

Advisory Committee on Enforcement

Eleventh Session Geneva, September 5 to 7, 2016

AWARENESS-BUILDING ACTIVITIES AND STRATEGIC CAMPAIGNS AS A MEANS FOR BUILDING RESPECT FOR IP

Contributions prepared by Algeria, Antigua and Barbuda, China, Greece, Hungary, Latvia, Paraguay, the Philippines, Republic of Korea, the Sygnat Association (Poland), and the Swiss Musicians Association

1. At the tenth session of the ACE, held on November 23 to 25, 2015, the Committee agreed to consider, at its eleventh 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 intellectual property (IP) among the general public, especially the youth, in accordance with Member States’ educational or any other priorities.” This document introduces the presentations prepared by Member States and national associations on this topic.
2. The interest of Member States in awareness raising and public education on IP is illustrated by the breadth of activities presented. These activities roughly fall into two groups. First, all Member States recognize the value of educating young people on the importance of respecting IP. Several have developed programs of outreach to schools, offering teaching materials, cartoon books and electronic games, visits by officials, exhibitions and competitions. Some address young people by using the opportunities offered by festivals and other public events and by engagement with universities. Some Member States reach out to a more general public through television, radio and social media.
3. Second, Member States seek to equip fellow officials, law enforcement agencies and people working in business with an understanding of the role and importance of IP. Typically this is achieved through training seminars and discussions. Awareness is also stimulated through publicity initiatives, such as awards ceremonies.

4. The contributions prepared on behalf of the Member States and national associations are in the following order:

Training and Outreach Activities of the National Agency for Copyright and Related Rights of Algeria.....	3
Educational Campaigns and Competitions for the Youth to Build Respect for IP in Antigua and Barbuda.....	8
IP Education Initiatives for Young People Undertaken by the People's Republic of China.....	12
Enhancing IP Awareness to Improve Compliance with Import and Export Laws in China.....	16
The Greek Copyright School – Raising Awareness about Copyright Protection in Primary and Secondary Education	19
The Hungarian Experience in Raising Public Awareness	22
Building Respect for and Increasing Awareness of IP: The Experience of the Patent Office of the Republic of Latvia.....	27
Awareness Raising Programs Undertaken by the National Directorate for Intellectual Property of Paraguay	31
IP Education and Awareness Campaigns of the Intellectual Property Office of the Philippines.....	36
Awareness Raising Activities to Build Respect for IP in the Republic of Korea	43
The Work of the Sygnał Association in Promoting IP through Education and Awareness Raising in Poland	49
Next Big Thing – An Awareness Campaign for the Value of Recorded Music by the Swiss Musicians Association.....	52

[Contributions follow]

TRAINING AND OUTREACH ACTIVITIES OF THE NATIONAL OFFICE OF COPYRIGHTS AND RELATED RIGHTS OF ALGERIA

*Contribution prepared by Mr. Sami Benchikh Lehocine, Director General, National Office of Copyrights and Related Rights, Algiers, Algeria**

ABSTRACT

The National Office of Copyrights and Related Rights (ONDA) of Algeria undertakes activities to promote intellectual property (IP) that focus on raising general public awareness of copyright issues and on training professionals. Awareness-raising activities that are open to the general public target mostly young people and authors.

To this end, a range of media is employed, including: radio, comic strips, brochures and social-media networks. A number of opportunities for education and communication are also seized, including: cultural events, fairs and exhibitions, commemorative cultural celebrations, etc. Talks are also given in schools. Campaigns invite authors to protect their creations, encourage exploiters to meet their obligations, and demonstrate the adverse effects of various forms of copyright infringement, in particular plagiarism and the illegal downloading of works. Training for professionals is mostly targeted at operational stakeholders and civil servants that are responsible for implementing the law.

I. MEDIA AND EDUCATIONAL AWARENESS-RAISING CAMPAIGNS

1. The National Office of Copyrights and Related Rights (ONDA) organizes activities to build respect for intellectual property (IP) and combat various forms of intellectual property rights (IPRs) infringement. These activities focus on several areas.
2. In general, ONDA delivers awareness-raising talks on IPRs, in particular copyright, in all high schools in Algeria and in primary and secondary schools in the country's main cities on World IP Day. The content and duration of these talks is standardized. Teaching staff are given fact sheets that provide an introduction to IP and its economic and social importance. Questions about plagiarism are also addressed at these talks.
3. Talks to students in art schools are also delivered, offering an introduction to copyright and the collective management of copyright and related rights. The content and duration of these talks is standardized.
4. ONDA distributes two free comic strips for young people in high schools that deal with respect for intellectual property and in particular copyright. These are distributed during the creativity fair, ONDA's annual open-door days, or more generally during cultural shows or events. Entitled "*À l'abri du poulpe (Safe from the octopus)*", the first comic strip targets young authors and encourages them to register with ONDA to protect their works. The second comic strip emphasizes the negative effects of piracy.
5. ONDA sponsors several radio programs for young people. It provided financial support for one year to Serial TAGGER, a daily radio program that offers young talent the opportunity to become known to the public. These programs deliver two key messages: the first, directed

* 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.

towards the general public, calls for respect for the legitimate rights of authors. The second message, directed towards authors, encourages them to join ONDA to protect their rights. As part of this effort, several interviews with ONDA officials were broadcast that focused on the social, economic and cultural aspects of the protection of copyright and related rights. Other radio programs with a literary and/or economic content were also broadcast on national and regional stations, in order to raise public awareness of IPR infringements.

6. A competition on artistic themes and copyright is also broadcast over a youth radio station. The objective is to further raise awareness among young people about the nefarious effects of piracy and the illegal downloading of works from the Internet.

7. ONDA organizes annual open-door events at both its head office and in local branches. These are held in mid-April of each year for the duration of a week. ONDA also works together with schools to organize school visits to its offices for high school pupils. During these visits, presentations are made on the collective management of copyright and related rights.



8. Meetings and discussions involving the general public are held during certain cultural events, such as shows, exhibitions and performances. They are facilitated by ONDA officials and address copyright matters related to the theme of the specific cultural events.

9. A caravan also travels around the major cities of Algeria, to reach out to authors and artists on IP matters and to encourage them to join ONDA and explain the process for doing so.

10. The National creativity show is one of ONDA's flagship activities. Each year, it provides a forum for music and book publishers to engage in discussions with the general public.



11. ONDA distributes brochures that encourage respect for IP during the various cultural events that it organizes.



12. CD-ROMs containing general information on ONDA's role and activities are regularly distributed.



13. Operations to destroy pirated media that has been seized during checks conducted by ONDA are organized in the presence of the national police.



14. ONDA regularly organizes tributes to major artists and authors, as a means of recognizing and rewarding merit.



15. ONDA funds advertising clips on television and radio to reach out to the general public. In general, these clips are broadcast on World IP Day and during ceremonies for the destruction of infringing sound recordings.

II. TRAINING FOR OPERATIONAL STAKEHOLDERS

16. Finally, ONDA regularly organizes: seminars aimed at explaining the content of copyright law to users and exploiters of intellectual works; training workshops for civil servants responsible for implementing IP laws; retreats on respect for IP with universities; and classes on the collective management of copyright and related rights in the police and gendarmerie academies. It also organizes an annual forum that takes place on April 23, in coordination with the General Directorate for National Security (DGSN).



EDUCATIONAL CAMPAIGNS AND COMPETITIONS FOR THE YOUTH TO BUILD RESPECT FOR INTELLECTUAL PROPERTY IN ANTIGUA AND BARBUDA

*Contribution prepared by Ms. Ricki Camacho, Registrar, Antigua and Barbuda Intellectual Property and Commerce Office, Ministry of Legal Affairs**

ABSTRACT

This paper illustrates the Antigua and Barbuda experience in building knowledge of and respect for intellectual property (IP) through targeted education campaigns and competitions designed for young people, the private sector and law enforcement officials. The absence of sufficient financial and human resources remains a challenge to maximize the reach of awareness building campaigns. However, the Intellectual Property and Commerce Office continues to use creative methods to promote awareness.

I. INTRODUCTION

1. The Antigua and Barbuda Intellectual Property and Commerce Office (“the IP Office”) is responsible for the registration of intellectual property rights (IPRs) and is a division under the Ministry of Legal Affairs. It was established in or around 2003.
2. An important part of the IP Office’s mandate is to, *inter alia*, educate the public, both users and creators of intellectual property (IP), on the broad subject of IP and associated rights and to encourage compliance with the relevant laws. The challenge has been to design a program that would reach a wide cross-section of a population which historically lacked a deep appreciation of the significance of this area and actually produce a positive effect. In this regard, the IP Office decided to focus a large part of its efforts and limited resources on awareness-building activities and strategic campaigns targeting the youth, the private sector and law enforcement officials. The objective was to engage these sectors of the society on the issues surrounding IPRs and thus enlist them as channels of dissemination in their homes, communities and schools.

II. THE AWARENESS BUILDING CAMPAIGN

3. The IP Office sought to devise creative strategies to carry its message to the public within the strictures of a limited budget. In this regard, several methods were used in the awareness-building campaign, namely annual school competitions and visits, education of law enforcement officials, the private sector and social media. Each method will be briefly explored below.

A. SCHOOL COMPETITIONS

4. Since 2011, the IP Office has hosted an IP-themed competition open to all primary and secondary schools in Antigua and Barbuda. The IP Office was able to secure sponsorship for the competition from a local commercial bank and a telecommunications company. The competition is also well supported by the Ministry of Education, Science and Technology which ensures that the criteria and essay topics/visual art topics are relevant and appropriate for the

* 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.

schools. Support is also given by WIPO which supplies the trophies and the certificates and a relevant local guest judge who is skilled in their craft is provided by ABIPCO..

5. The Competition is strengthened by printed materials and public events.

6. This annual competition adapts the World IP Day theme to the local context and varies from songwriting to smartphone films through to essays. The IP Office has found that the competition is increasingly popular. The winners in the various categories receive prizes. Normally there are six winners ranging from first to third place, three in the secondary school category and three in the primary school category. The IP Office will place winning entries on its website as that site is developed.

7. This year, the competition will be in the area of photography/art based on the theme of World IP Day 2016: "Digital Creativity: Culture Re-imagined". The topic for the primary school is as follows: Take an image using a digital device (e.g., phone, iPod, tablet, digital camera) to show how culture is evolving in Antigua and Barbuda. The topic for secondary schools is: By use of a digital device capture digital image(s) or a video to show how Antigua culture is evolving in this digital age.

8. Though not mandatory, the images may be edited digitally to show the creativity of the photographer and their interpretation of culture in Antigua and Barbuda. All photographs must be original. Students also have the option to select from four incomplete digital images on the IP Office's website and use their creativity to show how their selected image can be completed. The four images selected were that of the Antigua black pineapple, a steel pan, a windmill and a local bird. All of these images have historical, educational and more importantly cultural references to Antigua and Barbuda. By using these images, the IP Office is seeking to demonstrate that genetic resources, traditional knowledge and folklore have relevance to IPRs. In applying some creativity to the competition design to make it culturally relevant, the IP Office has found that this approach has much more of an impact in a small island nation such as Antigua and Barbuda.

B. SCHOOL VISITS

9. Since the year 2011, the IP Office has organized visits to primary and secondary schools to make presentations to a cross-section of the student body. The age group and number of students vary as they are determined by the principal and teachers of the respective schools. Again, the theme of World IP Day guides the focus of the presentations each year. However, in general the school visits and competitions aim to raise awareness among young people about IP.

10. The IP Office usually identifies, at a minimum, four primary schools and four secondary schools to visit annually. An effort is made to ensure a mix to include city-based and rural schools and government-sponsored and private schools. The visiting IP Office team takes specially prepared literature and objects that are commonly found in the home that all embody IPRs so that the exercise is relatable. Students have received comic books and crossword puzzles developed by WIPO during these visits. We also work with the teachers of the schools.

11. From time to time, the IP Office enlists the services of a guest ambassador to be part of the school visitation team. These guest ambassadors normally offer their expertise *pro bono* to assist in the awareness campaign. The IP Office in return offers the guest ambassador advertising benefits. A local artist, named Drastic, has also been included in the school visits. The students really enjoy when he is part of the visits with his guitar music and vocals.

12. We have found the school visits and a guest ambassador to be particularly successful in getting the children to learn what IP is in a stimulating environment.

C. NATIONAL SCIENCE FAIR BOOTH

13. The IP Office has created a presence at the bi-annual National Science Fair by setting up a booth and handing out general knowledge literature on IP. The fair is geared towards all schools in Antigua and Barbuda. At the last science fair in which the IP Office participated, the IP Office engaged a local artist to draw the interior of a house. Items that are relevant to IP, such as toothbrushes, light bulbs, feeding systems for animals and plants, jewelry and various other items were displayed in the house. The young people enjoyed this display as it demonstrated how IP is used in our everyday lives and environment. It was quite a simple, cost-effective method to start a discussion rich with avenues to share information relevant to IP among young people and to illustrate how IP touches and concerns our lives.

D. EDUCATION OF LAW ENFORCEMENT OFFICIALS AND THE PRIVATE SECTOR

14. The education program is not limited to young people. Programs are designed annually to educate law enforcement officials on IP. We have discovered that in far too many cases, law enforcement officials are of the opinion that IP is an area restricted to attorney and client dealings. They fail to realize that IP protection is enshrined in the very same law that they pledge to uphold. We have held workshops to develop a fuller appreciation of the relevance of IP.

15. The IP Office has also been working with the private sector, holding discussions and workshops with creators and small enterprises. Laws protecting IP exist for the benefit of these individuals who remain largely unaware of their rights and who need to be made aware that their inventions, designs and creations are protected under various categories of IP.

E. SOCIAL MEDIA

16. The IP Office is aware of the importance and popularity of social media in providing avenues for the mass distribution of information. The IP Office currently has no Facebook or Twitter page, however, it recently approved a website address. Plans are underway to develop the website as a one-stop information center for IP, where also the annual competition winners will be announced.

17. The IP Office also makes use of the local media. Annually, IP Office officials appear on the local television station, ABS TV, on the "Good Morning Antigua and Barbuda Show" as well as local radio stations. A successful open day, which included the media, was held on World IP Day on April 26, 2016. This year's competition was launched during the open day. Open days had been organized previously but were not found to be the most successful.

18. The IP Office also solicits support from the media to advertise its annual competition. Responses from both the print and electronic media in this regard remain positive.

19. We have sought to raise awareness among the public that IP also has value equal to or more than real estate or tangible belongings. Using the example of a locally produced hot sauce, called "Susie's Hot Sauce", we have sought to demonstrate how protecting a brand like Susie's makes the brand unique, stronger and popular just as trademark and/or patent protection has helped Apple and Samsung earn large amounts of revenue. We have also tried

to show how IP can become a major earner of revenue for Antigua and Barbuda, via copyright protection, geographical indications and trademark protection.

III. CONCLUSION

20. We remain committed to working with the public and private sectors in furtherance of the promotion of IP. We are continuing discussions with the Ministry of Education as to finding a place for IP in the school curriculum, which will result in a boost to our work with young people in particular. This will help the population to build respect for IP from a young age.

21. We will continue to explore creative ways to build respect for IP despite the challenge posed by limited funding and human resources to carry out all of the ideas identified for public awareness and enforcement.

22. We will continue to host our primary and secondary school competitions as they grow in popularity and build on the momentum that has been created.

23. We have recommended to WIPO that some content regarding specifically the youth be placed on the WIPO website. This may greatly assist the IP Office in Antigua and Barbuda and others with our awareness initiatives.

24. Our end goal is to ensure that the Government and citizens of Antigua and Barbuda are equipped with a knowledge and understanding of IP and of the rights and remedies available; and that appropriate legislation and enforcement policies are in place for their protection. We hope to increase the frequency and quality of the national dialogue and raise the level of participation of citizens and Government partners, thereby improving the diversification and growth of the economy of Antigua and Barbuda.

INTELLECTUAL PROPERTY EDUCATION INITIATIVES FOR YOUNG PEOPLE UNDERTAKEN BY THE PEOPLE'S REPUBLIC OF CHINA

*Contribution prepared by the State Intellectual Property Office of the People's Republic of China, Beijing, China**

ABSTRACT

In 2015, the State Intellectual Property Office of the People's Republic of China (SIPO) and the Ministry of Education (MOE) jointly launched the Nationwide Pilot and Model Program for Intellectual Property (IP) Education in Primary and Secondary Schools. The objective of the program is to cultivate a batch of pilot and model schools which will serve as examples for their peers to follow, with a view to raising the quality of IP education in primary and secondary schools throughout the country and thereby encouraging teenagers and youngsters to cultivate respect for knowledge, innovation and IP protection. By giving full play to the exemplary effect and leading role of these pilot and model schools, the IP awareness of society as a whole will be increased by ensuring that each family includes a pupil versed in the importance of IP.

I. POLICY DOCUMENTS INTRODUCED BY THE CHINESE GOVERNMENT

1. China has always attached great importance to Intellectual Property (IP) education for young people. In 2008, China issued and implemented its *Outline of National Intellectual Property Strategy*¹, which proposed to “carry out intellectual property right education extensively (...) A general education plan on intellectual property needs to be formulated and implemented, and intellectual property education needs to be included in teaching plans in primary and high schools throughout China”. In 2013, the State Intellectual Property Office of the People's Republic of China (SIPO), the Ministry of Education (MOE), the Ministry of Culture (MOC), the State Administration for Industry and Commerce (SAIC), the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT), and the National Copyright Administration of China (NCAC) jointly issued Opinions on Strengthening the Development of IP Culture, which put forward that “intellectual property shall be included in the national educational system and shall be introduced into the mandatory curriculum in primary and secondary schools.” In 2014, the General Office of the State Council forwarded the circular Action Plan for Further Implementation of the National IP Strategy (2014-2020), issued by SIPO and other government agencies, and proposed to “set up a number of model schools that excel in IP outreach and education.” In 2015, the State Council issued the circular entitled Opinions on Accelerating the Construction of an IP Power Under the New Situation, which proposed that general IP education should be extensively provided.

II. RESEARCH CONDUCTED ON IP EDUCATION FOR YOUNG PEOPLE

2. SIPO attaches great importance to the research and study of IP for young people and has achieved a number of results, which serve as important references for decision-making in related endeavors.
3. In 2008 and 2015, Tsinghua University was commissioned by SIPO to conduct two

* 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.

¹ The Outline of National Intellectual Property Strategy is available at: <http://www.wipo.int/wipolex/en/details.jsp?id=859>.

surveys on how aware teenagers and other groups were of an IP culture.

4. In 2011 and 2014, the IP Research Center of Central China Normal University was commissioned by SIPO to research and analyze the IP aptitude of Chinese students and the status of IP education in schools. A survey, IP Education in Chinese Primary and Secondary Schools, was conducted and proposals were put forward.

5. From 2012 to 2016, SIPO commissioned the Patent Protection Association of China, the China Trademark Association and the Copyright Society of China to carry out an annual satisfaction survey on the protection of IP in society. This survey included IP outreach and education as a first-level indicator.

III. PILOT AND MODEL PROGRAM FOR IP EDUCATION IN NATIONAL PRIMARY AND SECONDARY SCHOOLS

6. After thorough research and study, SIPO and the MOE jointly developed the Pilot and Model Program for IP Education in National Primary and Secondary Schools and initiated a pilot project in 2015. The objective of the program is to cultivate a batch of pilot and model schools which will serve as examples for their peers to follow, with a view to raising the quality of IP education in primary and secondary schools throughout the country. The goal is to encourage teenagers and young people to cultivate respect for knowledge, innovation and IP protection. By giving full play to the exemplary effect and leading role of these pilot and model schools, the IP awareness of society as a whole will be increased by ensuring that each family includes a pupil versed in the importance of IP.

7. The Criteria for pilot schools include the following: local governments support IP education in schools; school heads value innovative education with IP education as the main content; training of teachers for IP education has started or is being planned; and activities to gain IP knowledge through experiential education and practice are proactively organized and endorsed. Criteria for model schools will be rendered more precise, having regard to experience that will have been gained with the pilot schools. The model schools will be an enhanced version of the pilot schools.

8. After the application and selection processes, a total of 30 schools from 23 provinces (including autonomous regions and municipalities) in China were chosen as the first batch of National IP Education Pilot Schools. It is planned that 30 to 50 National IP Education Pilot Schools will be identified annually during the years from 2015 to 2018 through an organized assessment process. From 2017 to 2020, 25 National IP Education Model Schools will be selected as a result from assessing those schools which have been part of the pilot phase for two years. By 2020, 100 National IP Education Model Schools will have been established, which are expected to provide a relatively comprehensive IP education system, approach IP education in a regulated and systematic way, and score outstanding achievements in IP education. Various provinces will be guided to establish 1,000 Provincial IP Model Schools.

9. Supporting measures include the following: SIPO provides an adequate amount of guidance funding; SIPO offers an adequate number of IP education textbooks to pilot schools free of charge; training in related IP knowledge is provided to teachers who will engage in IP education in pilot and model schools; local governments are encouraged to provide rewards, where appropriate, to patent applications filed by students from pilot and model schools; for patent applications filed by students and teachers from pilot and model schools, an expedited "Green Channel" procedure for the examination of patent applications filed by students and

teachers from pilot and model schools is set up by law; and news media shall be fully utilized to

extensively disseminate and promote the good practices and successful experiences of pilot and model schools.

10. No time limits are applied to the validity of model schools. SIPO will lead a review of model schools every two years. Review grades are categorized into unqualified, qualified, good and excellent. Those who receive unqualified grades will lose the title of model school.

IV. IP EDUCATION FOR YOUNG PEOPLE IN VARIOUS LOCALITIES

11. Before the start of the Pilot and Model Program for IP Education in National Primary and Secondary Schools, IP education has already been offered in many localities in China, including Guangdong, Shanghai and Fujian in the eastern and Shaanxi, Yunnan and Xinjiang in the western region. Each province has its local characteristics. For example, Guangdong and Shaanxi have been providing IP education in provincial primary and secondary schools with the aim of gaining pilot and model school status; Guangdong, Beijing and Tianjin have developed IP textbooks which are widely used in primary and secondary schools through specialized IP curricula or in combination with ethics or labor and technical courses; and Shanghai has set up an IP Education Fund for the Youth to sponsor activities that teach, disseminate or promote IP knowledge to young people.

V. OTHER OUTREACH, EDUCATION AND TRAINING ACTIVITIES UNDERTAKEN BY SIPO

12. SIPO has undertaken various other activities:

- Developing and publishing textbooks, such as Intellectual Property Primer for Primary and Secondary Schools, ABCs of Intellectual Property and Invention Creation and Intellectual Property Rights for Schoolchildren, which are distributed free of charge to a number of provinces;
- Holding events entitled “IP into Campus” every year, which aim to spread IP knowledge to young people through lectures, exhibitions and other activities;
- Organizing various other activities targeting the young, including an IP Poster Design Competition, a Public Welfare Advertising Contest and Essay Competition;
- Organizing Open Day activities over the long term. On such Open Days, students are invited to visit the Patent Acceptance Hall, the Examination Departments and the Patent Exhibition Hall, and to attend public lectures.
- Supporting nationwide contests such as the National Contest for Youth Innovation in Science and Technology and the National Online Contest for Youth on Basic IP Knowledge;
- Providing services in IP consultation and instruction.

13. Since 2009, SIPO has, through collaboration with universities and research institutes, approved and established 24 IP Training Bases in 19 provinces (autonomous regions and municipalities), three of which target micro, small and medium enterprises. During 2015, the National IP Training Bases held 258 training courses which trained more than 20,000 participants. Guidance is provided to provincial IP Offices on setting up approximately 50 provincial training bases. A system of training bases with reasonable geographical distribution, distinctive brand and nationwide influence has thus come into being. In the meanwhile, SIPO has also set up two platforms, namely, the Online Platform for Information on National IP Talents and the Internet Distance Learning Platform. Under the Distance Learning Platform are micro sites targeting localities, industries, businesses and universities. Such platforms and micro sites play an important role in fostering IP talent for China and in disseminating IP knowledge to society as a whole.

ENHANCING INTELLECTUAL PROPERTY AWARENESS TO IMPROVE COMPLIANCE WITH IMPORT AND EXPORT LAWS IN CHINA

*Contribution prepared by Mr. Liu Yang, Deputy Director, Division of Legal Affairs, Guangdong Sub-Administration, General Administration of Customs of the People's Republic of China**

ABSTRACT

This document presents the main approaches of the General Administration of Customs of the People's Republic of China (China Customs) in carrying out intellectual property (IP) awareness campaigns so as to improve compliance with import and export (I/E) laws.

China Customs is a government agency that supervises and manages all arrivals in and departures from the customs territory of the mainland of the People's Republic of China, and is charged by law with duties to protect IP rights (IPRs) related to I/E goods. China Customs has made great efforts in recent years to carry out outreach campaigns covering all targeted groups through various channels and means. Such campaigns have produced remarkable results in effectively enhancing the general public's awareness of I/E-related IP protection, in reducing the incidence of I/E-related breaches and infringements, and in fostering a favorable atmosphere for consciously boycotting infringements.

I. INTRODUCTION

1. Through its long experience of carrying out intellectual property (IP) enforcement, the General Administration of Customs of the People's Republic of China (China Customs) has become keenly aware that a fundamental measure in achieving IP protection in relation to import and export (I/E) goods is to raise the public's awareness of IP and guide them to consciously abide by the laws. The specific approaches adopted by China Customs are as follows.

II. TAKING ADVANTAGE OF SIGNIFICANT OCCASIONS TO CARRY OUT INTENSIVE OUTREACH CAMPAIGNS

2. With "World IP Day" on April 26, the week of April 20 to 26 is identified as "China IP Publicity Week" each year. During this period China Customs focuses its efforts on holding nationwide outreach campaigns in a variety of forms to disseminate information on customs IP protection to I/E enterprises and individuals, so as to enhance their awareness of I/E-related IP protection and build up their capacity to prevent infringing activities. For example, China Customs releases through various media "The White Paper on China Customs Intellectual Property Protection" every year to publicize its work on IP protection in the previous year. Reports of typical cases of China Customs' IP protection activities are also published annually to demonstrate the resolve and effectiveness of China Customs in combating infringing I/Es. During the Publicity Week, local customs agencies also release news and information through various media and distribute leaflets at entry/exit ports for cargo and passengers to disseminate to the general public relevant information on customs IP protection in order to promote their understanding. In addition, China Customs holds I/E-related IP awareness campaigns on other

* 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.

significant occasions, e.g., August 8 (China Legal Publicity Day) and December 4 (Constitution Day), which enable the outreach efforts to be durable in time and effect.

III. USING NEW MEDIA AND TECHNOLOGIES TO EFFECTIVELY EXPAND THE TARGET AUDIENCE

3. In recent years, the public has increasingly diversified access to information channels and the penetration of new media continues to deepen. Following such trends, China Customs, while continuously leveraging traditional media such as radio, television and newspapers to carry out outreach activities, gives great attention to the development of new media, makes full use of new media platforms and adopts new technologies to expand its outreach coverage to achieve greater influence. For example, WeChat is an instant messaging software which has gained wide popularity in China. Its monthly active users exceed 500 million, covering more than 200 countries in more than 20 languages. By leveraging this platform, China Customs has set up the Customs Hotline 12360 as well as the official account “Customs Release”, to issue information on various subjects, including customs IP protection. This information can be received by WeChat users for free. Statistics show that more than 500 such information posts have been pushed to users through the official account of China Customs. Another example relates to video episodes and cartoons produced by China Customs to better attract public attention to Customs IP protection. Such productions, featuring short and popular stories as well as attractive cartoon characters, are employed to turn what might otherwise seem unappealing and didactic information on IP protection into lively and vivid guidance. Such material is readily accepted by the public and helps to enhance the effect of outreach.

IV. OUTREACH CAMPAIGNS TARGETING I/E ENTERPRISES TO IMPROVE THEIR AWARENESS AND CAPACITY

4. I/E-related enterprises are the main actors in China’s foreign trade, hence China Customs gives priority to enhancing their IP awareness and building up their capacity to prevent infringement. The China Customs proactively provides guidance to all levels of local customs agencies with regard to the following forms of outreach activities targeting I/E enterprises: border missions to publicize the law, customs open days, publicizing the laws applicable to enterprises, and undertaking targeted support activities, as well as press conferences and online interviews. Various levels of customs agencies also actively organize specialized training on customs IP protection for local I/E enterprises in order to spread information on I/E-related IP protection and answer their questions. Regarding key I/E enterprises, China Customs also pays return visits regularly to find out what kinds of IP issues and practical difficulties they have encountered during the process of customs clearance, to remind them to be on guard against infringement risks and to encourage them to be innovative.

5. China is an important processor and manufacturer in the world. Unintentional infringement on the part of Chinese enterprises sometimes occurs when they accept overseas orders due to their lack of information on the IP right (IPR) status of such orders. Consequently, China Customs also provides a search service to such processing and manufacturing enterprises to find out the IPR status of relevant orders and to remind them whether there exists the risk of infringing IPRs registered with China Customs. In the meantime, I/E-related IP protection rules and regulations are explained, clarified and disseminated to such enterprises. In this way, China Customs’ outreach efforts are closely connected to I/E-related activities of enterprises, and effectively prevent infringement from occurring in the field of export-related processing and manufacturing.

V. CARRYING OUT THOROUGH OUTREACH ACTIVITIES TO FACILITATE COMMUNICATION AND PROMOTING GOOD RELATIONS

6. While dedicating resources to its own outreach efforts, China Customs also actively participates in communication campaigns in the Asia-Pacific region, and co-organizes relevant activities with various types and levels of IP administrations so as to combine those efforts to create a favorable compliance and innovation atmosphere. In addition, China Customs attaches great importance to exchange and collaboration at the international level with customs authorities in other countries and regions. Such mutual learning and exchanges are conducive to enhancing mutual understanding and promoting enforcement capacity. For example, the “Training Course on Customs IP Protection” was held on April 25, 2016, in Beijing by the General Administration of Customs of China for customs officers from six countries of the African continent, including Ghana, Egypt and Ethiopia. The purpose of the training was to present the experiences gained and main approaches adopted by China Customs in IP protection. A number of brand holders were invited to interact with the customs officers from the six countries to exchange views on how to seek protection for their IPRs. The participants thought highly of the course, which produced excellent results in terms of outreach and training.

7. I/E-related IP awareness has now been remarkably enhanced through a series of outreach campaigns and I/E-related infringements are significantly contained. On the other hand, China Customs is also aware that the cultivation of IP awareness is a long-term process that requires sustained efforts. As its next steps, China Customs will carefully review its past experiences, learn from the successful practices of other customs authorities in the world, actively adapt to the social and economic trends in China and further innovate in its methods and approaches to outreach, to improve public awareness of I/E-related IP and make a greater contribution to China’s innovation-driven development strategy.

THE GREEK COPYRIGHT SCHOOL – RAISING AWARENESS ABOUT COPYRIGHT PROTECTION IN PRIMARY AND SECONDARY EDUCATION

*Contribution prepared by the Hellenic Copyright Organization, Hellenic Ministry of Culture and Sports**

ABSTRACT

The Hellenic Copyright Organization (HCO) is the competent authority in Greece for copyright and related rights matters. In 2014, HCO, in cooperation with a team of teachers, created an educational program on the protection of copyright and related rights entitled “Copyright”. The program’s goal is to raise awareness among pupils about the importance of copyright and related rights in today’s society and their significance as a key factor in promoting creativity and culture. For the school year 2015-2016, HCO decided to expand the promotion of the program and enrich its actions. In this context, HCO put together a project called: “Greek Copyright School”. This project was awarded a grant by the European Union Intellectual Property Office (EUIPO), allowing HCO to further promote the educational program and inform teachers all over Greece about copyright issues. It is the first time an educational program of this kind, supported by the Ministry of Education and the European Union, is being implemented in Greece.

I. THE HELLENIC COPYRIGHT ORGANIZATION

1. The Hellenic Copyright Organization (HCO) is a legal entity under private law that is placed under the supervision of the Ministry of Culture and Sports. It is the competent authority in Greece for copyright and related rights matters. HCO amongst other things:

- supervises Collecting Societies and Collective Protection Societies, drafts laws pertaining to copyright and related rights issues,
- represents Greece in the EU and in international fora (e.g. the World Intellectual Property Organization (WIPO), the World Trade Organization (WTO), the United Nations Educational, Scientific and Cultural Organization (UNESCO));
- organizes seminars, events or conferences for the training of judges, lawyers, right holders, etc; and
- provides general information to the public.

II. BACKGROUND: THE EDUCATIONAL PROGRAM DURING THE SCHOOL YEAR 2014-2015

2. In 2014, HCO, in cooperation with a team of teachers and experts in education, created a pilot educational program on the protection of copyright and related rights entitled “Copyright and Related Rights”. The program is addressed to pupils of the fifth and sixth grade of the primary school (*i.e.*, the two last grades of the elementary school).

3. The program’s goal is to raise awareness among pupils about the importance of copyright and related rights in today’s society and their significance as a key factor in promoting creativity and culture. The target group comprises the teachers and through them their pupils. The educational program with the approval of the Ministry of Education started in the school

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

year 2014 - 2015 in many schools all over the country. HCO organized a series of seminars all over Greece in order to promote it. Several authors and performers participated in the events adding their personal experience of the effect copyright has in their lives and their ability to make a living and continue creating and performing because of it. The goal is to open a communication channel between HCO and the teachers and influence them positively towards adopting a behavior in favor of copyright protection. Therefore, emphasis was placed on personal communication and the establishment of a relationship of trust. Teachers are encouraged to use this new information not only in order to teach the “Copyright and Related Rights” program but also to incorporate the principles of copyright protection in every lesson they can. Furthermore, HCO designed and trademarked the logo that accompanies the educational program (Orpheus - *octopus polytalantus*).



III. THE GREEK COPYRIGHT SCHOOL DURING THE SCHOOL YEAR 2015-2016

4. For the school year 2015-2016, the educational program “Copyright” was again granted approval by the Ministry of Education. However, this year, taking into consideration the success of the seminars of the previous school year, HCO decided to expand the promotion of the program and enrich its actions. In this context, HCO decided to put together a project called: “Greek Copyright School”.

5. This project was awarded a grant by the EUIPO (European Union Intellectual Property Office), allowing HCO to further promote the educational program and inform teachers all over Greece about copyright issues. The following paragraphs describe the main areas of activities of the “Greek Copyright School” project.

A. SEMINARS

6. This year, 10 seminars were organized in 10 different cities to promote the program. More than 400 teachers attended. Seminars were addressed to primary and secondary school teachers. Using the experience from the previous year, the seminars were adjusted to better accommodate the needs of the teachers and address topics even more relevant to their work in class. In addition, the variety of authors and performers who participated in the events and the personal experiences they shared provided the ground for lively and fertile discussions. The general approach is not only to encourage teachers to implement the educational program, but also to make them realize the importance of copyright protection by highlighting how copyright is involved in a number of activities of our everyday lives. In this context, it is argued that children need to understand that there is an entire creative chain behind their favorite movies, music,

videogames, photographs, books, etc. and that they need to respect this if they want to sustain it.

B. INFORMATIVE MATERIAL

7. A folder containing informative material was distributed to those who attended the events and to schools all over the country. This year the material distributed was updated and redesigned.

C. WEBSITE/COPYRIGHTSCHOOL.GR

8. A website – copyrightschool.gr - was launched to support the “Greek Copyright School” project with online content for all stakeholders. It contains content about copyright and education addressed to students of primary and secondary education (frequently asked questions, e-games, videos, handbooks, comic book, stickers, etc.), teachers (the educational program accompanied with instructions, frequently asked questions, handbooks, power point presentations, posters, puzzles, quizzes, etc.) and parents (frequently asked questions). The website is dynamic and its content will be constantly updated.

D. E-GAMES

9. Three e-games about copyright were designed and made available on the website. The purpose is to help pupils learn about copyright while having fun and enjoying the process. It is worth mentioning that the lead character in both the website and the e-games is Orpheus the octopus who is also the logo of the project.

E. ANIMATED SHORT VIDEO ABOUT COPYRIGHT

10. Last but not least, an animated short film about copyright protection was created in the framework of the “Greek Copyright School” project. The creator of the video is a world class artist with numerous awards and an impressive portfolio. Mr. Panagiotis Rappas gave life to Orpheus, the multitalented octopus, which offers his art to all creatures in the sea. However, when they take his work for granted and do not bother to reward him, he is forced to seek alternative means to make a living. The ocean, left with no arts, becomes a grey place and all creatures realize how important it was for Orpheus to be able to make a living from his art.

11. It is noteworthy that this is the first time an educational program of this kind, supported by the Ministry of Education, has been run in Greece. So far, it has been met with enthusiasm and support from all interested parties and it helped develop closer relations and cooperation between copyright and education.

THE HUNGARIAN EXPERIENCE IN RAISING PUBLIC AWARENESS

Contribution prepared by Ms. Roberta Pál, Deputy Secretary, National Board Against Counterfeiting, Hungary

ABSTRACT

The National Board Against Counterfeiting (NBAC) is a consultative, opinion-giving and advisory body. It was established in 2008 by the Hungarian Government on the initiative of the Hungarian Intellectual Property Office (HIPO). The NBAC's Action Plan focuses on awareness raising among young people and entrepreneurs (especially small and medium-sized enterprises (SMEs)). The NBAC's awareness-raising activities for SMEs have included providing information and advice to members of the Young Entrepreneurs Association Hungary (FIVOSZ) and organizing seminars with regional chambers of commerce. Work with young people has included setting up information tents at music festivals, conducting outreach to children through an interactive exhibition and school visits, and a competition on counterfeit medicines. Outreach to the general public has included seminars during Art Market Budapest and a competition for teachers to create teaching materials on IP. The NBAC maintains websites (<http://www.hamisitasellen.hu/> and <http://www.hamisitasellen.hu/hamisgyogyszer/>), a Facebook profile and a blog on intellectual property (IP) and counterfeiting and is actively present in the media.

I. INTRODUCTION TO THE NATIONAL BOARD AGAINST COUNTERFEITING

1. The National Board Against Counterfeiting (NBAC) is a consultative, opinion-giving and advisory body based on a public-private partnership. It was established in 2008 by Government decision and now works in accordance with Government Decree No. 287/2010 (XII. 16) on the National Board Against Counterfeiting (Government Decree). Its President is the Minister of Justice and its Vice-president is the President of the Hungarian Intellectual Property Office (HIPO). Its budget is provided by and its Secretariat operates within the HIPO. Its 21 members consist of Ministries and public authorities, as well as professional associations and interest groups from the private sector.

2. The NBAC's functions, as set out in the Government Decree, include drafting and enforcing the national strategy and action plans against counterfeiting; coordination and support of government activities relating to international and European initiatives and programs against counterfeiting; analysis and systemization of statistical data regarding counterfeiting; launching and coordinating awareness-raising and information campaigns, and monitoring the implementation thereof; training the officials of law enforcement agencies; and participation in drafting legislative amendments regarding intellectual property (IP) enforcement.

3. The NBAC created an Action Plan Against Counterfeiting (Action Plan) for the years 2011-2015, which has become part of the Jedlik Plan on the National Strategy for the Protection of Intellectual Property 2013-2016.

4. The Action Plan groups the tasks of the NBAC laid down by the Government Decree and sets out three main objectives, arranged in 3 pillars. Pillar I is more efficient enforcement; pillar II is better informed consumers and internet users; and pillar III aims at proving the

* 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.

economic importance of fighting against counterfeiting and helping enterprises in their enforcement activities. In order to reduce the supply and demand of counterfeit products, it is necessary to achieve more efficient enforcement and to have better-informed consumers and Internet users.

5. The Action Plan divides Pillar II (Better informed consumers and Internet users) into two strategic areas: public awareness raising and awareness raising among young people. Pillar III of the Action Plan, which relates to economic aspects, also includes awareness raising among entrepreneurs (with a focus on small and medium-sized enterprises (SMEs)).

6. The NBAC runs its awareness-raising activities according to the Government Decree as well as the Action Plan. Based on these instruments, the NBAC also adopts a working plan for each year. For the years 2015 and 2016, young people and SMEs have been chosen as priority target groups.

II. AWARENESS-RAISING ACTIVITIES OF THE NBAC

A. ENTREPRENEURS

7. In 2015, the NBAC invited the Young Entrepreneurs Association Hungary (FIVOSZ) to be an active participant in the newly established Info-communication working group, for the purpose of ensuring better protection for consumers and better informed consumers to reduce the number of online infringements. Two IP workshops have been held for FIVOSZ's members on intellectual property rights (IPR) protection, enforcement and branding.

8. In the past 6 months, the NBAC has visited two chambers of commerce and industry, where SMEs heard presentations on basic IP principles, branding, enforcement and counterfeiting in general, and were provided with the opportunity to address questions to the NBAC's experts and ask for advice.

9. For several years the Business Software Alliance (BSA) and the NBAC have cooperated in sending out biannual information letters to SMEs to draw their attention to the dangers of using infringing business software and to promote the advantages of legal software.

B. YOUTH

a) Summer Festivals

10. Raising young peoples' awareness is indispensable in changing attitudes towards IP protection, and the earlier education starts, the more effective it will be. Young people are creative, curious, open and accustomed to the immediacy offered by digital technology. They are also consumers.

11. The NBAC has participated at some of the biggest Hungarian summer festivals (Sziget Festival, VOLT Festival, Valley of Arts), which has proven to be an effective environment to connect with the target audience. The NBAC has done this through setting up a tent at the festivals where the visitors can see, touch and observe counterfeit products and get information from NBAC staff on how to distinguish them from original products in their everyday lives. Many people come to these festivals during a short period. Visitors are more open and engaged with NBAC's messages in a festival setting than in other environments.

12. The principal message that NBAC wants to convey to festival visitors is that they should be aware that their customer decisions have economic effects, and if they buy counterfeited products they are not only cheating themselves – as most of the counterfeits are of inferior quality, they are not durable, and do not have consumer guarantees – but they also risk their personal health and safety and support the black market and organised crime. It is necessary to make customers aware of the fact that by purchasing even one counterfeit product they can start a chain of negative effects which involves not only their lives but the lives of others.

13. NBAC received much feedback from festival visitors indicating that they liked the NBAC's message very much. It was in fact the most visited tent in Civil Sziget (*i.e.*, the part of the festival for authorities, associations and others that are not primarily cultural service providers). Many visitors wrote messages in a guest book. These messages demonstrate that the exhibitions were useful and many people now consider the fight against counterfeiting a personal concern.

14. It is a continuous challenge for NBAC's team to renew the exhibitions and include new and interesting interactive games and programs year by year.

b) Exhibition and Travelling Classroom

15. The exhibition and travelling classroom initiative came about after a high school teacher had an opportunity to take a closer look at the work of the NBAC at its tent at the Valley of Arts Festival, and came up with an idea for an interactive lesson in which students would be interested.

16. High school students are very interested in clothes and fashion, but they are not necessarily aware of the risks of buying counterfeits of a costly brand, including the potential risk to health. The NBAC focused on this specific age group in 2015, mounting a two-month exhibition at HIPO and undertaking special sessions in schools using a travelling classroom that incorporated elements of the exhibition. The exhibition and travelling classroom gave students the opportunity to examine counterfeit goods and provided them with in-depth information about being a conscientious consumer, the dangers of commercially available counterfeit products, and learning how to say “no” to counterfeits.

17. The HIPO, with the assistance of the HIPavilon Hungarian Intellectual Property Agency, hosted 900 students from eight schools during the course of the project. The two-hour events featured presentations by industrial property and copyright experts, as well as staff of the National Tax and Customs Administration (NTCA). The presentations were tailored to the students' interests, and were supplemented with interactive exercises on five stations, including the “peeking” desk where the students were able to get a first-hand experience on how consignments arriving in Hungary are examined by NTCA colleagues using inspection probes, and the “touch and feel” table, where they could learn how counterfeits are identified. It was a shock for students to learn how many patents, trademarks and designs were in their mobile phones, not to mention the software. The Rubik's Cube booth was popular even with the shyest students, and those interested in how much they had learned about IP protection could test their knowledge at the interactive test station.

18. The project was a success among students, who were delighted to participate in the interactive games and listen to the presentations. The NBAC decided to continue with the interactive IP lectures in 2016 based on the success of this two-month project and the interest received from schools. As at the end of May 2016, eight schools have been visited of which seven are located outside Budapest.

c) Competition on Counterfeit Medicines

19. In 2015, the NBAC announced a competition on counterfeit medicines for high school students. The NBAC received various entries from children including cartoons, presentations, video campaign, posters etc. The Secretariat and working group leaders of the NBAC handed over the prizes to the winning entrants. The NBAC will seek to use the submitted works as part of its future awareness-raising campaigns.
20. In 2016, the NBAC is sending posters to pharmacies as a means of drawing customers' attention to the risks of buying medicines and dietary supplements from unreliable sources.

C. GENERAL AWARENESS RAISING

21. In 2013 and 2015, the NBAC took part in round-table discussion at the celebrated Art Market Budapest. The Head and certain members of the Working Group Against Counterfeiting of Works of Art organized and participated in a half-day event, which comprised presentations from Hungarian and international presenters and a round-table discussion on the topic of counterfeiting. In 2015, the focus was on the notorious Beltracchi art forgery case from Germany, which attracted the interest of many visitors.
22. In 2013, the NBAC ran a competition for teachers to create draft teaching materials on IP. All the teaching materials received during the competition have been made freely accessible on HIPO's website. The competition was highly successful, with the submission of many interesting and high quality drafts on IP relating to literature, IT and other subjects, such as history.
23. The NBAC has developed close working connections with a media agency responsible, *inter alia*, for drafting and managing press releases and interviews. The NBAC translates and disseminates the press releases of the European Observatory on Infringements of Intellectual Property Rights in various fields and sectors. The press releases are followed by radio or TV interviews and generate multiple news reports online and in printed media. The aim of the project is to target economic and thematic press according to the message.
24. The NBAC's main website (<http://www.hamisitasellen.hu/>) offers national, European and international news on fakes, piracy and IP, disseminates reports and surveys relating to this field, and informs the public on enforcement initiatives. Special attention is dedicated to targeting groups such as entrepreneurs, consumers, students and teachers, and law enforcers, to provide them with an update on the activities of the NBAC and news on IP-infringement related topics. Another NBAC website dedicated to counterfeiting of pharmaceutical products (<http://www.hamisitasellen.hu/hamisgyogyszer/>) provides information, short videos, and guidelines to average customers to help them avoid or report fake products. NBAC also has a Facebook profile (currently 3,794 followers) and a blog on IP and counterfeiting designed to reach young people.
25. As part of the Design Week Budapest, the NBAC, together with the HIPAvilon Hungarian Intellectual Property Agency, annually provides a day of free advice on IPRs. The event takes place in a coffee shop where anyone can come in and ask one of the NBAC's experts on their IP issues while enjoying coffee and cake. A cultural event (such as a live concert) closes the day.

26. The NBAC has entered into several new cooperation agreements in 2015 and during the first half of 2016, to combine efforts in the areas of communication, organisation of events and conferences, and to put together specific campaigns. At present, the NBAC has entered into agreements with the National Food Chain Safety Office, Professional Association of the Hungarian Car Industry, the Media Service Support and Trustee Fund, the Hungarian Marks Association and MTVA (public service media).

BUILDING RESPECT FOR AND INCREASING AWARENESS OF INTELLECTUAL PROPERTY: THE EXPERIENCE OF THE PATENT OFFICE OF THE REPUBLIC OF LATVIA

*Contribution prepared by Mr. Arvis Grīnbergs, Project Manager, Patent Office of the Republic of Latvia**

ABSTRACT

The Patent Office of the Republic of Latvia (Patent Office) provides registration services for industrial property rights and is responsible for awareness raising on industrial property in the Republic of Latvia. The present document describes the most recent activities and various initiatives of the Patent Office that aim to build respect for IP and to inform the Latvian society about the advantages of using the IP system.

I. INTRODUCTION

1. For many countries, the development of a balanced and efficient Intellectual Property (IP) system poses significant challenges. The IP system needs to be modern, to fit the needs of users, and to provide for efficient cooperation between competent government bodies. This paper describes the initiatives and activities of the Patent Office of the Republic of Latvia (Patent Office) in the field of building respect for IP.

II. ABOUT THE PATENT OFFICE OF THE REPUBLIC OF LATVIA

2. The Patent Office is a State institution responsible for granting industrial property rights, including patents, trademarks, industrial designs and topographies of semiconductor products, disseminating information on IP and increasing awareness of IP rights amongst users, including small and medium-sized companies (SMEs), entrepreneurs, students and youth, academia, patent attorneys and judges. In accordance with the Patent Office's Regulations, it has the following functions:

- Register industrial property objects;
- Raise awareness of industrial property protection and its value;
- Fulfil the obligations of international agreements binding the Republic of Latvia;
- Provide information services and maintain an inventory of specialized information in the field of industrial property rights protection.

3. Since the Patent Office was established, it has conducted various activities and programs aimed at disseminating information on IP and increasing awareness among various target audiences. Several of these activities have been carried out in cooperation with or with the support of the European Patent Office (EPO), the European Union Intellectual Property Office (EUIPO) and the World Intellectual Property Organization (WIPO). All these activities are executed in line with the work plan, which is prepared annually and is approved by the Director of the Patent Office. The work plan lists the events, which will be organized by or with the participation of the Patent Office during the year.

* 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. In addition to its international partners, the Patent Office actively cooperates with several national partners, including the Latvian Chamber of Commerce and Industry, the Latvian Investment and Development Agency, the Ministry of Justice, the Ministry of Culture, Junior Achievement, universities throughout Latvia and others.

5. Regarding activities directly linked with enforcement matters, it is necessary to mention that the Patent Office, as an IP granting authority, does not participate in enforcement actions directly. However, in the past few years, it has facilitated and helped to organize several training activities for and in cooperation with the government bodies that are responsible for enforcement matters, for example, the police, customs and courts.

III. AWARENESS RAISING: HIGHLIGHTS OF PAST ACTIVITIES AND EXPERIENCES

6. In order to emphasize the value of IP and honor Latvians that apply for national or international trademark protection, the Patent Office has organized, since 2013, the annual event “Trademark of the year”, where special awards are issued to the winners of this contest in the categories “Trademark of the Year – Latvia” and “Trademark of the Year – World”. The award ceremony is held on World IP Day. Winners are determined through a public vote (50 per cent) and an evaluation by a special board (50 per cent) that consists of representatives of the Patent Office, the Latvian Chamber of Commerce and Industry, the Latvian Designer’s Society, the Central Bank of Latvia, and the Riga Latvian Society. Applicants can apply to participate in this contest if their trademark has been registered during the previous calendar year and the applicant performs economic activities in the Republic of Latvia. The Patent Office organizes a seminar on trademarks before the awards ceremony starts, in order to inform interested parties about the latest developments in this field.

7. During 2015 and 2016, the Patent Office has signed cooperation agreements with six universities, including universities from Latvia’s regions. The aim of this initiative is to increase the overall level of knowledge of IP in these educational institutions and regions. The Patent Office cooperates with these universities through organizing events, providing informational materials that relate to IP and providing consultations to interested parties, such as entrepreneurs, SMEs, students and others. All the events that are organized in these universities attract not only students and the staff of the universities, but also scientists, SMEs, entrepreneurs, employees of municipalities and other target groups, which results in both a high rate of participation and the dissemination of information to various target groups.

8. In 2015, the Patent Office, in cooperation with EUIPO, implemented the “Case Law Project”, in the course of which the most important cases in the field of IP were compiled. They are now available both on the Patent Office’s homepage and in EUIPO’s “eSearch Case Law” database.

9. From 2013 until 2015, the Patent Office organized more than 30 different seminars, participated in more than 20 international exhibitions, gave lectures in several Latvian universities and provided support to Latvian applicants on how to use the IP protection system in Latvia and abroad.

10. Each year, approximately 1,500 persons participate in the events organized by the Patent Office, which proves the interest of Latvia’s society in IP and its protection.

IV. AWARENESS-RAISING PLAN FOR 2016

11. For 2016, the Patent Office plans to organize and participate in a total of 42 events, including the annual contest “Trademark of the Year”, a seminar for local customs officials, an annual seminar for judges and events organized in cooperation with international partners. The Patent Office will organize several seminars and workshops for other target audiences, such as SMEs, academia and youth and will participate in several international exhibitions with presentations tailored to the specifics of each exhibition.

12. The Patent Office is actively collaborating with the Latvian Judicial Training Centre, which is the only institution in the Republic of Latvia that provides continuing education for judges and court employees. In 2015, the Patent Office started to organize an annual training event for judges and court employees, in order to inform them about the latest developments in the field of IP and provide them with the possibility to engage in practical discussions with experts, with a view to increasing the overall quality of IP judgments.

13. The Patent Office has also reached an agreement with Latvian Customs for the organization of a special event for Customs employees each year, in order to inform the participants about the latest developments in this field, educating them about IP and the available enforcement tools, providing practical information from experts on how to distinguish counterfeited goods and also informing them about best practices.

14. The Patent Office acknowledges that targeting the youth is very important in combating counterfeiting and piracy. Therefore, the Patent Office plans to create, during 2016, a plan for an IP awareness-raising campaign specifically aimed towards the youth, informing them about the negative consequences of piracy, the purchasing of counterfeit goods and IP infringements. It is planned to start this campaign in 2017.

15. In order to increase the level of invention commercialization and develop a pool of IP professionals in the area of knowledge transfer from academic institutions, the Patent Office, together with Estonia and Lithuania, will participate in a WIPO pilot project with the objective of creating a model for the development of a specific expert base on knowledge transfer and strategic management of IP in the Baltic region. It is expected that this model will be copied and the process repeated by the beneficiaries of the project, that is to say, the participants will be able to act as trainers in this domain and therefore multiply the impact of the process in other innovation areas.

16. The Patent Office also actively cooperates with the Latvian Designers’ Society, which is a professional creative organization, uniting specialists of various design spheres. During 2016 cooperation is planned in relation to three initiatives: (1) the Patent Office plans to create standardized agreement templates (licensing, design production, change of ownership, confidentiality) and make them available on its homepage free of charge, with the aim of supporting Latvian designers that register their designs, taking into account their limited resources and the importance of these agreements in their business activities; (2) the Patent Office is a jury member in the Annual Design Award; (3) the Latvian Designers’ Society is a jury member in the contest “Trademark of the Year”.

V. LONG TERM INITIATIVES

17. For the next years, the Patent Office plans to continue its annual events, which have proved successful in the past.

18. In 2017, special attention will be devoted to stronger collaboration with the Ministry of Education and Science, in order to raise awareness in schools through insuring that IP becomes a part of the curriculum in the education program in the Republic of Latvia, which currently is not the case. It is planned that this initiative will include several training events for teachers in Riga and Latvia's regions as well as the development of a dedicated teaching kit for teachers and learning materials for children studying in primary and secondary schools.

19. The Patent Office is currently finalizing the creation of the teaching kit. The kit will act as a guide in the field of IP and help teachers better understand how to educate children in these matters. The material will be available free of charge and will be distributed in education facilities in the Republic of Latvia.

20. In order to facilitate the interest of children in IP matters and to promote innovation and creativity in schools, the Patent Office plans to organize an IP competition. Interested schools will be able to submit projects, which will be evaluated based on developed and approved criteria. The winners of this competition will receive a special award from the Patent Office.

21. Taking into account the fact that SMEs represent around 99 per cent of all companies within the Republic of Latvia, the Patent Office plans to develop a dedicated program and organize events that meet the specific needs of SMEs by informing them about the benefits of using the IP system and providing guidance on the commercialization of innovations, the efficient use of IP as well as IP enforcement.

VI. CONCLUSION

22. The above describes the Patent Office's activities and main initiatives for building respect for IP in the Republic of Latvia. In conclusion, the Patent Office is of the view that National IP Offices play a crucial role in creating an environment in which individuals are well informed about the role of IP, how it can be used to their advantage, and how it can be efficiently enforced.

AWARENESS-RAISING PROGRAMS UNDERTAKEN BY THE NATIONAL DIRECTORATE FOR INTELLECTUAL PROPERTY OF PARAGUAY

*Contribution prepared by Mr. Héctor Balmaceda Godoy, Director General, Directorate-General for Enforcement, National Directorate for Intellectual Property, Asunción, Paraguay**

ABSTRACT

A key factor in fighting poverty is raising awareness about intellectual property (IP) among the people of Paraguay and empowering them to benefit from it. This is why the National Directorate for Intellectual Property (DINAPI) of Paraguay has designed and is implementing a strategy, the main objective of which is to offer training and raise awareness of IP issues throughout Paraguay. These activities are directed at secondary school pupils and teachers, in addition to civil servants, researchers and users of the IP system. Given the success of these efforts, DINAPI, through the Directorate-General for Enforcement, has planned and developed new projects focusing on copyright and patents, among others, so that sectors interested in these areas can benefit from the IP system.

I. INTRODUCTION

1. The main priority of the Government of Paraguay is a resolute attack on poverty and the Government has decided to use intellectual property (IP) as a strategic weapon in this endeavor. To this end, it established the National Directorate for Intellectual Property (DINAPI) in 2013. DINAPI is responsible for industrial property, copyright and enforcement. To ensure effective compliance with the IP rights (IPRs) enshrined in national legislation, the Directorate-General for Enforcement was created within DINAPI. Pursuant to Article 13 of Law No. 4798/12¹, its objective is to defend IPRs in all their forms.

2. Decree No. 460/13² establishes three departments under the Directorate-General for Enforcement, including the Directorate of Promotion and Prevention, which has the objective to provide training and awareness-raising on IP-related topics throughout Paraguay. The other departments are the Directorate for Combating Piracy and Counterfeiting and the Directorate for Mediation and Arbitration.

3. As part of these efforts, seminars and workshops are organized on IP issues for various segments of the Paraguayan society.

II. DINAPI'S STRATEGY

4. As soon as DINAPI began to operate in 2013, it established training and awareness raising on IP issues among the people of Paraguay as a priority. Various activities were organized for civil servants, researchers and users of the IP system.

* The opinions expressed in this document are those of the author and do not necessarily represent the points of the Secretariat and/or of the Member States of WIPO.

¹ Law No. 4798 establishing the National Department of Intellectual Property (DINAPI), available at: <http://www.wipo.int/wipolex/en/details.jsp?id=13784>.

² Decree No. 460/2013 regulating Law No. 4798/12 which established the National Department of Intellectual Property (DINAPI), available at: <http://www.wipo.int/wipolex/en/details.jsp?id=13796>.

5. Similarly, one of DINAPI's priorities is to disseminate the basic concepts of IP, and existing national and international IP rules, in sectors that are not directly connected to IP. Accordingly, a general IP awareness program has been designed that is implemented as described below.

6. In the *short term* (since 2013), training and awareness-raising activities have been organized on basic IP concepts for both secondary school teachers and their pupils aged between 13 and 18 years. The main objective is to ensure that young people who will soon enter university or the labor market attain a basic level of IP knowledge. The training of teachers is another prime objective, given the multiplier effect of training these professionals in IP. Given that teachers will normally remain in their posts for several years, the program will benefit a large number of pupils in various different classes.

7. In the *medium to long term* (from 2018), the program will pursue cooperation with institutions in which activities were previously organized so as to build on the basic classes with specific, thematic activities.

8. In the same vein, there have been discussions with the Ministry of Education and Culture (MEC) with a view to including IP in current syllabuses and course work in secondary schools, given that the subject is currently optional.

9. The remainder of this contribution summarizes some of the awareness-raising programs.

III. THE "SAVING INTELLECTUAL PROPERTY" PROJECT, ORGANIZED BY DINAPI AND MEC

10. Following an agreement between DINAPI and MEC, the "Saving Intellectual Property" project was implemented annually for secondary school teachers throughout the country.

11. *Workshops with teachers:* DINAPI and MEC technical teams organize workshops to distribute material in digital format called "Educating to Create Intellectual Property" to secondary school teachers and head teachers. The analysis of the material is facilitated by the technical teams through the organization of group work during the training, to encourage the participation and interest of the head teachers and teachers regarding IP with a view to increasing the civic commitment of the educational community and build respect for IP among secondary school pupils.

12. *Days with young students:* Similarly, meetings with secondary school pupils raise their consciousness of IP and its essential role in the economic, social and cultural development of humanity. Various methodological strategies are used, from presentations with IP experts and talks with national and local cultural icons that can share their experiences of personal success and serve as role models to the pupils in relation to IP enforcement.

13. *Topics:*

- Contextualization of IP and branches of IP;
- IP Laws and Treaties Adhered to;
- DINAPI: Establishment and Organization;
- Copyright and Related Rights;
- Industrial Property;
- Trademarks, Patents, Industrial Designs and Geographical Indications; and
- Enforcement.

14. Following the success of the project, separate IP training sessions for secondary school pupils were added with an emphasis on the illegality of counterfeiting and piracy.

15. Updated statistics (November 2013 to date) show that 2,040 secondary school teachers in both rural and urban areas of 15 of the country's 17 regions were trained. Moreover, 3,400 public and private school pupils participated in the outreach activities organized throughout Paraguay.

IV. THE "INTELLECTUAL PROPERTY UPDATE" PROJECT

16. In DINAPI's conference hall an "Intellectual Property Update" module has been organized for university lecturers. In eight sessions, each lasting two hours, topics such as trademarks, patents, industrial designs, copyright enforcement, creative industries, collective management societies and national IP policy were discussed.

17. In this format, the "Intellectual Property Update" module was also delivered to civil servants working in institutions affiliated with DINAPI, among them the Office of the Public Prosecutor, the National Customs Directorate, the National Police and the National Health Monitoring Directorate. In addition to looking more deeply into IP issues, these sessions served as a forum for civil servants involved in IP to create relationships and strengthen professional links in order to improve the services provided by their institutions.

18. Awareness-raising talks were also delivered jointly with the Ministry of Industry and Commerce through the regional agencies around the country, and in cooperation with the Vice-Ministry of Small and Medium Enterprises (MIPYMES). Four talks were organized in 2015.

19. The Directorate for Promotion and Prevention also coordinated talks in the National Plant and Seed Quality and Health Service (SENAVE), cooperatives and the National Congress (Parliament).

V. THE "FOOD SAFETY, BEST PRACTICES IN MANUFACTURING AND INTELLECTUAL PROPERTY" PROJECT

20. Between January and May 2016, four workshops have been organized in various cooperatives in Paraguay on "Food Safety, Best Practices in Manufacturing and Intellectual Property". These saw the participation of many cooperative and government technical workers who guarantee food safety to prevent products from harming consumers.

21. This initiative was developed together with the MIPYMES Training Department and the National Food and Nutrition Institute (INAN). Under the Annual Operational Program coordinated with these institutions, similar activities have been scheduled until October 2016 in various regional headquarters, bringing the total number of workshops to 11.

VI. COLLABORATION WITH OTHER PUBLIC INSTITUTIONS

22. DINAPI also endeavors to offer training and awareness raising on the more specific aspects of IP to the production sector through collaboration with public and private institutions.

23. In 2014/2015, DINAPI organized IP (patents) training days for staff members of the National Health Monitoring Directorate of the Ministry of Public Health and Social Wellbeing

(DINAVISA). DINAVISA maintains the health register for pharmaceutical products; its technical staff members are health examiners and inspectors.

24. In 2015, specialized DINAPI technical staff also offered a series of training events (eight days) for the MEC General Curriculum Directorate in order to enrich the theoretical IP knowledge of the participants so that they could update and generate new related teaching materials.

VII. SEMINAR ON PATENT DRAFTING (WITH WIPO SUPPORT)

25. With the participation of WIPO, DINAPI hosted at its headquarters a patent drafting seminar for university and industrial researchers as well as patent agents from April 18 to 20, 2016.

26. It is planned to organize this event annually during the next years. A “Training Course for Intellectual Property Instructors” is also being developed. These efforts will be made in collaboration with of the National University of Asunción (UNA) and the Itaipú Technology Park (PTI).

VIII. THE “NARANJAITE” PROJECT

27. The Project called “*Naranjaite*”, a Paraguayan Guaraní term that translates as “highly orange”, is a series of initiatives to strengthen and promote the competitiveness of individuals in the creative industries. These industries drive the economic, social and cultural development and thus combat poverty through the underlying, intangible IP assets on which they are based.

A. “NARANJAITE MUSIC”

28. The “*Naranjaite* Music” Project was designed to bring together all stakeholders in the Paraguayan music industry to identify and analyze obstacles, as well as to coordinate and increase the sector’s capacity, with a special emphasis on how best to exploit IP in the area of music.

29. For three days (April 28 to 30, 2015), this event brought together 153 authors, composers and technicians.

30. The most important topics discussed by the seven instructors were:

- Licensing Copyright-protected Content in the Digital Environment (Santiago Schuster, Chile);
- Production Management (Mario Breuer, Argentina); and
- Music and TV (Nicolás Repetto, Argentina).

31. The event included a fair with 19 exhibitors of products and services. The fair also involved the country’s musicians, including nine national bands of various musical styles, with a public attendance of approximately 1,500 persons.

B. “NARANJAITE SOFTWARE, APPLICATIONS AND VIDEO GAMES”

32. Another event held was “*Naranjaite Software, Applications and Video Games*”, which involved all stakeholders in the software industry to discuss problems and develop the sector’s capacity, with special emphasis on how best to exploit IP in the software industry.

33. Organized with WIPO support on March 16 and 17, 2016, the event attracted 213 participants and was facilitated by six instructors (four nationals and two WIPO experts). The most important topics were:

- Copyright and Judicial Protection of Software and Applications (Wilson Ríos, Colombia);
- The Global Structure of the Video Game Industry (David Greenspan, United States of America); and
- How to Register Your Software (Patricia Stanley, Paraguay).

34. The event was accompanied by a fair at which 10 companies that had supported it exhibited their products and services. It was attended by approximately 600 people.

IP EDUCATION AND AWARENESS CAMPAIGNS OF THE INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES

Contribution prepared by Ms. Josephine Rima Santiago, Director General, Intellectual Property Office of the Philippines

ABSTRACT

The intellectual property (IP) system has almost always remained an enigmatic subject matter even to the members of society who are supposed to be the beneficiaries of this system. The Intellectual Property Office of the Philippines (IPOP HL) undertakes advocacy to engage young people and relevant sectors in the world of IP to achieve two objectives, namely: to instill the value of respect for IP; and to inspire creativity and innovation. For the past three years, IPOP HL has been organizing an annual IP Youth Camp and other IP awareness activities.

Planting the IP seed among young people, their families, and people in their environment will reap the harvest of an IP-conscious world in the future. What we teach our young people today about the importance of respect for IP will have a great bearing on the attitude and values that they will carry throughout their lives.

I. INTRODUCTION

1. Increasing awareness on the functions and the importance of the intellectual property (IP) system in nation building has been a battle cry of most IP Offices throughout the world. The workings of the IP system have often remained an enigmatic subject matter even to the members of society who are supposed to be the beneficiaries of the IP system. Most notably, even those who use IP in their day-to-day lives have a very low level of knowledge of the role of IP when creating new products or establishing new services. This situation contributes to a low level of utilization of the IP system and a high degree of IP infringements. In general terms, users of products or services protected by IP rights are not conscious or appreciative of the investment of talent, time and money made by gifted and talented individuals in developing such products or services through creative, innovative and inventive processes.
2. Given the existence of this chasm in IP awareness in the Philippines, IP education and awareness have become critical elements in the programs and activities of the Intellectual Property Office of the Philippines (IPOP HL) in carrying out its mandate of administering an effective and efficient IP system in the country. IPOP HL, therefore, initiated programs and activities to bring IP to the Filipinos. In fact, this aspiration is embedded in IPOP HL's 3D vision of an IP-conscious Philippines in a demystified, democratized and development-oriented IP system by the year 2020.
3. In order to engage and encompass all relevant IP stakeholders in its information campaign, IPOP HL has expanded the focus of its IP education and awareness activities outside the boundaries of the generally targeted audiences. In the past, most of the beneficiaries of its IP awareness campaigns had been the IP generators and business owners, especially the micro, small and medium-sized enterprises (SMEs). While these sectors still remain of primary importance, IPOP HL has expanded the reach of its activities to include young people and other key players.

* 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.

II. IP FOR YOUNG PEOPLE: THE YOUNG IP ADVOCATES (YIPA) PROGRAM



4. As early as in the 18th century, the Philippines' national hero, Dr. Jose P. Rizal emphasized the important role of young people in nation-building when he said that "the youth is the hope of the Fatherland". This is a reality that most countries recognize and as such investments in youth-education and related activities are constantly on the main agenda of government officials. The young Filipinos of today are the future scientists, researchers, inventors, creators and businessmen of the country and these young people are among the biggest consumers of products like clothing, school supplies, books, music or movies. With these facts in view, IPOPHL conceived the Young IP Advocates (YIPA) Project. Thus, IPOPHL's advocacy to engage young people in the world of IP has two objectives, namely: to instill the value of respect for IP and to inspire them to become creative and innovative.

5. As it was not possible to mainstream a formal IP subject matter in secondary and tertiary schools, IPOPHL started, in October 2013, a two-day annual IP Youth Camp under the YIPA Project. At first, secondary science high schools were targeted to participate in the Project, as these schools are producers of researches that could likely result in the creation of IP. The underlying objective of the Project is to encourage and empower the students to be leaders not just in their academic pursuits but also in advocating understanding and respect for IP. The specific objectives are to:

- Provide student participants with the opportunity to familiarize themselves with IP;
- Instill in them the values of creativity and respect for IP rights;
- Develop a network of young IP advocates from various schools;
- Establish an organization of IP youth advocates; and
- Inspire young people to choose a career that is heavily concerned with IP.

6. The activities undertaken are varied, ranging from IP familiarization to the expression of the participants' creativity and ingenuity.

7. The output of the camp is a concrete plan of action on how the participants can impart to their class and schoolmates the IP knowledge that they have gained. Participants submit plans for actions and activities that support the overall IP Awareness Program, including building respect for IP. The IPOP HL for its part commits to support the activities by providing technical assistance and financial support as may be warranted.



8. Participants take their oath as YIPAs and are officially admitted to the network during the annual National IP Enforcement Summit in October organized by IPOP HL. In 2015, the Philippines hosted the meetings of the Asia Pacific Economic Cooperation (APEC) and YIPA from the island of Cebu were admitted before the delegates of the APEC Experts' Group on Intellectual Property Rights. At this occasion, Jose Pablo Castillo, a YIPA representative, emphasized in his speech that "introducing IP to the students must be the first step in the process. Each student must know about IP rights and how every student's IP is protected by it. Truly, awareness is the first step to change and transformation".

9. In the recent World Book Day and Copyright Day celebration on April 23, 2016, YIPAs were exposed to more IP activities by interacting with other participants and visitors to an exhibition and fair on IP. This is in addition to their participation in various training opportunities to enhance their knowledge of IP and to sustain the momentum built during the two-day camp.

10. Some activities undertaken by YIPAs in their respective schools between 2013 and 2015 include:

- IP Awareness Seminars with IPOP HL resource persons;
- The establishment of IP Clubs (five schools already have official IP Clubs);
- Promoting IP online through Facebook, You Tube and blogs;
- IP contests such as Quiz Bee on IP, essay writing, poster making;
- Active featuring of fellow students' IP in school fairs;

- Installing IP Freedom Walls where students can write their thoughts on IP; and
- Disseminating IP information materials and/or creation of audiovisuals on the importance of IP for students.

11. To properly recognize the efforts done by its YIPA network, IPOPHL, in 2015, launched an IP marketing and promotion competition for YIPAs with cash prizes for the first three winners in the amounts of PHP 50,000 for the first; PHP 30,000.00 for the second; and PHP 20,000.00 for the third prize.

12. Currently, nine secondary schools from the National Capital Region and seven from the Visayas region participate in the YIPA Network.

III. IP FOR THE FAMILY

13. The home is an important unit of society where the values of children are molded and their characters, morals and ethics are built as they grow and become members of the community. Thus, the values of honesty and respect, just like charity, begin at home. While IP could be an abstract and esoteric subject for a child and his family, teaching a child not to take someone else's property without permission is normal. Respect for someone else's property must be inculcated on the children. As IP is not fully understood and respected, and as each member of the public is necessarily a member of a particular family, it is imperative to target the root of society and introduce respect for IP to the family. This may be achieved through simplifying and exciting activities and exercises.

14. First, IPOPHL will undertake a pilot study on IP awareness-building activities within the sphere of the YIPAs own families, with a view to germinating a seed that will cascade to other families. IPOPHL realizes that the best time to conduct the project is during the school break and when parents are available. The challenge is to have a substantial number of YIPA families to participate at the same time.

15. Second, at the celebration of World IP Day on April 26, 2016, IPOPHL partnered with the Motion Picture Association (MPA) to launch a video-making competition among film students. The theme of the 60-seconds video is "Rise Against Movie Piracy". The video should have a clear message of why IP rights in movies should be respected.

16. Seeing the opportunity for imparting awareness to the members of the family of the contestants, IPOPHL offers a special award for the video that best depicts a message to respect IP with family members as target of the communication design. The special award winner's video will be used in the IP awareness campaign aimed at families. The contest will end in September 2016.

IV. IP FOR WOMEN: WOMEN IN IP GROUP (*Win IP*)

17. The project is aimed at establishing a group of women who will advocate the promotion and respect of IP rights through the Women in IP (*Win IP*). The *Win IP* members will come from the twelve member agencies of the National Committee on Intellectual Property Rights (NCIPR) and will undertake to promote IP in their respective agencies with the support of IPOPHL.

18. Specifically, the *Win IP* is envisioned to become a partner of NCIPR in its programs and activities on IP awareness, education, and promotion.

19. The long-term objective of the project is to extend the Win IP to other government agencies, the business sector, the academic and research institutions, and other non-governmental agencies.

V. IP FOR THE GENERAL PUBLIC

A. L.E.A.P IP!

20. The Learn be Empowered Adopt and Profit from IP! (L.E.A.P IP!) Project is a regularly organized two-hour basic orientation seminar on IP conducted twice a month at the IPOP HL office. Each segment focuses on one specific area of IP, i.e., patents, trademarks and service marks, copyright and related rights, utility model and industrial designs. The seminar targets those who have little or no understanding of IP and is conducted in easily understandable, everyday language.



B. SPECIAL IP SEMINARS

21. IPOP HL likewise takes advantage of its relative familiarity with specific industry sectors to organize seminars or workshops with such special interest sectors. These sectors include, among others, animation, music, publishing, medical practice, performing, automotive manufacturing, and pharmaceutical production. In this activity, the slant of the presentation will be focused on the interests of the specific group with the end objective of educating them not only on IP but also with regard to their rights.



VI. IP FOR HIGHER EDUCATIONAL INSTITUTIONS: THE INNOVATION AND TECHNOLOGY SUPPORT OFFICE (ITSO) PROGRAM

22. Another program that directly supports IPOPHL's bid to reach young people who are in the educational system is the Innovation and Technology Support Office (ITSO) Program. While the Program is geared to assist higher education institutions to attain a certain level of sophistication in the area of research through capacity building in patent information search, prosecution and commercialization, ITSO has likewise become a strong channel through which IPOPHL reaches students at the tertiary level. Supported by the WIPO Technology and Innovation Support Center Program, ITSO started in the Philippines in the latter part of 2010 and has now become one of the banner programs of IPOPHL. There are now 71 educational institutions involved in the Program, including some of the biggest in the country. Out of the 71 academic institutions in the network, 36 (50.7 per cent) have already integrated teaching on how to undertake patent information searches relevant to the research interests of students in science and engineering and, in some instances, business courses.



23. In one of the academic institutions, the Mapua Institute of Technology, IP is now part and parcel of the regular curriculum at the Institute. The Institute is known for its engineering and science course.

VII. CONCLUSION

24. Activities to promote a culture of respect for IP do not have to be limited to the traditional players in the IP cycle of today. Planting the IP seed among the young and their families and those who contribute to the growth of trade and industry will reap the harvest of an IP conscious world in the future. What we teach our young people and the people within their environment about the importance of respect for IP will have a great bearing on the attitudes and values that they will carry throughout their life. According to Henry Adams, a notable American historian, "a teacher affects eternity. She/He can never tell where her/his influence stops".

25. Moreover, IPOPHL believes that with a strong culture of respect for IP, enforcement will hopefully be a lesser concern in the future than it is today.

AWARENESS-RAISING ACTIVITIES TO BUILD RESPECT FOR INTELLECTUAL PROPERTY IN THE REPUBLIC OF KOREA

*Contribution prepared by Mr. Yang Dae-gyeong, Assistant Director, Multilateral Affairs Division, Korean Intellectual Property Office, Daejeon Metropolitan City, Republic of Korea**

ABSTRACT

The Korean Intellectual Property Office (KIPO) responds to the physical, financial, and economic harm caused by the widespread dissemination of counterfeit goods. It maximizes its efforts to create a system that promotes genuine innovation and curbs counterfeiting. KIPO devotes the majority of its efforts to promoting awareness of intellectual property (IP) and curbing online counterfeit goods, with a view to affording a higher degree of IP protection.

I. BACKGROUND

1. According to the World Intellectual Property (IP) Indicators 2014, Korea received the fourth highest number of IP applications worldwide. This illustrates the rapid growth in the importance of intellectual property rights (IPRs) and emphasizes the need for an effective and efficient IP protection. This is why the Korean Intellectual Property Office (KIPO) is redoubling its efforts to construct a social infrastructure where IPRs are properly respected, and utilized fairly and to their full potential.

2. Counterfeit goods not only put consumers in danger and hinder the stability of commerce, but they also cause serious harm to the global economy by undermining genuine products and deterring foreign investment. Counterfeit medicine and automobile spare parts are particularly detrimental to consumers' health and safety, while other forms of counterfeit goods tend to discourage business-related investments and developments, which in turn lead to higher rates of unemployment. In order to combat these types of global threats, KIPO continually strives to eliminate the distribution of counterfeit goods.

II. RAISING CONSUMER AWARENESS OF THE IMPORTANCE OF ERADICATING COUNTERFEIT GOODS

3. KIPO carries out various promotional activities with consumers to raise their awareness of the importance of eradicating the distribution and consumption of counterfeit goods.

4. KIPO organized a series of public awareness activities and collaborated with civic consumer advocacy groups to enhance IPR protection and consumer awareness of the illegality of counterfeit goods.

5. KIPO also held national campaigns to urge consumers to buy genuine goods. Many consumer training sessions have been conducted, targeting homemakers and office workers in order to prevent them from purchasing counterfeits.

* 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.

6. To secure consumer's safety and protection, KIPO encouraged homemakers and office workers to buy genuine goods by outlining the social malaise and dangers of counterfeit goods, as well as educating them on the concept of intellectual property rights.



Classes to Educate Homemakers and Office Workers

7. KIPO has produced televised advertisements – using a famous actress as a publicity ambassador – to form a social consensus on the illegality of counterfeit goods. It also enhanced public awareness using various on and offline avenues including printed materials and social media.

8. In addition to publishing materials such as cartoons, brochures and educational textbooks which summarize the dangers of counterfeit goods, KIPO made available materials, such as guidance and promotional activities on IP protection, on social media sites such as Facebook and blogs. This has garnered interest and participation.



Park Shin-Hye, KIPO Publicity Ambassador, and Promotional Materials

9. KIPO also launched the College Student Supporters Program and created cartoons to promote IP protection among college students and young people. It also provided general practical education on how to distinguish genuine goods from counterfeits. Participants not only came up with IP protection campaigns, but also produced and disseminated IP content and actively participated in debates on IP protection. Further, they also engaged in activities, including classes and quizzes, in which they were guided by specialist to differentiate genuine goods from counterfeits.

10. KIPO has produced and televised public awareness campaigns to alert consumers to safety issues surrounding counterfeits, as well as to nurture a national culture that respects IP, in collaboration with organizations, such as the Ministry of Culture, Sports and Tourism, the Korea Customs Service, regional governments and non-governmental organizations.

11. Public campaigns, such as the one using the IP protection slogan “Counterfeits OUT, Originals IN”, and user-created content competitions were successful in helping raise awareness of the importance of IP protection and the elimination of counterfeit goods, especially among teenagers and mid-to-old age groups. Such competitions included a 50-second video contest and a street marketing campaign for copyright protection.



The Winner of the 50-second Video Contest Was a University Student

12. KIPO created a nationwide consumer campaign promoting the use of genuine goods and highlighting the importance of rational consumption. Along with street campaigns at universities on the dominance of counterfeit goods in popular areas such as Seoul, public awareness of the importance of IP protection was raised through World IP Day, the signing of a memorandum of understanding (MoU) between government agencies and private companies, as well as various IP protection promotional activities.

13. More specifically, World IP Day was held on April 26, 2016, as part of IP Protection Week. Through these events, KIPO was able to promote a variety of IP protection activities, such as jointly established competitions with the general public, and widely disseminate a culture that respects IP.



“Counterfeits OUT, Originals IN” Campaign

14. Through additional promotional efforts via television and radio, as well as advertisements in public transportation and movie theatres, KIPO supported IP awareness throughout society.
15. One of KIPO’s main events in 2015 was the hosting of the 50th Invention Day Ceremony. A ceremony like this demonstrates the strong will of the Government of the Republic of Korea to support IP growth. To further celebrate this occasion and raise IP awareness, a movie festival, a photo exhibition, and many other exciting events were also held.
16. Similarly, an international IP conference was organized at the 50th Invention Day Ceremony, at which the future goals for IP protection were established through presentations and discussions amongst numerous domestic and international IP experts.
17. As it has done in the past, KIPO, in conjunction with consumer organizations and other civilian groups, will continue to educate consumers and raise awareness of the harmful nature of counterfeit goods through promotional efforts such as televised commercials.

III. ENHANCING IPR PROTECTION AGAINST COUNTERFEITS

18. As of September 2010, the Special Judicial Police Force for Trademark Rights has been active. The establishment of this police force, along with its offices in the cities of Seoul, Busan, and Daejeon, is an important measure in the fight against counterfeits.
19. Due to the boom in e-commerce, online transactions in counterfeit goods have been rapidly increasing. To efficiently tackle this issue, KIPO, in November 2011, established an online law enforcement task force equipped with digital forensic equipment to firmly regulate online transactions of counterfeits. As a result, KIPO criminally arrested sellers of online counterfeit goods and blocked or shut down offensive websites.
20. In September 2013, the Special Judicial Police Force was expanded and a unit focusing exclusively on the enforcement of industrial property rights was created. In order to keep up with the increase in the distribution of counterfeit goods on the Internet, the police force was strengthened with a specialized online unit endowed with forensic equipment.
21. As of 2015, the Special Judicial Police Force have charged a total of 1,522 individuals who were found producing and/or selling counterfeit goods, with a total of 3,318,357 counterfeit items having being seized.

Category	2010	2011	2012	2013	2014	2015	Total
Number of Individuals	45	139	302	376	430	230	1,522
Number of seized goods	28,629	28,589	131,599	822,360	1,114,192	1,192,988	3,318,357

Results of Law Enforcement Measures Against Counterfeit Goods in the Republic of Korea

22. Goods confiscated in 2015 consisted mostly of health-related products, cosmetics, detergents, electronics, and automobile parts, which had a market value of 977 million dollars.

Category of Item	Health-related goods	Cosmetics	Detergents	Electronic	Automobile parts	Others	Total Amount
Quantity	639,185	373,576	72,854	53,837	3,383	54,827	1,197,662

Counterfeit Goods by Category Confiscated in 2015



On-site Enforcement

IV. ACTIVITIES OF THE ANTI-COUNTERFEITING COUNCIL

23. The Anti-Counterfeiting Council, in cooperation with other related enforcement agencies, works to eradicate the distribution of counterfeit goods by way of joint enforcement projects within areas where counterfeits are frequently sold, as well as by the establishment of subcommittees.

24. The May and November 2015 Joint Enforcement Projects, which were held in large cities, were attended by numerous participants, including the main members of the Committee such as KIPO and the police.

25. The members were able to contribute to the smooth operation of joint enforcement activities as they could accurately distinguish between genuine and counterfeit products on the spot. Also, to determine the future operation plans of the Council, a subcommittee frequently met to discuss the objective of eliminating the distribution of counterfeit goods.

26. In October 2015, a workshop attended by all members of the Council was held and ways to strengthen the enforcement against counterfeits and impose sanctions on websites selling counterfeits were discussed with a view to eradicating the online distribution of counterfeit goods.

27. As a nationwide effort towards IP protection, organizations such as the Intellectual Property Council, the Ministry of Culture, Sports and Tourism, KIPO and Customs organized an event in May 2015, attended by well-known and other private sector companies

V. THE GOVERNMENT'S IP PROTECTION ACTIVITIES

28. As of April this year, KIPO, along with the Council, the Ministry of Culture, Sports and Tourism, Customs and private sector companies, began the following national efforts: first, public-private cooperation was strengthened in order to promote the creation, protection, and diffusion of IP; secondly, in order to eliminate forged literary works and goods, activities that raise the public awareness and knowledge of IP were developed; and, thirdly, nationwide IP protection activities, such as public advertisements and communications campaigns, were launched.

29. Together, it has been possible to overcome the limitations of individual enforcement investigation. Further, through a comprehensive investigation based on the cooperation between relevant agencies, various efforts have been made in order to bolster enforcement. Specifically, the Council executed a yearly national plan that aims to eliminate the distribution of counterfeit goods, and in line with this purpose, the Prosecutor's Office demands prison sentences for individuals convicted of crimes involving counterfeits, which in turn prevents repeat offenders. The police have undertaken regular investigations in areas known for the sale of counterfeit goods, as well as enhanced international cooperation so as to capture those who flee abroad during investigations.

30. Furthermore, Customs and the Ministry of Food and Drug Safety, along with the private sector, reinforced the elimination of illegal sales of counterfeit goods online, and KIPO intensified investigations of large-scale manufacturing, as well as smaller scale retail sales.

IV. FUTURE PLANS

31. To promote nationwide respect and protection for IP, KIPO will further expand its Special Judicial Police Force. This effort will assist in increasing an efficient system of tracking, investigating, and shutting down various avenues of counterfeit good distribution.

32. Since consumer awareness and cooperation are critical for the complete eradication of counterfeit goods, KIPO plans to continue to run promotional campaigns that target diverse consumer groups, such as college students, homemakers, and office workers, which will also engender a culture of national respect for IP.

33. In order to eradicate the distribution of counterfeit goods to the fullest extent, there needs to be cooperation between KIPO and related regulatory bodies. Not only does the Anti-counterfeiting Council focus on the eradication of counterfeit distribution, but they also constitute a system, along with anti-counterfeit regulatory agencies, that pushes for the complete elimination of counterfeit goods. The Council plans to develop a diverse array of activities in the future so as to become a model for cooperation projects within the IP protection field.

THE WORK OF THE SYGNAŁ ASSOCIATION IN PROMOTING IP THROUGH EDUCATION AND AWARENESS RAISING IN POLAND

*Contribution prepared by Ms. Teresa Wierzbowska, President, Sygnał Association**

ABSTRACT

The Sygnał Association has united the efforts of audiovisual market players, especially local and international TV broadcasters, towards effective intellectual property right protection online. Many reports on the high scale of online piracy in Europe and all over the world include Poland in one of the top positions. Key stakeholders, including law enforcement authorities, have insufficient knowledge about the specificity of online infringements. Bearing that in mind the Association achieves its goals by (among others):

- educational program for police officers and public prosecutors;
- educational campaigns targeted towards market players who are directly or indirectly engaged in financing the illegal online distribution of audiovisual contents;
- providing knowledge and tools for the online advertising market to put the “follow the money” idea into practice;
- building a strong market coalition for the effective fight against online piracy.

I. THE SYGNAŁ ASSOCIATION

1. Sygnał is an association incorporated under Polish law and based in Warsaw, Poland. It opened its doors in 2002. It consists of 22 member companies from the media and telecommunication sectors including broadcasters, content providers, digital platform operators and companies from the ICT industry, such as: A+E Networks, BBC Worldwide Polska, Cyfrowy Polsat, Discovery Polska, FOX International Channels Poland, HBO Polska, Irdeto, ITI Neovision, Kino Polska TV, MTG World Ltd, Multimedia Polska, NAGRA, Onet, Sony Pictures Television, Telewizja Polsat, Telewizja Polska S.A., Turner Broadcasting System Poland, TVN, Universal Networks International, Viacom International Media Networks Northern Europe, The Walt Disney Company (Polska), ZPR Media.

2. The common goal is to combat infringements of intellectual property rights (IPRs) and to lobby for a proper framework in order to do that effectively. In particular, Sygnał focuses on a wide range of educational activities which include training and workshops both for its members as well as law enforcement authorities. Their main objective is to raise public awareness. Sygnał has been involved in research and analysis aimed at better understanding the IPR infringement phenomenon and its scale. Sygnał also serves as a platform to share know-how with members on the most efficient means of preventing and combatting IPR infringements. For the last few years it has focused on acting against illegal distribution of audiovisual contents on the Internet. In its strategy it concentrates only on entities who illegally and on a mass and commercial scale distribute the works of the Sygnał Association members. It does not take any action against internet end users.

* 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.

II. POLISH MARKET CONDITIONS

3. Poland occupies one of the top positions in many rankings and reports which reveal the high scale of online piracy in Europe and all over the world. To provide thorough data on the issue, Sygnał, together with PWC, conducted research and in 2014 prepared a report “Analysis of the Impact of Video Piracy on Polish Economy”. The key conclusions revealed that approximately 7.5 million Poles regularly use websites which offer illegal access to video content – that is nearly 30 per cent of all Internet users and as much as 94 per cent of all of those who seek video content on-line. Depending on the type of video content, from 50 per cent (TV series, sports) up to 73 per cent (films) of respondents use both legal and illegal sources, with the illegal ones dominating. Respondents spend the most of their time watching films from illegal sources (13 hours a month) and the least watching sports (3.5 hours a month). Within one year, there are 400-500 million film viewings, 650-750 million viewings of TV series episodes and 150-180 million viewings of sports broadcasts from illegal sources. The comparison of these estimates with other sources shows that, according to the majority of the research, the scale of video piracy in Poland is similar and concerns around 7-10 million Internet users.

4. Between 28 per cent and 47 per cent of users have paid for access to content at least once. Moreover, between 31 per cent and 37 per cent of viewers who use websites which offer illegal access to content declare that they would use legal, paid sources of content if pirate websites were unavailable. The calculated incremental demand adjusted by tax effects, the tendency of the video industry to import contents and inter-branch flows led to the conclusion that the value of GDP lost due to piracy in 2013 was PLN 500-700 million, including PLN 170-250 million lost directly by the State Treasury. Moreover, the reduction of piracy could contribute to creating 6,000-6,500 additional jobs. The amount of the calculated loss measured as a percentage of GDP is comparable to the calculations made in other countries. Taking into account technological, social and market trends, and most importantly the increasing volume of data downloaded by means of fixed and mobile Internet, especially video content, the increasing value of the online video market and the increasing value of the online advertising market, it was estimated that the pace of growth of piracy was between 29 per cent and 54 per cent *per annum*. Based on the presented value-flow model, having analyzed the balance of gains and losses, one may put forward a strong hypothesis that piracy does have a negative impact on Polish economy, affecting producers, authors, commercial intermediaries and many other entities.

III. EDUCATIONAL PROGRAMS

5. The key stakeholders in Poland, including law enforcement authorities, prosecutors and participants in the supply chain of piracy website monetization have insufficient knowledge of the specificity of online IP infringement. Bearing that in mind Sygnał achieves its goals by (among others):

- educational program for police officers and public prosecutors;
- educational campaigns targeted towards market players who are directly or indirectly engaged in monetizing the illegal online distribution of audiovisual contents;
- providing knowledge and tools for the online advertising market to put the “follow the money” idea into practice;
- building a strong market coalition for the effective fight against online piracy.

6. So far Sygnał has trained more than 20,000 police officers and prosecutors in Poland on sharing, streaming and technical aspects of online IP offences. On average it conducts one training per week somewhere in the country. For the last four years the Association has

organized annual conferences for officers from all around Poland who work in special police units, such as departments for combating economic crime or cybercrime. The training program is based on special agreements which Sygnał has concluded with all Police Academies in Poland.

7. Sygnał's training for prosecutors is usually incorporated in their regular professional training. Trainees come from among the local prosecutors located in each of the District Prosecutor's Offices. The training sessions last a few hours and focus on one of the following topics:

- the scale of piracy in Poland and the impact of video piracy on the Polish economy;
- the analysis of four basic technical and business models of video piracy websites;
- the analysis of the financial models of video piracy websites including the role of intermediaries;
- sharing and streaming – the analysis of current trends;
- technical methods of monitoring and preventing IP infringements;
- legal methods of acting against IP infringements – practical aspects; and
- the analysis of selected European court judgments connected with IP rights.

8. It is equally important to share knowledge with payment or service intermediaries as to their role in financing criminal activities based on illegal content distribution, and also to inform the public administration on such matters. Sygnał co-creates mechanisms to reduce the revenues of the biggest piracy websites. It monitors which brands invest advertising budgets on piracy websites and encourages the brand owners to spend their online advertising budgets only on legal websites. It provides online advertising market players with a list of websites which intentionally and on a mass scale infringe copyright and do not permit or react to notice and takedown procedures. In that way Sygnał equips the market with useful tools which allow market players to pursue a "follow the money" strategy effectively.

9. Sygnał plays an important role in facilitating cooperation between market players who, although otherwise in competition, act together towards the common goal of reducing infringement. It is a platform for the exchange of knowledge about enforcement action and the progress of specific proceedings by police and prosecutors, and for the sharing of experience on pre-litigation procedures.

NEXT BIG THING – AN AWARENESS CAMPAIGN FOR THE VALUE OF RECORDED MUSIC BY THE SWISS MUSICIANS ASSOCIATION

*Contribution prepared by Mr. Christoph Trummer, President, Swiss Musicians Association, Zurich, Switzerland**

ABSTRACT

A generation of young people in western countries has grown up with music being constantly available, but without having to pay for it. An illegal market has shaped consumer mentality and there is an urgency to remind people that every song they hear required not only talent and vision, but also investments and decisions. That is the aim of NEXT BIG THING (NBT), an online game, designed and produced by Swiss Musicians, the official association of the Swiss pop/rock scene.

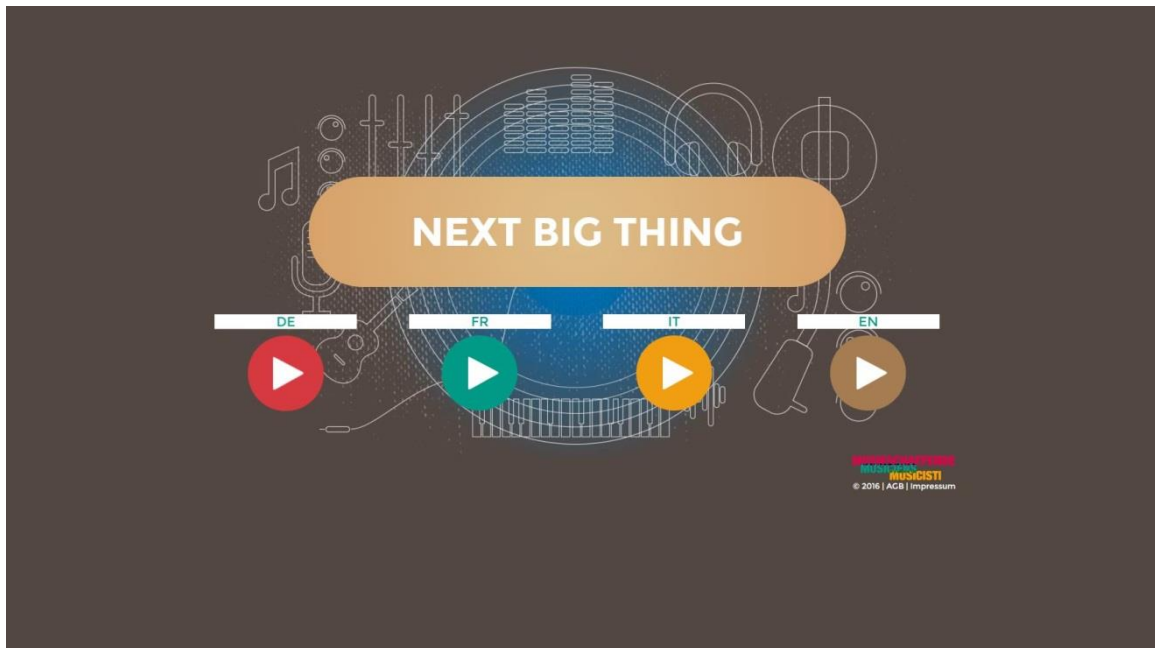
NEXT BIG THING takes the player straight into the process of making a record, leading them through the steps from choosing a band name to deciding how to release their album, while an indicator scale reminds them of their spending. In the end, the investment does not come with guarantees: it may work, it may not.

I. INTRODUCTION

1. A generation of young people in western countries has grown up with music being constantly available, be it on (mostly) legal sources like YouTube or on illegitimate services and platforms.
2. To the music market, it is a lost generation, because they have become used to the availability of music, but without having to pay for it. An illegal market has shaped consumer mentality and, there is an urgency to remind people that every song they hear required not only talent and vision, but also investments and decisions. That is the aim of NEXT BIG THING (NBT), an online game, designed and produced by Swiss Musicians, the official association of the Swiss pop/rock scene.
3. Our main fight as an association is to fill gaps in Swiss copyright law, so that our works, and the works of our colleagues from other cultural markets, can be properly protected.
4. At the same time, we are aware that the shift in mentality is broader and not just a question of the free availability of music. Even if we achieve a mostly legal marketplace for music again, it will take time for consumers to understand why music cannot just be free.
5. NEXT BIG THING is designed to make people understand why music cannot be free of charge.
6. The online game takes the player straight into the process of making a record, leading them through the steps of a production. We simply assume that they want to make a record, and we decided against specifying what kind of artist they are musically. That would have forced us to implement so many options that it would have become too confusing for our

* 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.

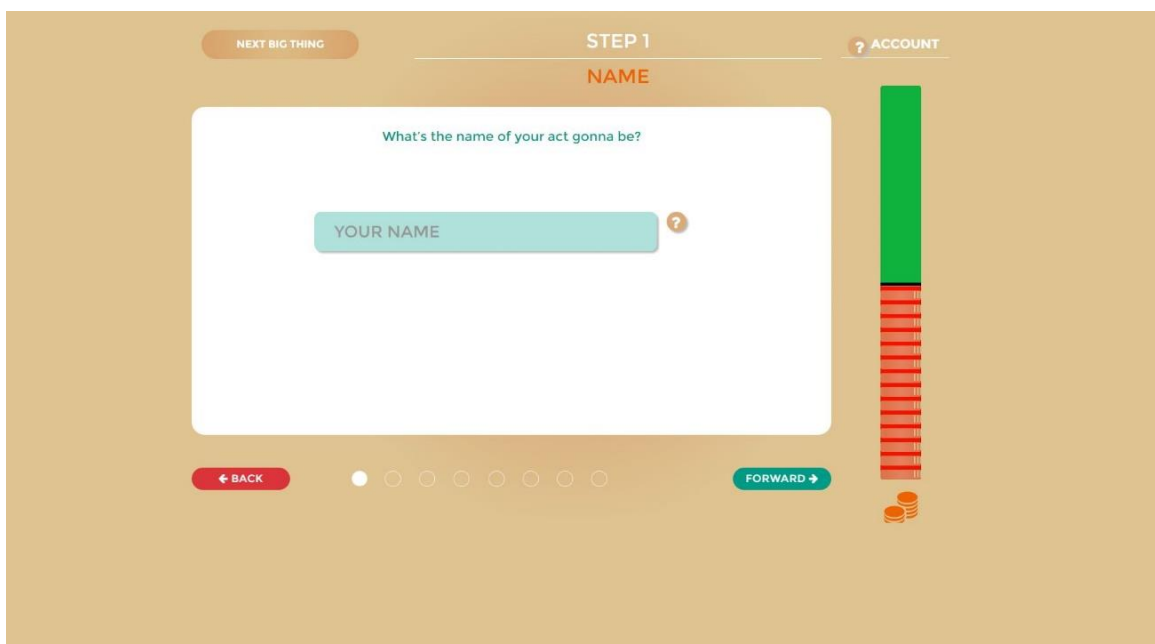
target audience, that is to say, people not usually active in the music world – fans and consumers. Also, we mostly aim at the younger generation.



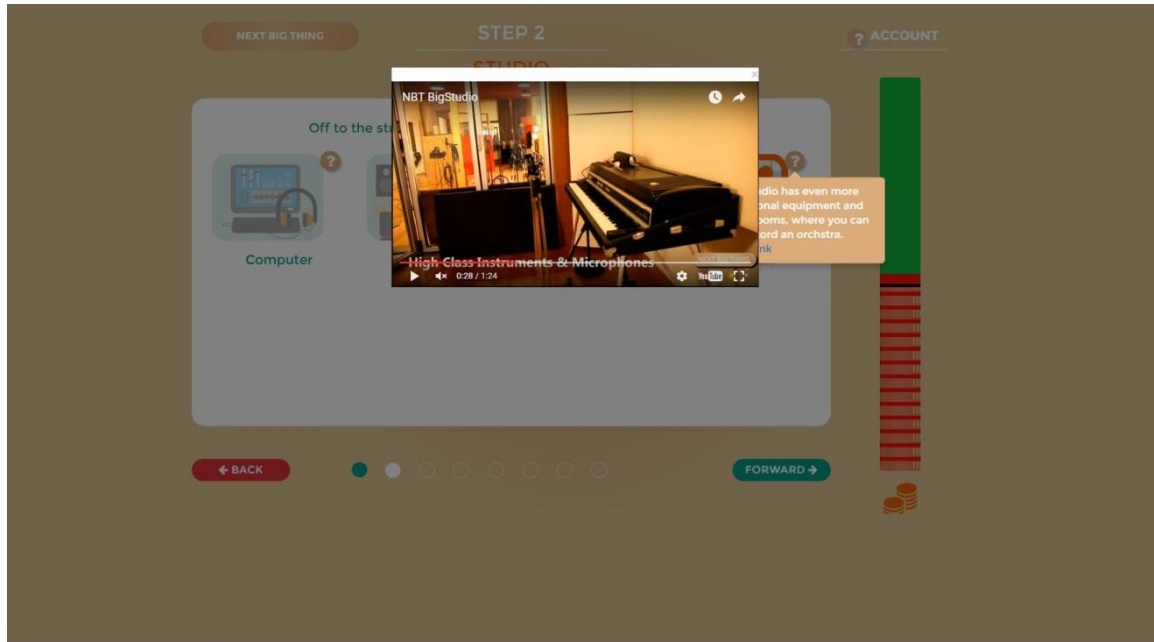
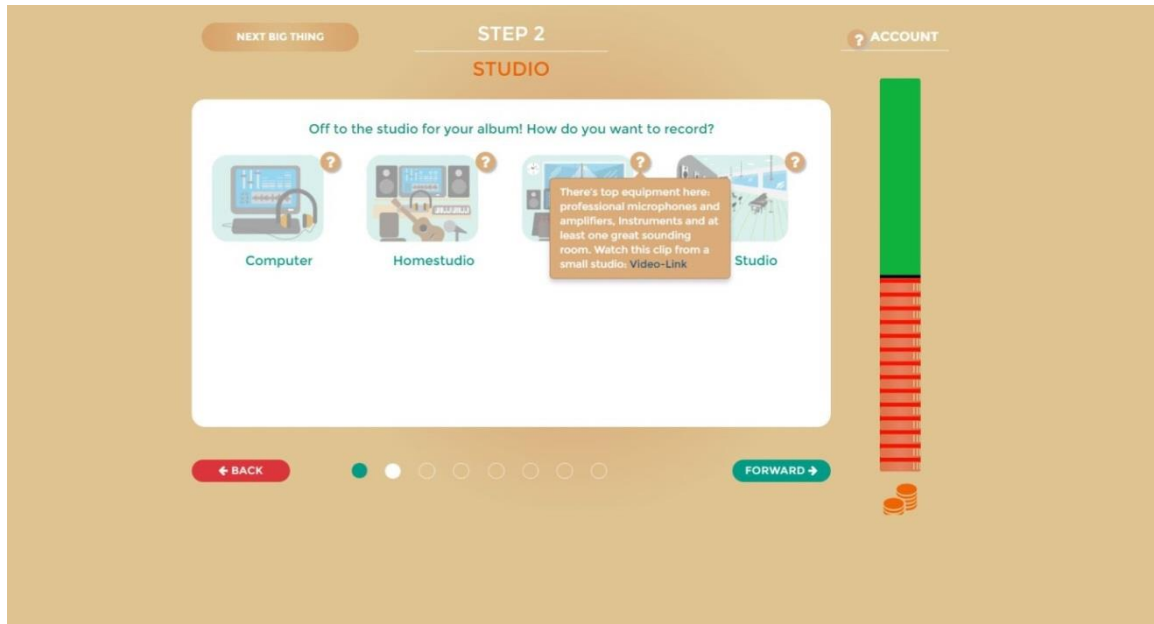
II. THE GAME

7. We start by choosing the language. NBT is offered in three official languages in Switzerland (German, French, and Italian) as well as in English.

8. Then we need to choose a name. Obviously, to call a musical act just “Christoph” is probably a bad idea. A name should be memorable and fit with the general artistic concept of the act. This is the first step and an important choice in the process of the game.



9. With home recording techniques available at low cost, various ways of recording are possible. The information fields help players understand what kind of decision they are making, and what it may involve. In most cases, home recording is not going to meet the quality standards that can be reached in a professional studio. A video link shows in greater detail what “big studio” means, and also explains why it is much more expensive, with all the space and equipment available there.

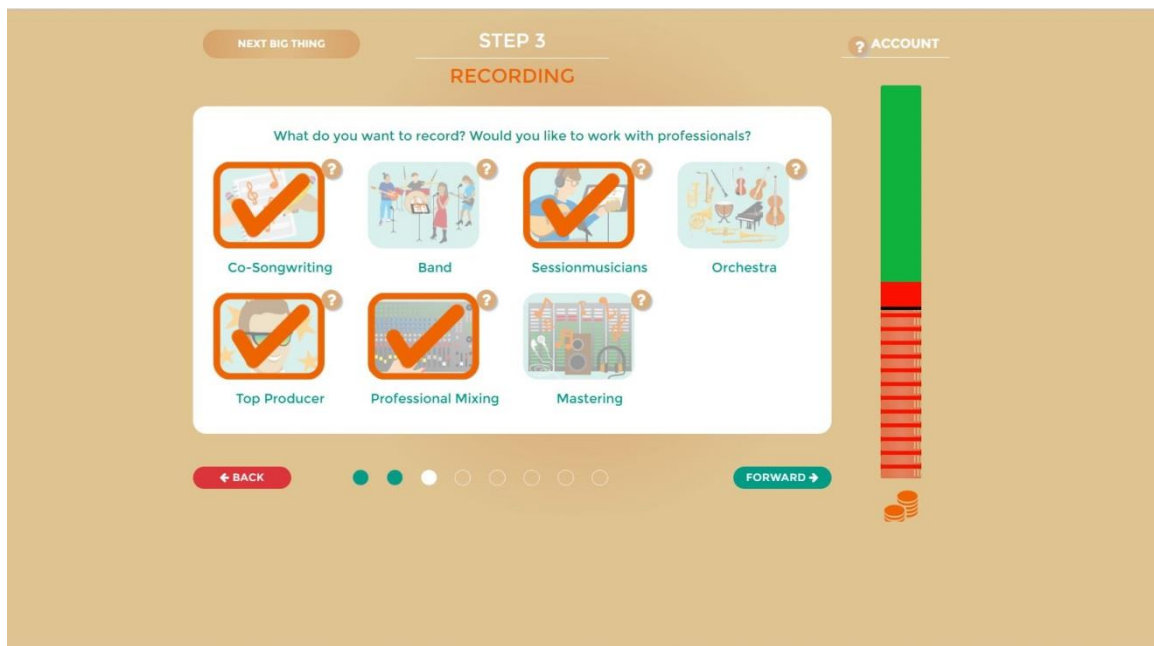


10. As we choose our options, the indicator on the side shows the accumulating cost: every decision comes with a certain investment.

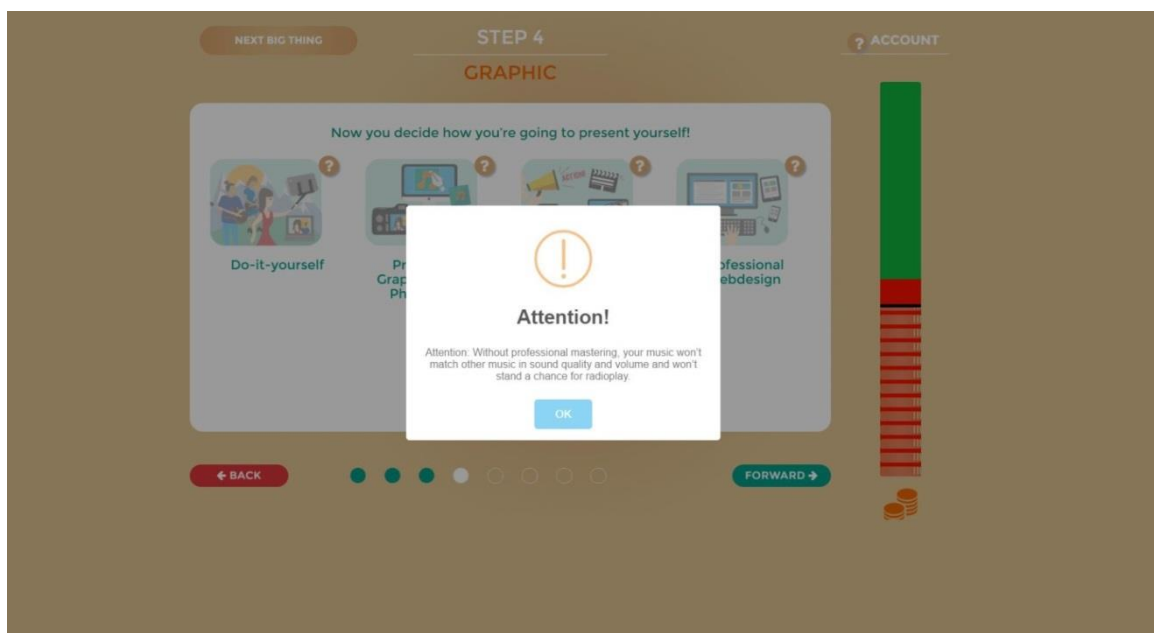
11. We decided not to include specific numbers, because that would open up a whole new conversation (“I know someone who would do that cheaper...”) but we did discuss these things on the board of our association, where we have active musicians and artistic

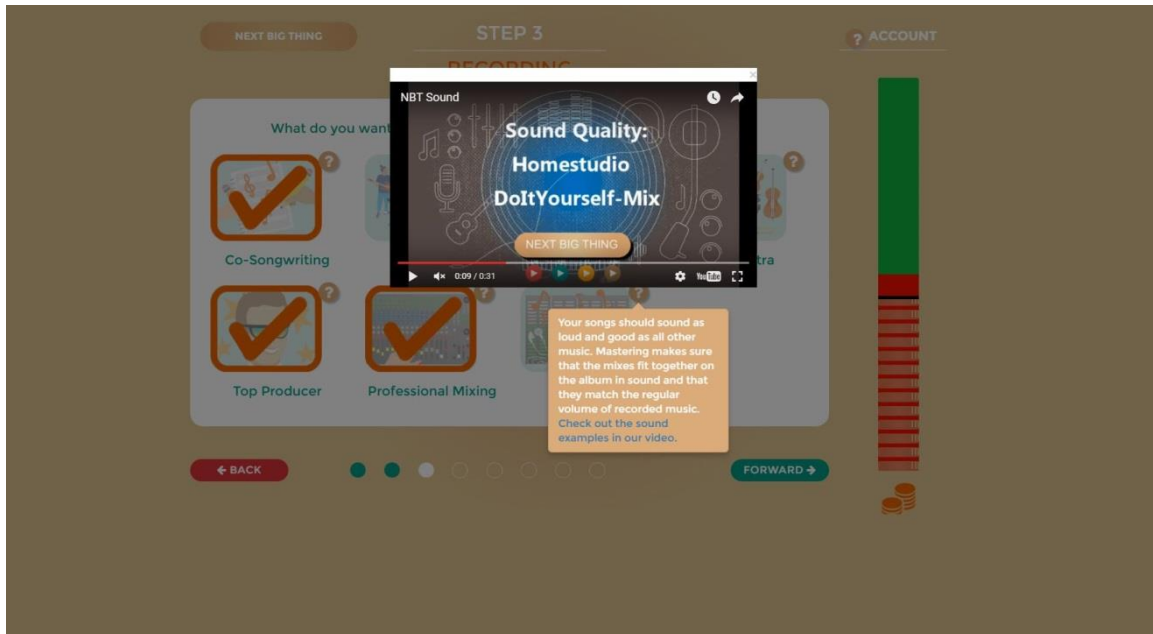
producers from different genres and success levels, and the programming is based on our common experience.

12. The next step requires the player to decide about the recording process. A band or session musicians may seem like purely artistic decisions, but they have consequences. You cannot record a band with only a computer for example. Or you need to book the “big studio”, if you mean to record an orchestra. You also decide if you want to hire an experienced producer.

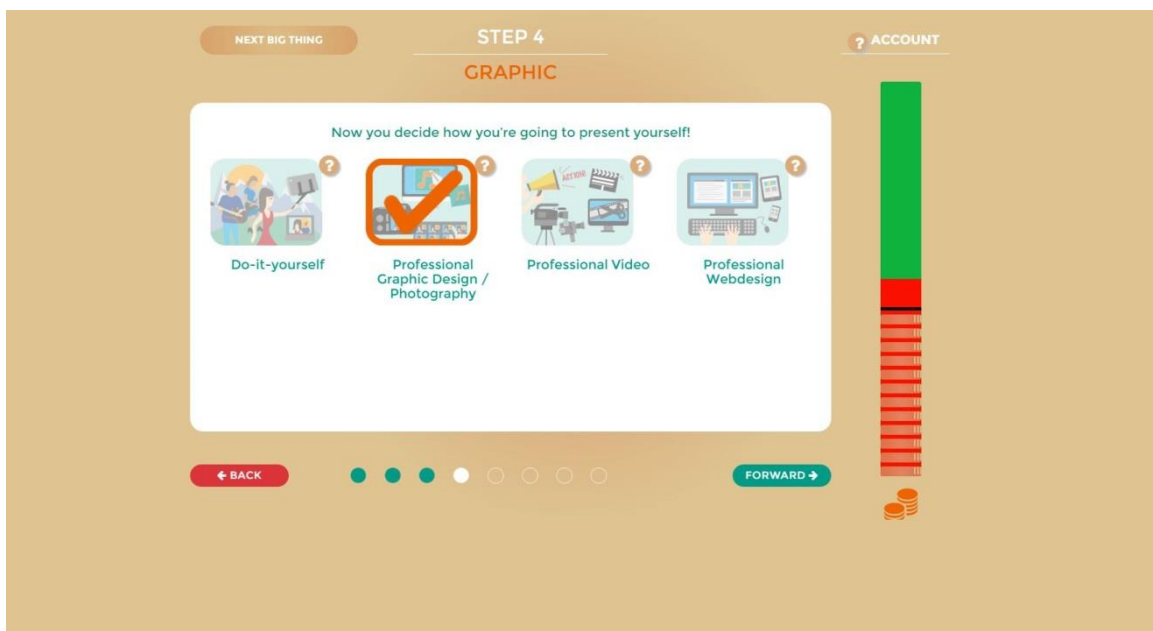


13. Should you decide not to master your recording, you will be warned that your music will not sound as good and loud as that of competing artists. There is also a video link with audio examples of what professional recording, mixing and mastering do to the sound of a song.





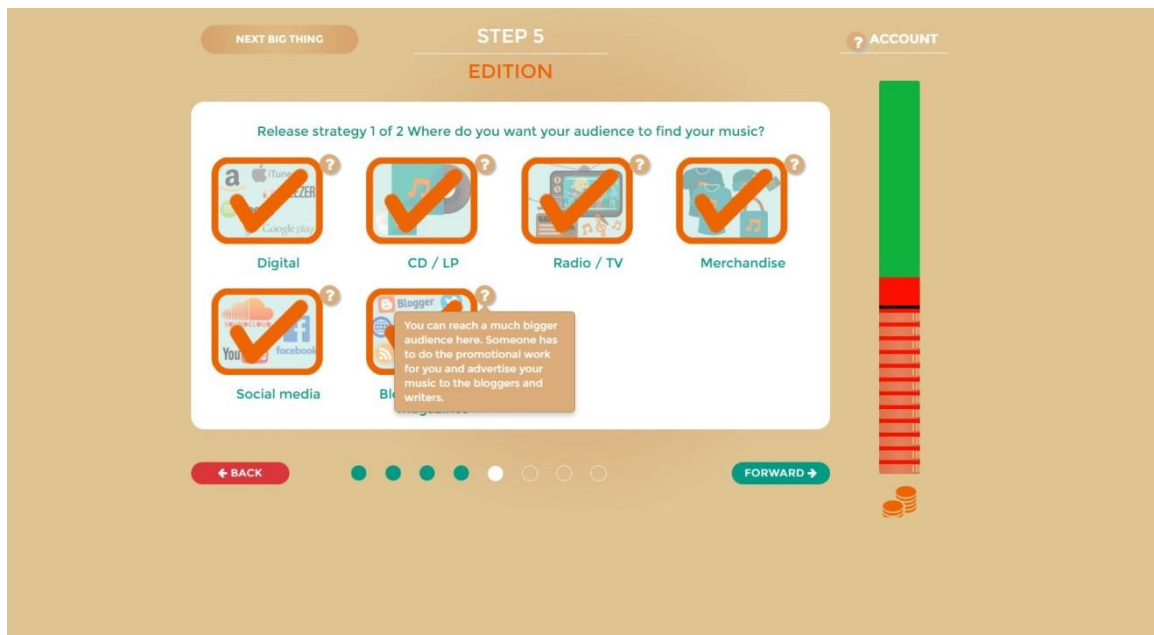
14. The next decision to be taken concerns the design of the record. The look of a product is important in our visual world. There are do-it-yourself options, which are cheaper than the professional ones, but the players are made aware that even these require know-how and powerful equipment.



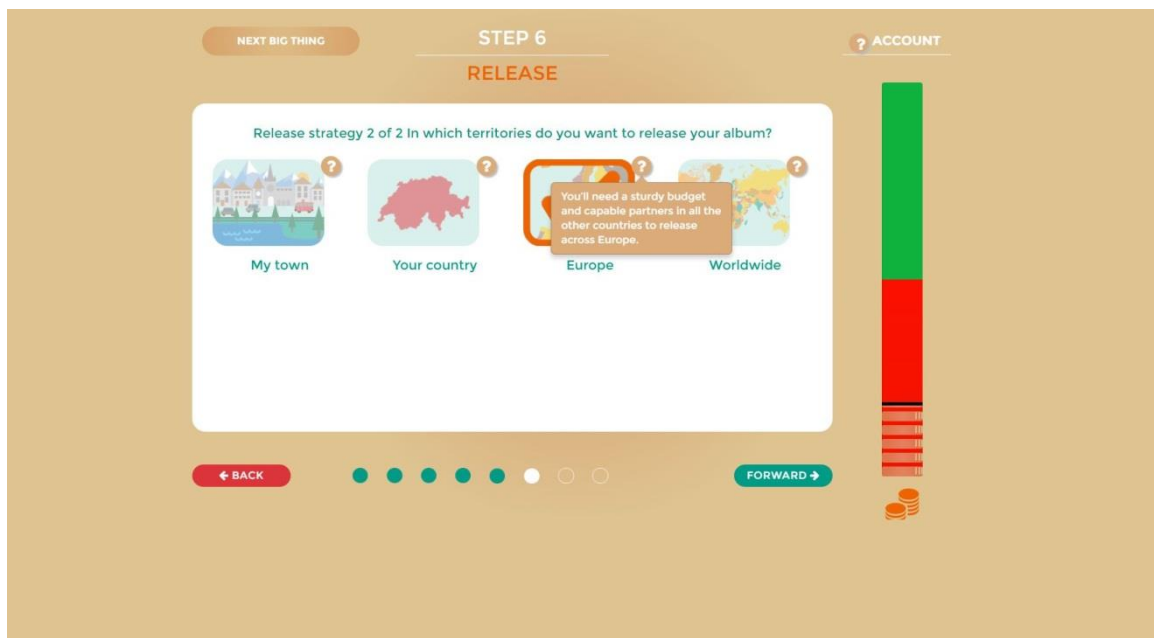
15. Then the nature of the product and its distribution need to be planned. Do you choose a digital strategy? The players learn that physical sales are still 50 per cent of the industry's income, and the income per item is much better than with streaming or even downloads. But of course, physical goods need production, storage and shipping, so costs are also higher.

16. Promotion needs to be planned as well. Who would not want to be seen and heard on all channels? But these channels need to be contacted and convinced. With the amount of new music released every week, no one at a TV station is going to search for a band they

have never heard of. Promotional agents can do that for a band, but as they work, they will need to get paid.

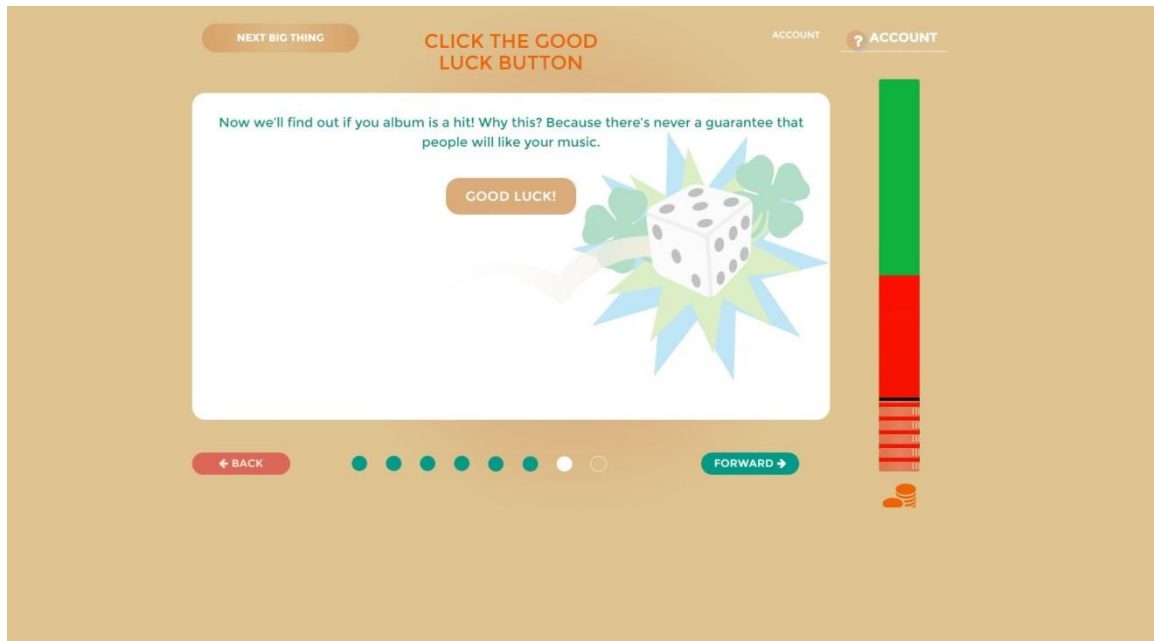


17. Finally, the territory in which the record is to be released has to be determined. Obviously, for a bigger territory, the costs of promotion and physical production grow immensely. This is where it gets expensive and the players are warned that they will need good partners to succeed.



18. So we get into the main part and there is no guarantee now. No matter how much players invested, it is a matter of luck. As they push the release button, a "good luck" message is displayed.

19. While programming the game, we thought carefully about what connections can be made between the method of producing an album and its likelihood of success. We realized that while mistakes can be made, no decision can guarantee success. It is obviously a bad option not to have your music recorded and mixed professionally. Also, always choosing the do-it-yourself options along the way will reduce your chances of success. But we all know expensive productions that have utterly failed in the market. The reasons might be that the music simply was not good. The reason may also be as accidental as having released on the same day as someone else who attracted all attention.

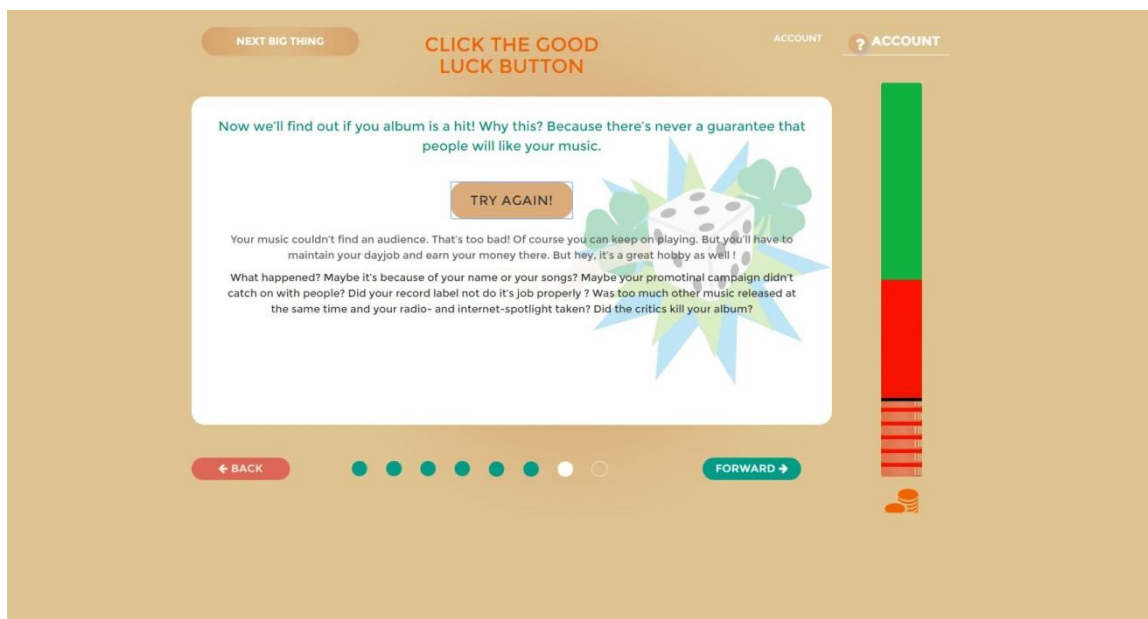


20. At this stage, the programming contains a set of four options:

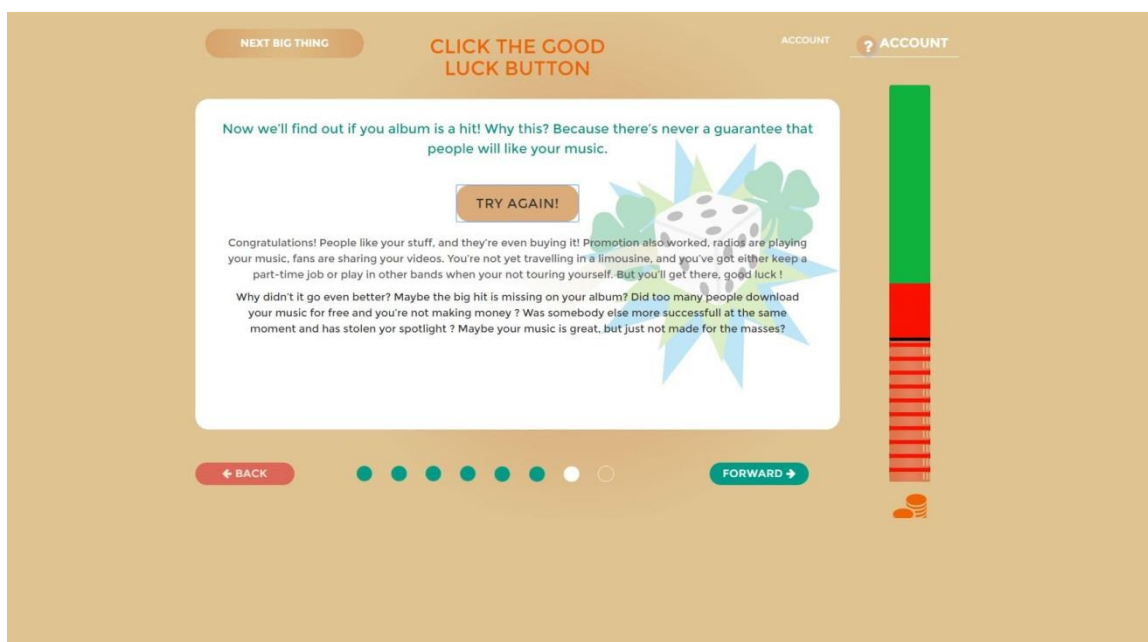
- A total failure;
- A small success that may be a foundation to continue and build upon;
- A success on a wider scale that makes for a career, but not a huge hit; and finally
- A huge hit.

21. The algorithm that was programmed works in such a way that the likelihood of a certain option depends on the decisions made throughout the game, but still leaves the specific outcome to chance. Every option comes with an amount of income that is based on the type and territory of release.

22. See now what is happening.

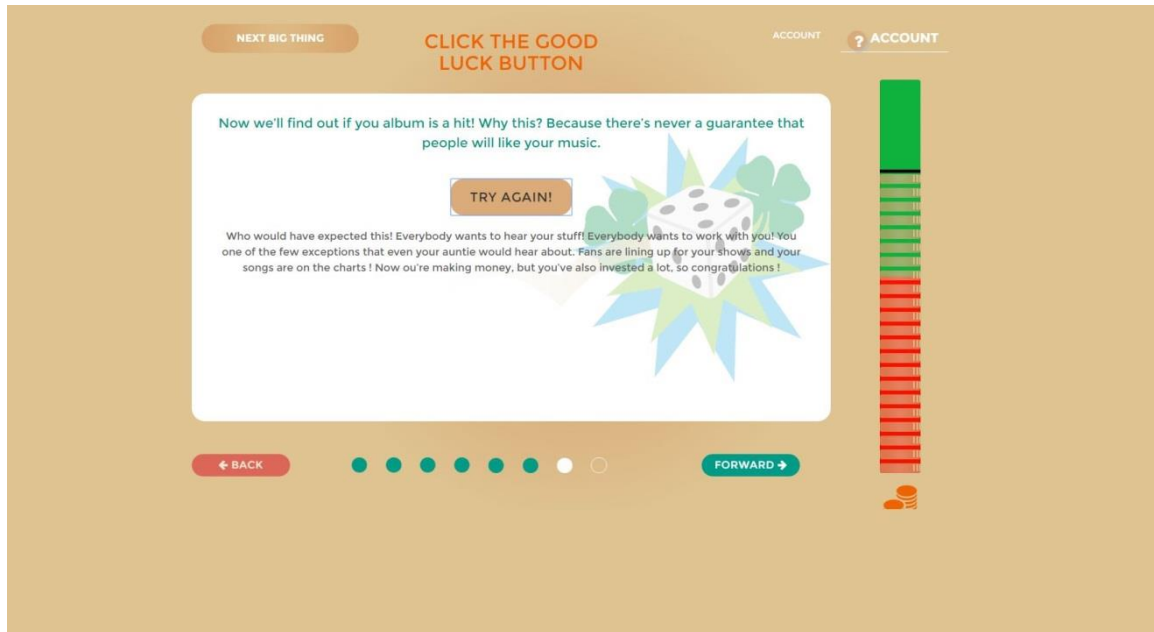


23. The game informs the player that his music has been a failure. Let's try again.



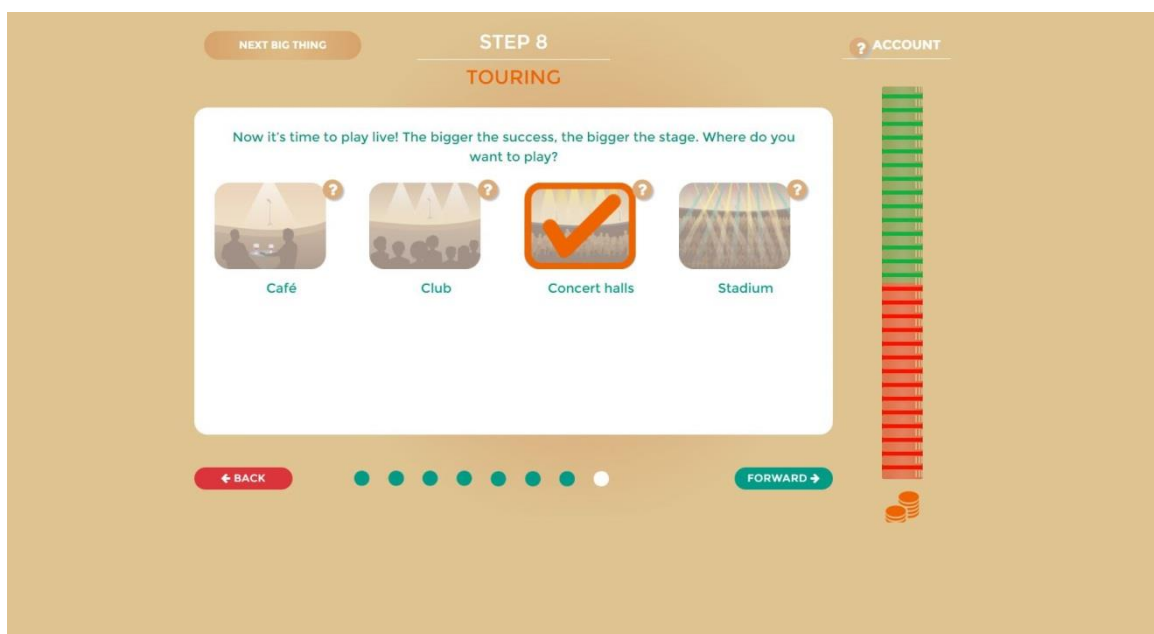
24. The sales have improved; it means that the players can continue. The indicator, however, is still in the red. So building a career proves to be a long-term investment, and sales alone are not financing it yet, despite the relative success.

25. Try again! This time the game informs the players that their music is a hit. To emphasize what a hit is, we mention that this is the kind of success that even a person who only learns about music on regular television would know about. And the players are making some money now.



26. The next step is the road show. Depending on the amount of success, players get to choose where they want to play their shows. Failure will only let them play in cafés. Only international success lets them choose the stadiums.

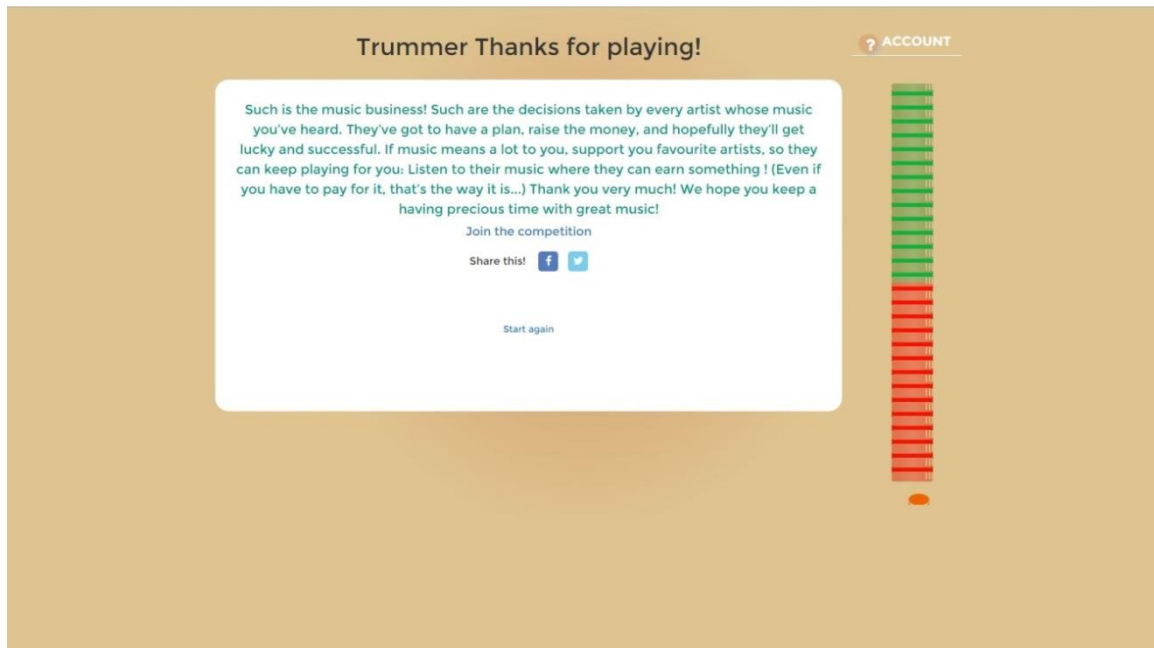
27. If this works, real money can be made. Even a smaller success option, if spending has been reasonable throughout the game, gets a chance for the player to get out of debt and make a modest income. This reflects the reality of a lot of musicians who produce music mostly to have reason to go back out on the road.



28. In this step, the programming assumes that the touring will work and that people will attend the concerts. The reality is more complicated of course. Competition, weather, schedules etc.; there are many possible obstacles for a tour to overcome in order to be successful. We decided not to go deeper into this part of the music business, because the

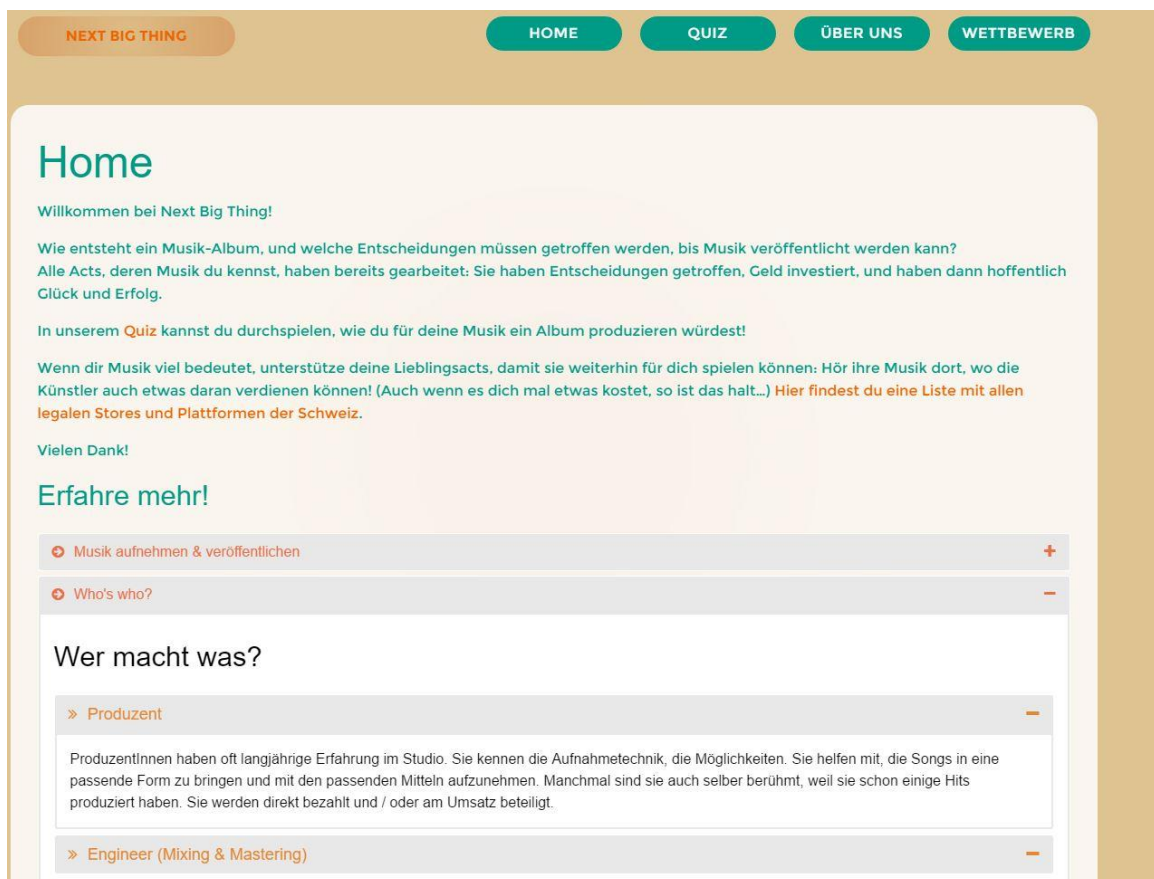
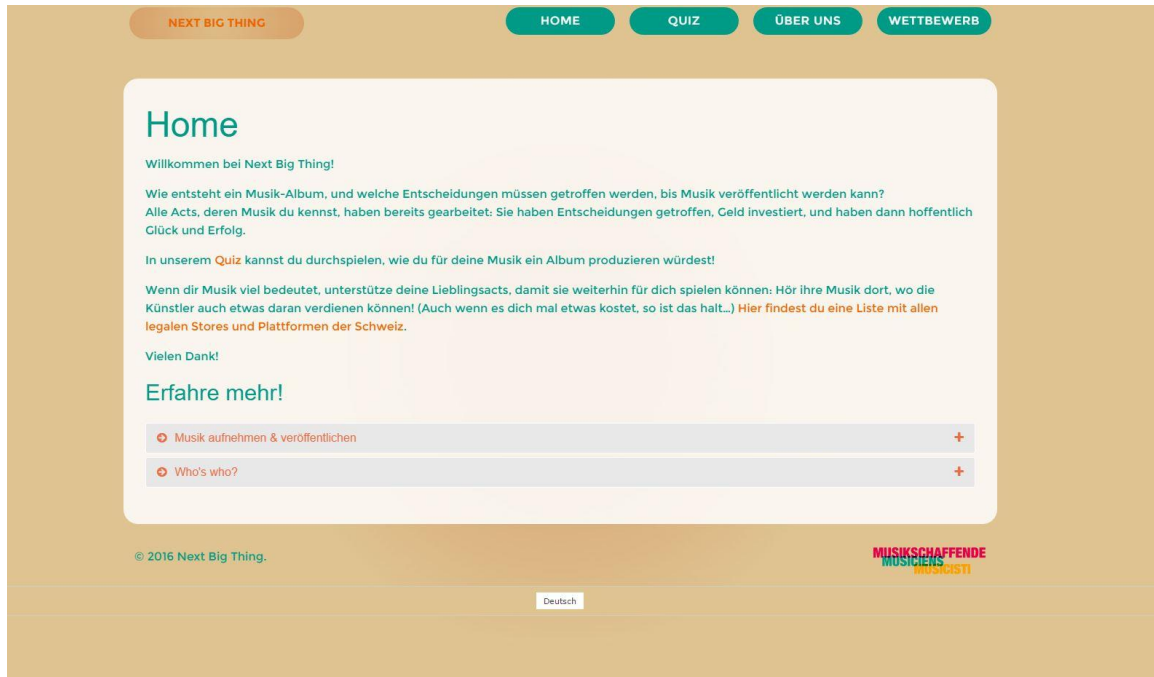
main aim of the game is to raise awareness about what is involved in making recorded music.

29. In the final step, all players see a short educational message. While this is the only explicitly educational material used in the game, it is hoped that players will have learned a lot along the way. And of course they get to share their experience. We will also organize regular competitions to motivate people to play.



III. NEXT BIG THING – THE EDUCATIONAL PART

30. The website also contains an informative section with replies to frequently asked questions about the background of music production, in addition to a “who’s who” part.



IV. NEXT BIG THING – FURTHER PLANS

31. Although NBT has been online since April 16, 2016, there is not yet a public version, pending finalization of the overall website.

32. A pilot online version is accessible in the Swiss Museum of Customs in Gandria, as part of an exhibition on piracy. This is an excellent opportunity to raise awareness among teenagers and to send a constructive and positive message showing that there is a story behind every song: heart, talent, know-how, investment of money, time, etc.

33. Materials for teachers (sometimes themselves playing in a band) are now being prepared, with short lessons (less than 20 minutes). The goal is to get as many teachers as possible to spend an hour with their students going through the game and its informational content. The approach is wide, covering also questions of economy, ethics and technologies involved in this context.

34. We will also organize visits to schools to train the teachers.

35. In conclusion, the Swiss Musicians Association is interested in raising as much awareness as possible and looking to adapt this model for use in other countries.

[End of document]