

## **Advisory Committee on Enforcement**

### **Ninth Session**

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### **PILOT PROJECT FOR RAISING THE PUBLIC AWARENESS ON IP AND ENFORCEMENT – CAMPAIGN ON “IP AWARENESS - IP EDUCATION – IP ENFORCEMENT”**

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#### **I. BACKGROUND**

1. It is a general rule that market supply and demand are interconnected and the consumer, with its purchase decision, plays a key role in this game. A lot has been done for the development and improvement of an effective set of IP enforcement rules and mechanisms at all levels. But now, the time is ripe to focus our efforts on the ordinary consumer who is very often lost and confused with the overwhelming offer of goods of various qualities and of questionable origin. Kids, students, different age categories of consumers are having different needs, different preferences and different expectations from the IP system but the interest in using IP in everyday life is common for all.

2. Inadequate perception and understanding of IP were some of the reasons for the creation of the National Commission for the Coordination of Cooperation against Counterfeiting and Piracy. The establishment of the Commission was approved by the Government of the Slovak Republic in its Resolution No. 198 of March 16, 2011.

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\* 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.

3. The National Commission for the Coordination of Cooperation against Counterfeiting and Piracy is a central cooperative body addressing issues concerning the fight against intellectual property right (IPR) infringements, and is involved in the elaboration and the implementation of action plans against counterfeiting and piracy. The Commission members (11) represent the competent governmental institutions working in the field of intellectual property and its protection. The Secretary of the Commission is operated by the Industrial Property Office of the Slovak Republic ('IPO SK'). The primary objective of the Commission is to contribute to a better understanding of IPRs and the reduction of IPRs infringements.
4. The very first task of the Commission was the development of the National Anti-Counterfeiting Strategy and its implementation.
5. The National Anti-Counterfeiting Strategy is a complex and co-ordinated set of measures to achieve the following goals:
  - a) Increase the public awareness of negative impacts of counterfeiting and piracy on society and individuals;
  - b) Decrease the extent of infringement of IPRs;
  - c) Collect credible and exact data on the extent and the structure of infringement of IPRs.

## II. NATIONAL CAMPAIGN "IP AWARENESS – IP EDUCATION - IP ENFORCEMENT 2013-2015"

6. An effective public awareness campaign with all the target groups involved is one of the preconditions for efficient enforcement of IP rights. The IPO SK, as the Secretary of the National Commission for the Coordination of Cooperation against Counterfeiting and Piracy, was the first to initiate a nationwide campaign in connection with counterfeiting and piracy in 2013 triggered by the continuing general lack of awareness on IPRs, growing threat and danger of fakes for consumers (medicaments, components, toys, food, etc.) as well as the public demand to solve existing problems by the Government. The idea of the initiative has been supported by the National Council of the Slovak Republic. The World Intellectual Property Organization, with its ideas, recommendations and guidance, was very helpful partner in this project.
7. An intensive nationwide media campaign with involvement of all the IPR governmental stakeholders has taken place with the aim to address the selected target groups with the following **key messages**:
  - IP means "**Knowledge and Intelligence**"  
Aimed at those who still do not earn but buy products – to create the notion of PROTECTION of this group *i.e.* its SECURITY, related namely to IP/copyright issues, personal data protection in social networks, music/movies download, etc.
  - IP means "**Quality**"  
Aimed at those who earn and buy products – to create the notion of SAFETY that the product is genuine, of a high quality, avoiding risks of health damage or life loss, etc.
  - IP means "**Image and Profit**"  
Aimed at those who produce or sell/license products – to create the notion of CERTAINTY that the product is genuine, legal, fulfilling the quality standards, etc.

8. Different target groups (different age and economic activity) have been identified to be most effective and to create tailor-made solutions.





Year	Target group – Criterion 1	Target group – Criterion 2	Deliverables	
2013	<b>Campaign A “nefejkuj.sk”</b> Elementary schools Kids from 10 to 15 years	Non-earning	Educational webpage 1 Survey 1 and 2 Promo materials Discussion Forums	
2014	<b>Campaign B</b> Consumers - up to 35 years Consumers - 36 to 60 years Consumers - over 60 years	Earning - Buying	e.g. Educational webpage 2 Survey 1 and 2 Promo materials (TV, Internet, radio) Exhibition, Workshops	Under consideration
2015	<b>Campaign C</b> Distributors - producers Distributors - traders	Earning - Distributing	e.g. Educational webpage 3 Survey 1 and 2 Promo materials (TV, Internet, radio) Workshops	Under consideration

## PROJECT PARTNERS

9. Activities are performed in close cooperation with all national governmental institutions. Partners have been engaged in preparing and communicating main messages to selected target groups.

Campaign/Year	Cooperation Partner
<b>Campaign A (2013) “nefejkuj.sk”</b>	Ministry of Education of the Slovak Republic Ministry of Culture of the Slovak Republic Self-Governing Region Banská Bystrica Municipal Office, Banská Bystrica
<b>Campaign B (2014)</b>	Ministry of Economy of the Slovak Republic Ministry of Agriculture of the Slovak Republic Ministry of Health of the Slovak Republic Ministry of Interior of the Slovak Republic Financial Directorate of the Slovak Republic Association of Commerce and Tourism Consumers' Association
<b>Campaign C (2015)</b>	Slovak Chamber of Commerce and Industry Financial Directorate of the Slovak Republic Associations of Producers and Traders Ministry of Economy of the Slovak Republic



workshops/seminars in the Slovak Republic							
Survey after the campaign/evaluation							
<b>Campaign C Initiation</b>							
Summary of materials/information							
Webpage – focused on producers							
<b>Campaign C Course</b>							
Survey before the campaign/evaluation							
Specialised workshops/seminars in the Slovak Republic							
Survey after the campaign/evaluation							

13. The final rollout of the whole campaign A + B + C in order to intensively address **all target groups** shall be launched in 2016.

### III. CAMPAIGN A (2013) “NEFEJKUJ.SK” (DO NOT FAKE) IN DETAIL

14. To be most effective, the campaign is focused specifically on kids from 10 to 15 years. Why kids? Kids are at the beginning of the search for new knowledge, experiences and are slowly taking on their life path. This stage (the young age) is the great opportunity to show them what they can do with their original ideas, how to teach them moral basics, how to positively modify their working and thinking habits. From all the experiences given to them repeatedly by various forms of awareness campaigns, direct teaching or experience learning, they can get to know the world of IP and how it works. Therefore, this notion has been the starting point of the entire range of public campaigns in Slovakia. The thought behind: How to accompany a young individual through a learning process and provide positive information regarding IP use into an individual's working process - the process where all the IP information collected throughout the learning process can blossom into one's IP-based business. Therefore the first part of the campaign is aimed at the age group 10 to 15 years, where the study and behavior habits start to grow deeper into an individual. The campaign is facilitated by well-known singers, actors, sportsmen through video messages.

#### SK MODEL

15. Three main deliverables have been identified:

##### Deliverable 1

16. Creation of the special webpage **www.nefejkuj.sk** linked with Facebook. The microsite contains information for children that inform on threats of fakes and illegal copies, on the importance of protection of original ideas/creativity and basic information about IP. Webpage nefejkuj.sk offers free songs for downloading, free signature cards of idols (singers), photos, and free games. We asked artists and well-known persons, famous for their originality, what they think about the fakes. All our guests present their opinions and unique experiences and also their songs, signature cards and photos. The campaign has been facilitated by girls from famous girl's group 5Angels, finalist of Czecho-Slovak Superstar competition from 2012 Denis

Lacho, famous pop singer Robo Opatovský and well-known motorsport moderator Maroš Palesch. In video messages they respond to the following questions:

- Could you introduce yourself?
- Have you ever bought a fake intentionally?
- Do you know what is original and what is not?
- Why do you support the campaign nefejkuj.sk
- What would you tell people who like to copy and steal the ideas of others?

**Microsite Fun Zone offers free online games for children.** This section is designed to facilitate children to spend a pleasant time on [www.nefejkuj.sk](http://www.nefejkuj.sk) and to play games that do not infringe copyright!

**Microsite Creative Zone** encourages children's creativity and supports their originality. Here you can find free drawing application where children using their knowledge about IP are free to create their own logos of the campaign. Another activity offered on the microsite Creative Zone is the comics without end. The author of the comic is the pupil of the 9A class of the Elementary School in Bratislava. Children have an opportunity to finish the story using their IP knowledge and imagination.

**Discussion forums** for elementary schools has been organized during the campaign. The aim of the discussion forums was to teach children about general IP rights and present the purpose of the campaign. Each school obtained special IP promo materials – posters/leaflets presenting the campaign “nefejkuj.sk”.

### Deliverables 2 and 3

17. **The questionnaire and public surveys** (750 respondents) were conducted at the beginning (September 2013) and at the end of the campaign (December 2013) to assess the efficiency and the results of our activities. The special questionnaire for kids from 10 to 15 years developed by the IPO SK for this purpose has been published on the webpage [nefejkuj.sk](http://nefejkuj.sk), asking questions concerning the understanding of IPR concepts and questions concerning perceptions on fakes (2000 respondents).

### **CONCLUSIONS AND FOLLOW-UP**

18. The Slovak Republic is ready to share the valuable experience that will be gathered by this project and lessons learned. Adaptation of various parts of the campaign can be further shared with all the other interested countries. The IPO SK plans to organize **the International IP Enforcement Forum** in March 2016 in the Slovak Republic and to present the Campaigns A + B + C and results of our activities to the international participants who are interested and willing to run similar campaigns in their respective countries.

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