of their protection in the market 2.2 Trademark registration. Principles, impediments and loss 2.3 Meaning and importance of appellations of origin, geographical indications and traditional guaranteed specialties 2.4 Infringements of distinctive signs | 16 hours |
| | Session 3: Protection and registration of inventions and new technologies | 3.1 Inventions and new technologies General aspects and importance of patents 3.2 Procedures for registration of patents and case law 3.3 Other forms of protection (industrial designs, plant varieties, collective knowledge of Indigenous peoples) | 15 hours |
| — | Final components | Exit evaluation Satisfaction survey | 1 hour |
| Total | | | 80 hours |

11. As agreed with the Ministry of Education, the course was due to be held three times in 2025 via the Ministry's Integrated Training System for Teachers (SIFODS) platform.

12. The training process included motivational support for teachers and data was collected on participation, approval and participant satisfaction based on surveys and official reports.

13. INDECOPI, working with the Ministry's Teacher Training Department, helped to publicize the course in the education community nationally by preparing graphics, press releases and videos for distribution to webpages, social media and other media outlets.



Graphics used in the three sessions of the course.

14. In total, 4,235 teachers passed the course in 2025.



"INDECOPI Educa: teachers learn about consumer protection and IP to teach in class (the next session of the free online certificate course for basic education teachers starts on September 3)."

B. ANNUAL RECOGNITION FROM "INDECOPI EDUCA" FOR TEACHERS WITH THE BEST RESULTS IN THEIR CLASSES

15. This priority action is set out in the Work Plan, as part of the incentives of teachers, particularly those who passed the "Consumer and intellectual property protection" virtual course, in line with Strategic objective B (SOB): To promote incentives for the strengthening of classes on consumer protection and intellectual property from INDECOPI in lessons.

"For the first time, INDECOPI trains 4,454 teachers in consumer rights and IP so that they can pass on the knowledge in the classroom."

C. CONSULTATIONS WITH THE INTERNATIONAL PEERS OF INDECOPI FOR THE SOCIALIZATION AND/OR EXCHANGE OF GOOD EDUCATIONAL PRACTICES

16. As part of the planning for INDECOPI Educa, benchmarking between peer agencies of INDECOPI at the international level was deemed a priority in terms of training on consumer protection and IP. The aim was to achieve tangible benefits for teachers and pupils in regular basic education.

| Strategic objective B: To promote incentives for the strengthening of classes on consumer protection and intellectual property from INDECOPI in lessons. | |
|--|---|
| Strategic approach 3: Identification and exchange of good educational practices in regular basic education on consumer protection and IP with strategic peer entities of INDECOPI. | Implementation strategy 3.1: Conduct consultations led by the peer entities of INDECOPI, prioritized on the basis of relevant areas, socialization and/or exchange of good educational practices on consumer protection and IP in various international forums. |

17. A questionnaire was sent to various peer entities of INDECOPI abroad working in the areas of consumer protection and IP, subject to review, improvement and/or validation. As a result, 13 responses were received.

18. This initiative made it possible to gather valuable information on best educational practices abroad in the areas of consumer protection and IP, establish key contacts, obtain up-to-date answers and better prepare for future coordination. All of the above helps to optimize decision-making and strengthen international collaboration for education on consumer protection and IP.

D. INTERSCHOOL DEBATE TOURNAMENTS IN THE VRAEM AREA

19. As a part of efforts to strengthen regular basic education, INDECOPI ran a pilot series of school debate tournaments on consumer protection and IP in the VRAEM area.

20. The tournaments came under workplan strategic objective C and strategic approach 4, in addition to three related implementation strategies (see below). The first tournament was on consumer protection, followed by two more on consumer protection and IP.

| Strategic objective C: To promote the ongoing implementation of projects on consumer protection and intellectual property by INDECOPI in regular basic education. | |
|--|---|
| Strategic approach 4: Implementation of an interschool competition called the “Interschool Debate Tournament on intellectual property” in the VRAEM area. | Implementation strategy 4.1: Develop a kit of materials for the “Interschool debate tournament. |
| | Implementation strategy 4.2: Conduct capacity-building to build IP skills among teachers and pupils. |
| | Implementation strategy 4.3: Present an Award for the “Interschool debate tournament award in Pichari, VRAEM. |



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¡Escolares del Vraem, campeones del consumo informado! Indecopi lanza torneo de debate

Nota de prensa



Oficina de Promoción y Difusión
18 de marzo de 2025 - 11:44 a. m.

“School kids champions of informed consumerism: INDECOPI launches a debate tournament in the VRAEM area.”

E. CAPACITY-BUILDING AND OTHER INITIATIVES IN PUBLIC AND PRIVATE INSTITUTIONS AT THE NATIONAL LEVEL

21. Efforts under the workplan to disseminate INDECOPI information products have been focused on *El Arbolito del Indecopi* (The Little INDECOPI Tree),² a collection of video stories to educate children on IP, consumer rights and free competition, and essential values such as empathy and respect. Those efforts fall under strategic objective C and its related strategic approach and implementation strategies.

22. Through *El Arbolito*, INDECOPI Educa was able to reach 4,624 school pupils around the country in 53 training sessions in 2024 and 2025. In 2024, 2,997 students benefited through 30 training sessions; and in 2025, 1,627 students benefited from 23 training sessions, including participation during school holidays in favor of the “Buen Inicio del Año Escolar” (“Good Start to the School Year”).

² Each video story takes place in the Enchanted Forest, a magic setting where characters are assisted in resolving their conflicts, fostering the notion of the value of ideas from childhood, as well as respect for IP and consumer rights. Available at <https://www.gob.pe/institucion/indecopi/campa%C3%B1as/103432-el-arbolito-del-indecopi>.



III. CONCLUSION AND FUTURE ACTIONS

23. A second step in the INDECOPI Educa program is planned for 2026. Key new features will include certified joint courses run by the Ministry of Education and INDECOPI. They will be offered through the Ministry's PerúEduca platform,³ making it possible to broaden the reach of INDECOPI Educa considerably.

[End of contribution]

³ PerúEduca provides the education community (teachers, students and parents) with resources, tools and free digital courses to support and complement the teaching and learning processes. Its main objective is to connect users to information through a virtual campus, educational materials and collaborative tools such as forums and online classes.