

INDUSTRIAL PROPERTY OFFICE
OF THE SLOVAK REPUBLIC

**Pilot Project for Raising the Public
Awareness on IP and Enforcement**
Campaign: nefejkuj.sk

Luboš Knoth – President of the IPO SR
WIPO Advisory Committee on Enforcement, March 3-5, 2014

www.upv.sk



INDUSTRIAL PROPERTY OFFICE
OF THE SLOVAK REPUBLIC

Background

- The National Commission for the Coordination of Cooperation against Counterfeiting and Piracy, May 2011
- National Anti-Counterfeiting Strategy






Goals

- Increase the public awareness of negative impacts of counterfeiting and piracy on society and individuals
- Decrease the extent of infringement of intellectual property rights
- Collect the credible and exact data on extent and structure of infringement of intellectual property rights

... How to achieve it ?

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Campaign

“IP Awareness-IP Education-IP Enforcement 2013-2015”

Systematic approach: repeat, repeat, repeat, ...

Target groups:

- Teenagers
- Consumers
- Producers

Key messages:

- IP means “Knowledge and Intelligence”
- IP means “Quality”
- IP means “Image and Profit”

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Campaign nefejkuj.sk



Target groups: Kids/ Teenagers

The objective: to make kids thinking about the differences between original and faked product as to the quality, reliability and safety

Basic headlines:

- You Don't Fake – You Don't Steal
- You Don't Fake – You Don't Risk
- You Don't Fake – You Play Fair

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Why kids?

- **Newcomers in adult world**
- **Vulnerability**
- **Self-esteem problems**
- **Formation of character**

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Campaign key messages

- **Moral aspects of fakes**
- **Safety/Security aspects of fakes (harmful, danger)**
- **Explanation – why fakes are unfair**
- **Testimonies**

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Campaign key processes

- Questionnaire
- Microsite launch
- Road shows in schools / Targeted 45' lectures in schools by SK IPO staff
- Testimonies by supporters
- Questionnaire

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Platform: Web portal










MICRO SITE – portal nefejkuj.sk, link to Facebook

Web design – adaptable, for tablets, mobile phones, PCs.

Web content – amusing, positive examples of authors, pop-stars

Prize for winners – legal downloading of CD, photos,

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Questionnaire survey campaign nefejkuj.sk
September – December 2013

Comparative Field Survey

- **Goal:** To measure effectiveness of campaign
- **Method:** Comparing results before and after campaign
- **Target group:** Young generation of the age between 10 and 15 years
- **Place:** Slovak Republic
- **Number of respondents: 2750**
- **Respondents:** Random sample of respondents
- Survey **before** campaign: September 2013
- Survey **after** campaign: December 2013

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Questionnaire survey campaign nefejkuj.sk
September – December 2013

Topics of the Survey

PART A

Understanding of Intellectual
Property Rights Protection Concept

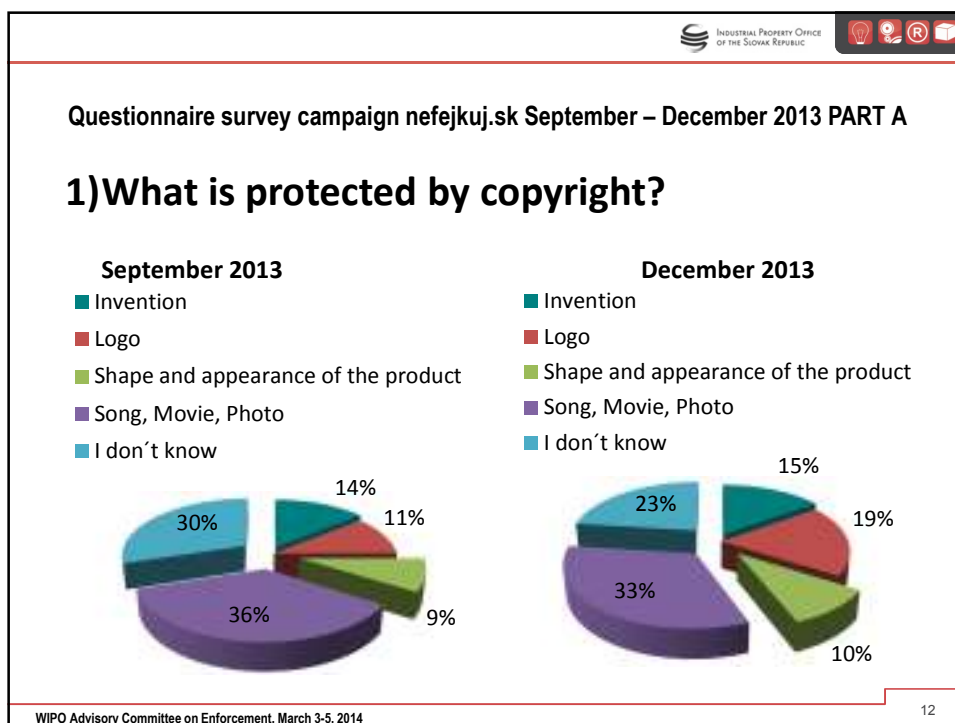
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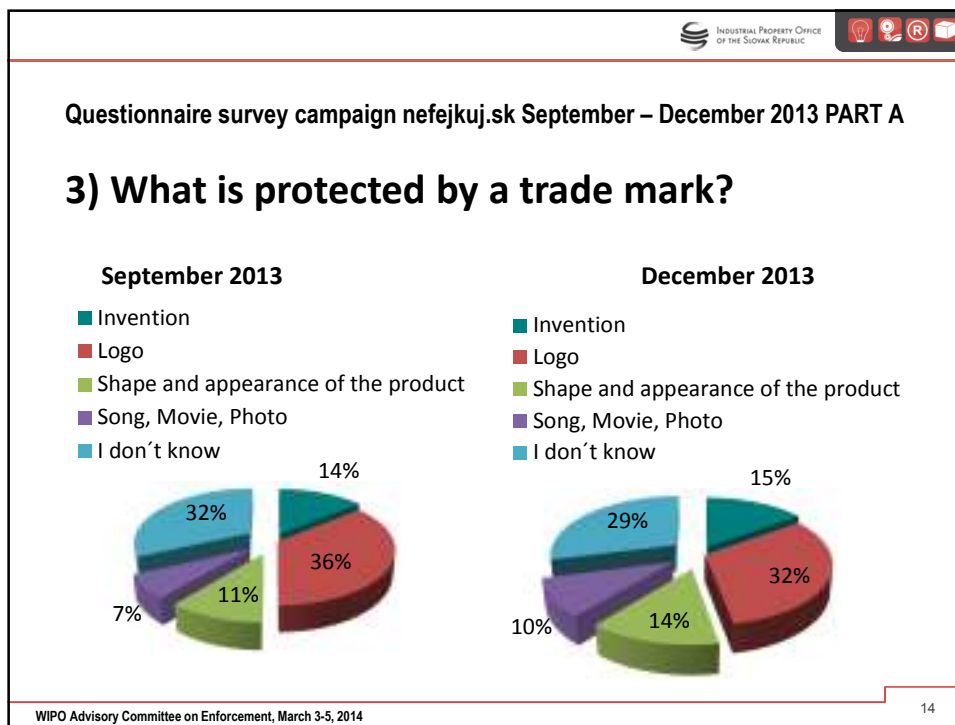
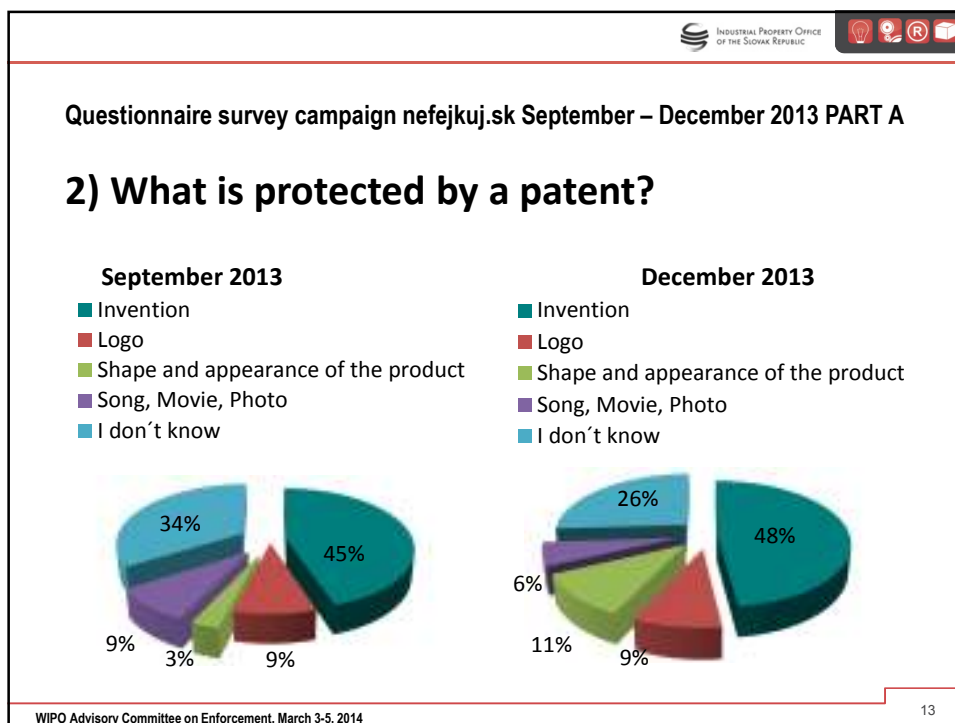






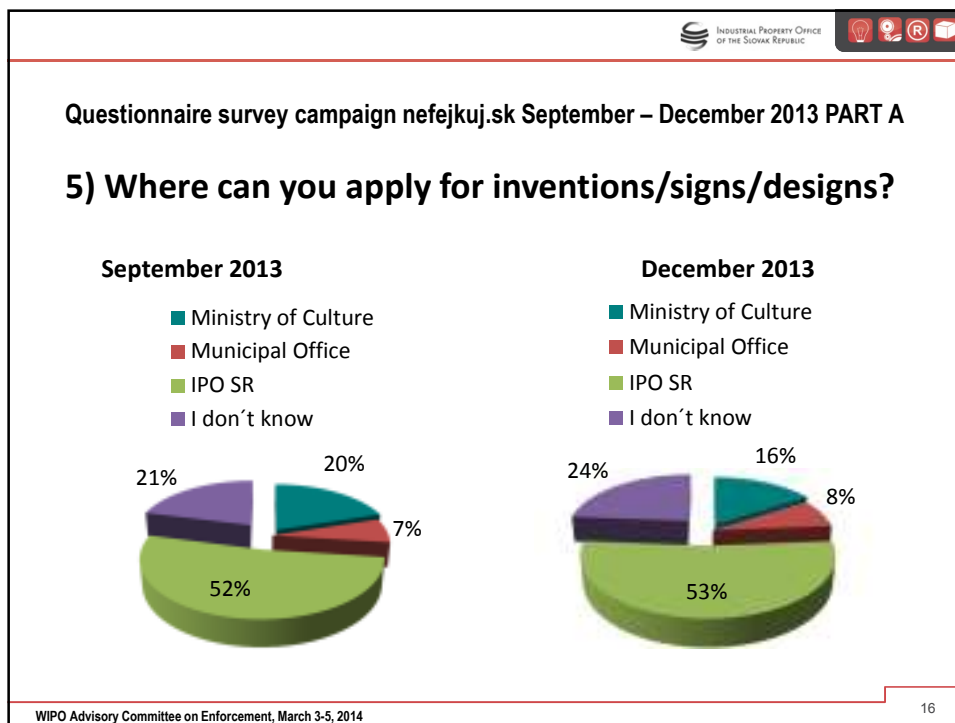
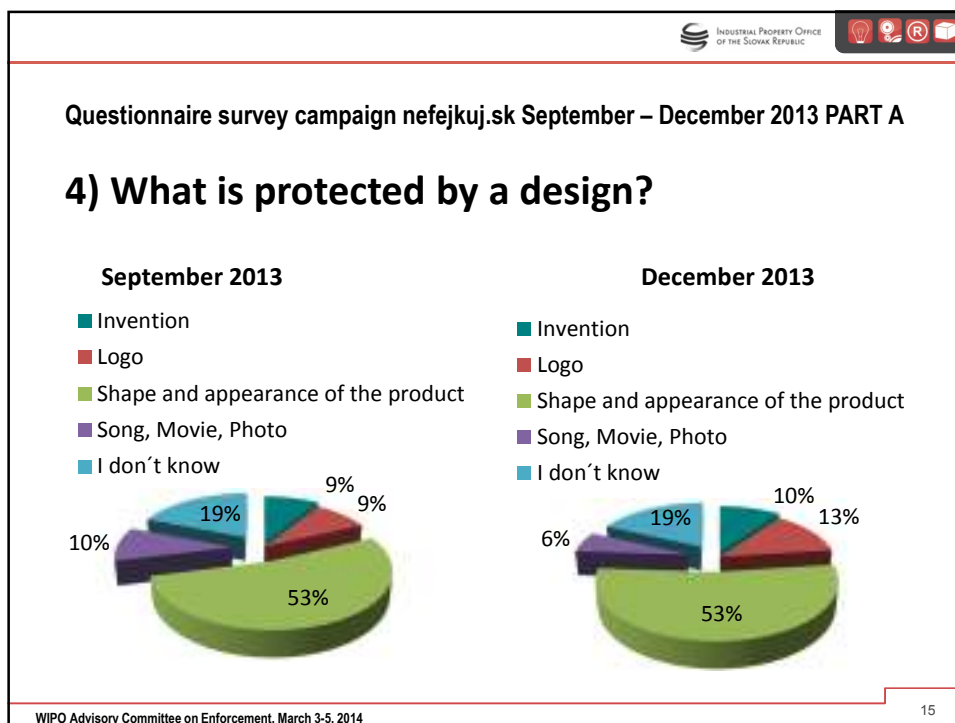
Questionnaire survey campaign nefejkuj.sk September – December 2013 PART A

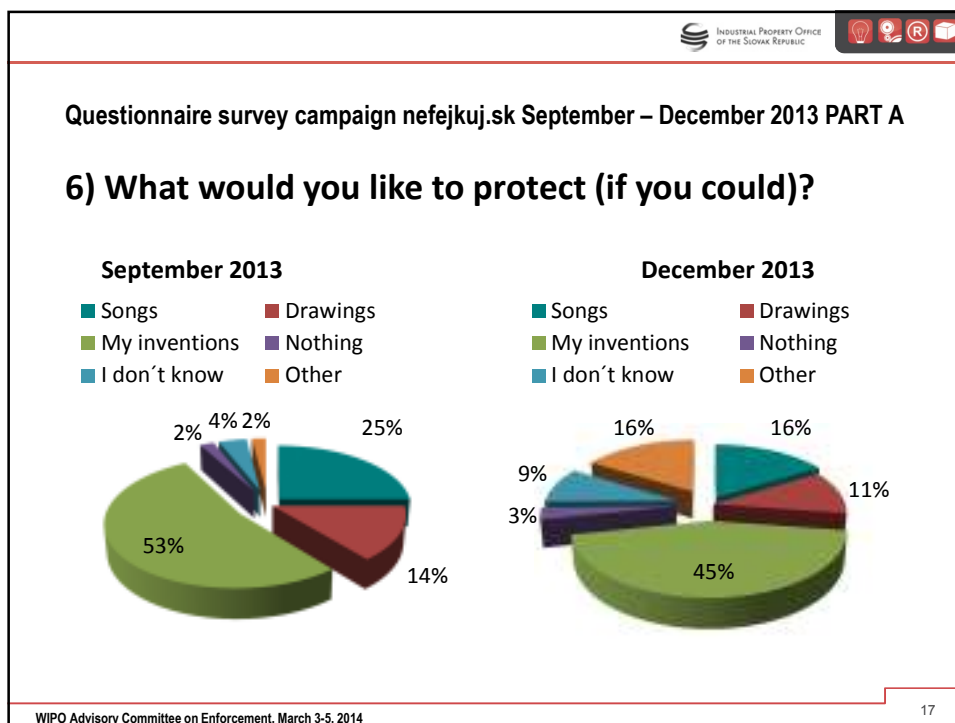
No	Questions (YES/NO Answers)	September 2013 (YES)	December 2013 (YES)	% Change
1	Do you know what is the intellectual property?	69%	80%	+ 11%
2	Do you know what a trade mark is?	54%	64%	+ 10%
3	Do you know what a patent is?	73%	75%	+ 2%
4	Do you know what a design is?	86%	91%	+ 5%
5	Do you know what the sign © means ?	52%	55%	+ 3%
6	Do you know what the sign ® means?	50%	63%	+ 13%






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**Questionnaire survey campaign nefejkuj.sk
September – December 2013**

Topics of the Survey

PART B

What is a fake and relationship with it

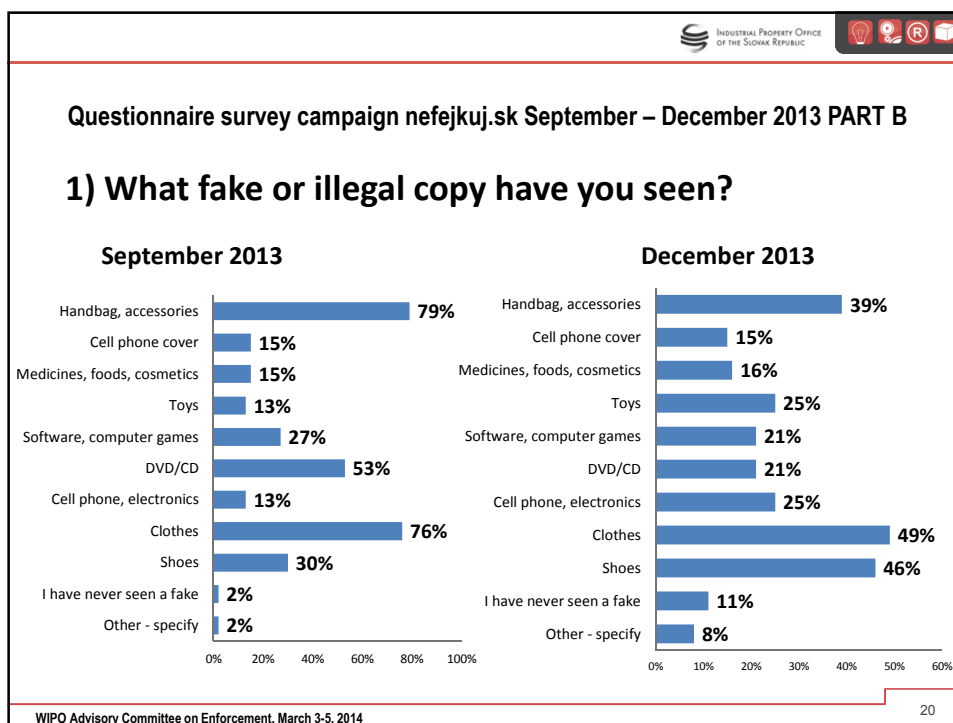
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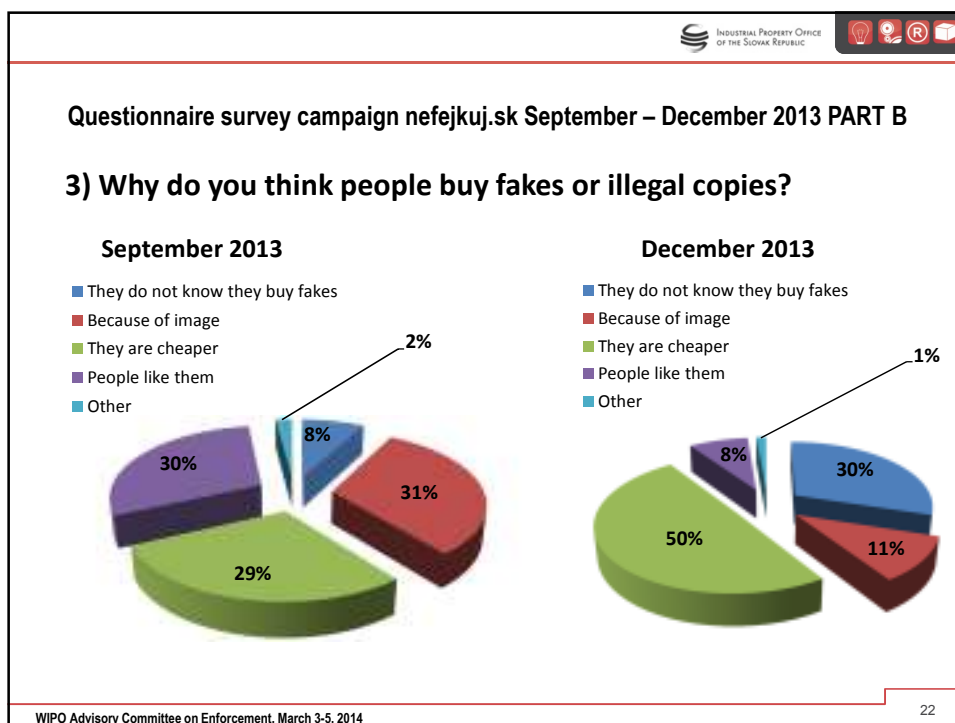
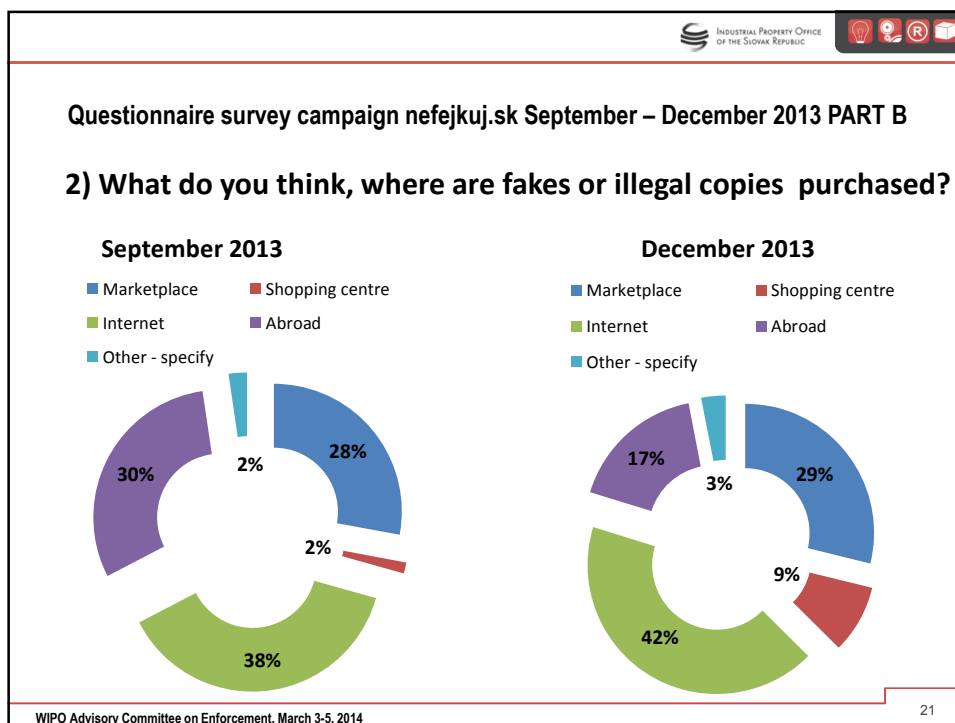





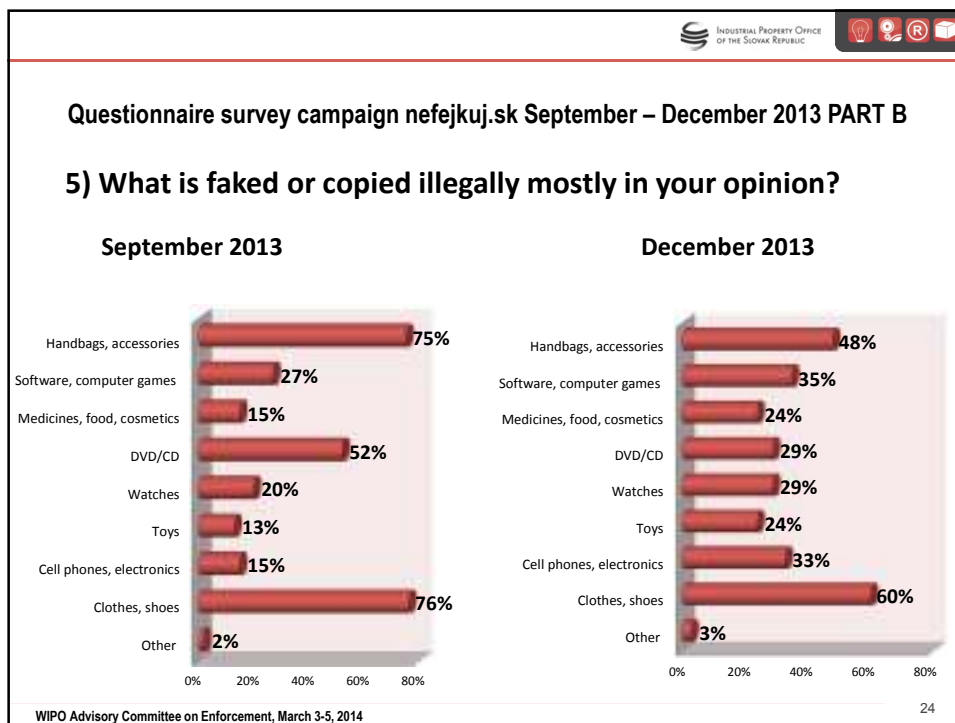
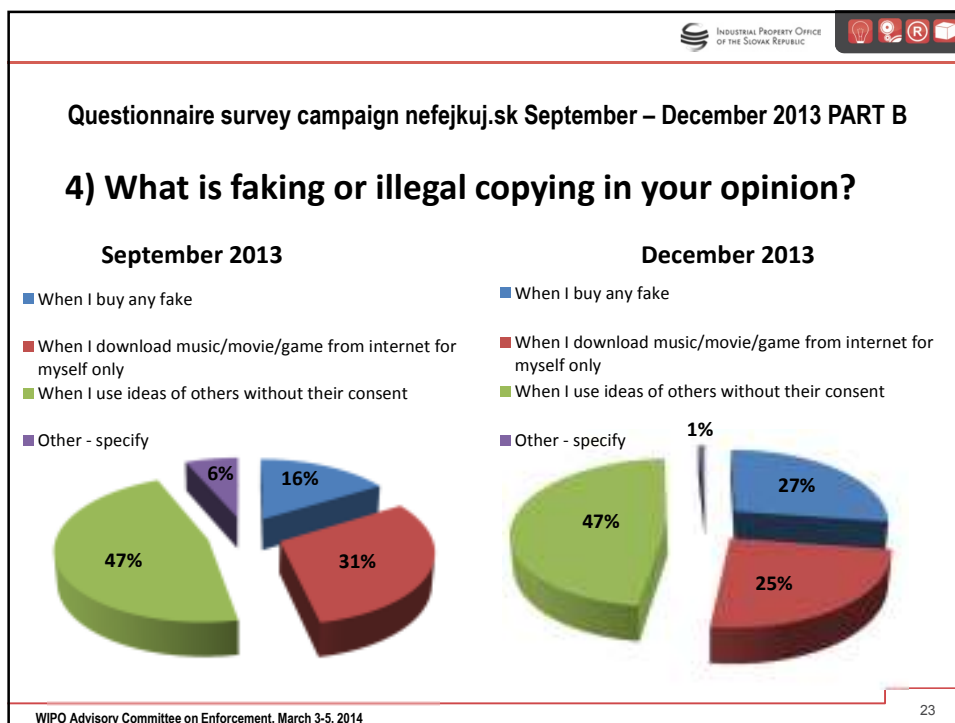
Questionnaire survey campaign nefekuj.sk September – December 2013 PART B






No	Questions (YES/NO Answers)	September 2013 (YES)	December 2013 (YES)	% Change
1	Do you know what is a fake?	84%	92%	+ 8%
2	Have you ever seen a fake?	73%	78%	+ 5%
3	Could you recognise a fake from an original product?	46%	68%	+ 22%
4	Do you like fakes?	36%	20%	- 16%
5	Do you know that even the medicines and foodstuffs are counterfeited?	69%	74%	+ 5%
6	Do you know that a fake may threaten the health?	66%	72%	+ 6%
7	Do you download music/movies/pictures/games from internet?	70%	81%	+ 11%
8	Do you think that it is right to download music/movies/pictures/games from internet?	48%	51%	+ 3%
9	Have you ever recorded a movie in a cinema?	4%	6%	+ 2%

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Questionnaire survey campaign nefejkuj.sk September – December 2013

To **assess the effectiveness** of nefejkuj.sk campaign the IPO SR monitored status before and after the campaign.

Comparing the results obtained in the questionnaire survey in **September 2013** with results gained after the campaign in **December 2013** we monitored the significant increase in **general IP knowledge (+ 6%)** and **understanding of infringement of IP rights** among target group **(+ 9%)**.

The results were promising for the future and the campaign nefejkuj.sk **was a success**.

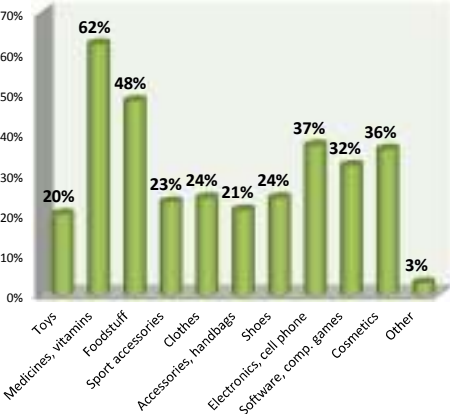
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Questionnaire survey campaign nefejkuj.sk September – December 2013 PART B

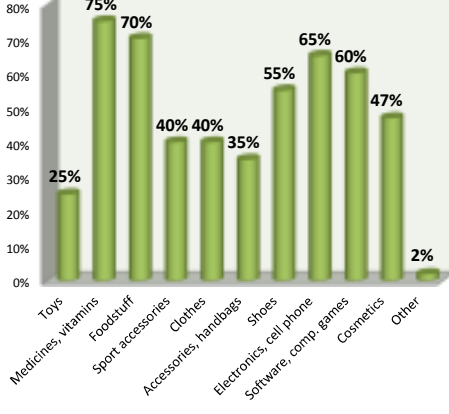
6) What fake or illegal copy you would never purchase?

September 2013



Category	Percentage
Toys	20%
Medicines, vitamins	62%
Foodstuff	48%
Sport accessories	23%
Clothes	24%
Accessories, handbags	21%
Shoes	24%
Electronics, cell phone	37%
Software, comp. games	32%
Cosmetics	36%
Other	3%

December 2013



Category	Percentage
Toys	25%
Medicines, vitamins	75%
Foodstuff	70%
Sport accessories	40%
Clothes	40%
Accessories, handbags	35%
Shoes	55%
Electronics, cell phone	65%
Software, comp. games	60%
Cosmetics	47%
Other	2%

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Further development I. – What next?

- **Sustainability in Slovakia until 2016**
- **Part of IP=IQ project addressing Youngsters, Consumers and Producers**
- **Addition of new features, supporters**
- **Ongoing school visits promoting IP via campaign products**

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Further development II. – What next?

- **Across the boundaries - multinational scale**
- Possible Cooperation with **eSlovensko** - NGO that operates the **Slovak Awareness Centre**
- **„Safer Internet“** - EU Programme
- Sub-project **OVCE.sk** /www.sheeplive.eu/

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Why OVCE.sk / sheeplive.eu ?

- internationally acclaimed project
- 24 animated stories
- original stories – focus on awareness about risks of the internet, mobile phones and new technologies
- Topics - racial hatred, grooming, pedophilia, provision personal data in the Internet and their misuse, chain letters, beauty recipes on the Internet, cyberstalking, phishing and others
- **Multilingual format**



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www.sheeplive.eu



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Industrial Property Office of the Slovak Republic

Main Characters



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Sheeplive

Out of It (Subtitles)



Navigation

- Out of It (Subtitles) 2:09m
- Mobile Menu 1:16m
- Snowball War 5:48m
- Shopping cart 2:28m
- Made a fool of 2:21m
- Hands up (Subtitles) 2:27m

expand menu

Language selector:



The screenshot shows a mobile application interface. On the left, a language selection menu is open, listing various languages including Arabic, Bulgarian, Chinese, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Hebrew, Hungarian, Italian, Latvian, Lithuanian, Polish, Portuguese, Romanian, Spanish, Swedish, and Slovenian. The 'English' option is currently selected. On the right, the 'Stories' section displays two columns of story cards. Each card features a small image, a title, and a duration. The first column includes stories like 'Out of it (Subtitles)', 'Mobile Mania', 'Snowball War', 'Shopping cart', 'Made a fool of', 'Hands up (Subtitles)', 'Fireworks (Subtitles)', and 'Unknown mobile'. The second column includes 'Carnival mask', 'Beauty Queen', 'A baker (Subtitles)', 'Big mouth (Subtitles)', 'Bewitched (Subtitles)', 'Beauty nina (Subtitles)', 'Don't Dance With the', 'Secret Friend', 'White Sheep', and 'Coolest (Subtitles)'. The top right corner of the interface contains logos for the Industrial Property Office of the Slovak Republic and icons for a lightbulb, a person, a registered trademark symbol, and a book. The bottom left corner of the slide reads 'WIPO Advisory Committee on Enforcement' and the bottom right corner shows the number '33'.

The slide is titled 'Main challenges' in red text. It contains two bullet points:

- **Great possibility to include and make available IP-related stories (TM , D, Patent, Copyright – from idea to product, infringements, piracy etc....)**
- **Possibility to cover many countries / regions**

 The top right corner of the slide features the same logos and icons as the previous slide. The bottom left corner reads 'WIPO Advisory Committee on Enforcement, March 3-5, 2014' and the bottom right corner shows the number '34'.



Thank you for your attention!

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