



Public Communications Campaigns on Respect for IP

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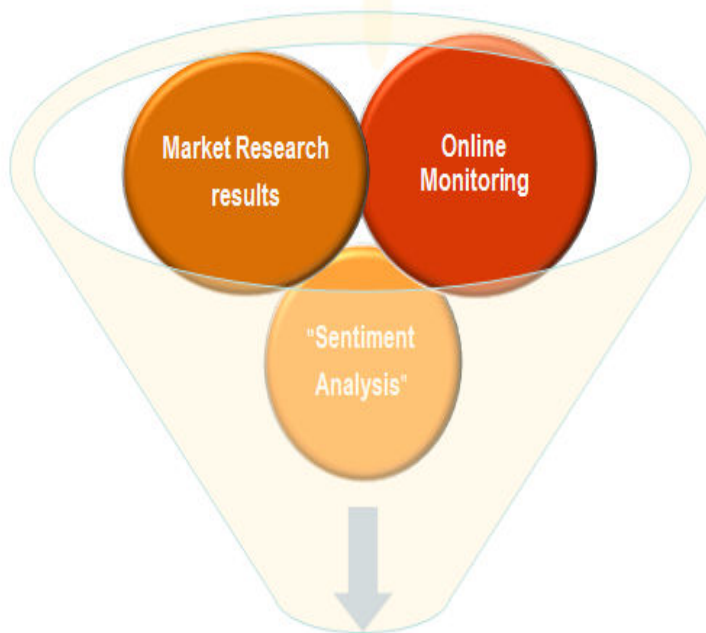
Awareness Tools for Young People

Claire Castel,
Public awareness Officer,
EU Observatory on Infringements of Intellectual Property Rights

24 November 2015

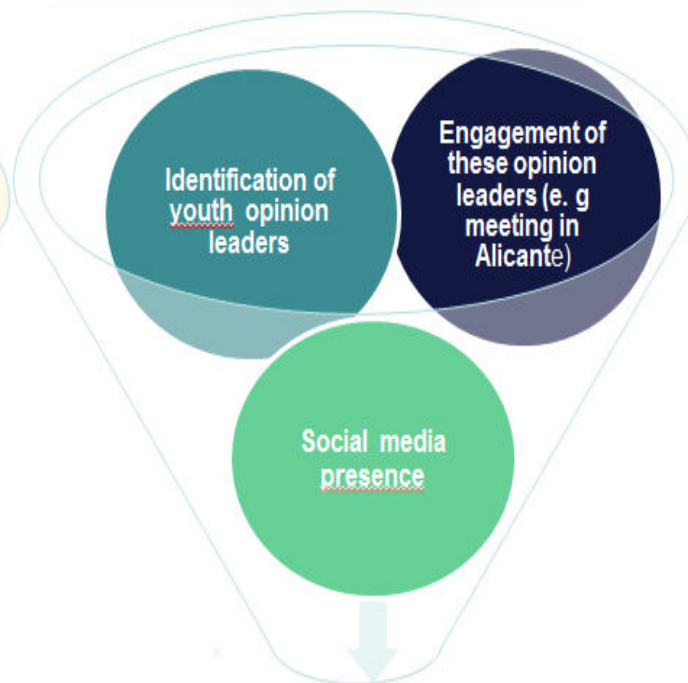
Youth action plan

Youth and IP Scoreboard



Annual Scoreboard Report

IP Community & mapping of multipliers



Building a Community of youngsters 15-24

Ideas Powered Project

As of 23 July 2015....

www.ideaspowered.eu

The screenshot shows the homepage of the Ideas Powered website. At the top, there is a navigation bar with the logo and links for Home, How to power your ideas, Competition, Your videos, Contributors, Blog, IP Campaigns, and Enter the competition. The main content area features a large illustration of a person with a backpack and a red stream of ideas. Below this, there are several featured articles and sections: 'Blog' with articles by Xavier Domenech Costalba, Sergejs Timonins, David Pap, George Theofanous, and an article about 'Intellectual property is everywhere'; 'Facebook' section with various posts; 'Twitter' section with tweets; and 'IP Campaigns' section with a featured campaign. The footer contains 'About us', 'Legal', and 'Connect' sections.

<https://www.facebook.com/IdeasPowered>

The screenshot shows the Facebook page for Ideas Powered. The page features a cover photo with the same red stream of ideas illustration. The profile picture is the Ideas Powered logo. The page has 18,054 members and 20,600 likes. The main content area shows a post with a blue and white logo featuring a lion. The left sidebar contains navigation options like Journal, Proposals, Photos, Mentions, and Games.

20,600 likes

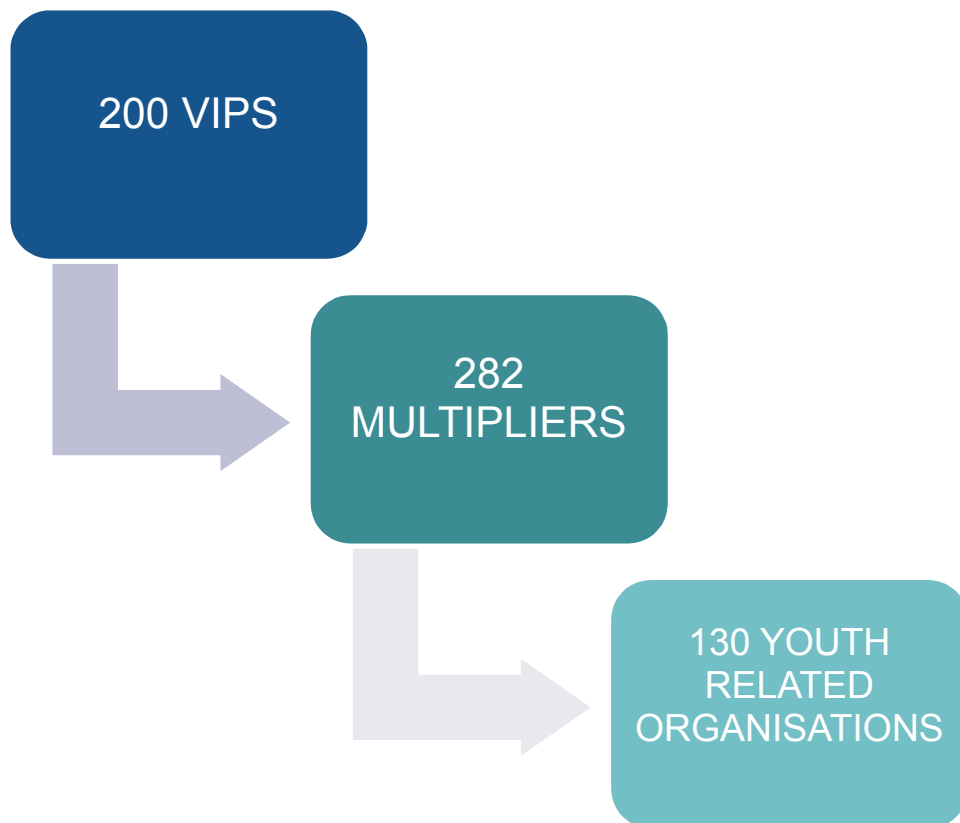
<https://twitter.com/IdeasPowered>

The screenshot shows the Twitter profile for Ideas Powered. The profile picture is the Ideas Powered logo. The bio states: 'Awareness raising initiative of the EU Observatory at OHIM about the value of Intellectual Property and the importance of respecting it'. The page shows 208 following and 7,225 followers. The main content area displays a tweet from Ideas Powered asking 'What is the greatest cover version of all time? #Copyright #InYourOpinion'.

8,218 followers

TARGETING YOUNGSTERS....

Mapping of V(IP)s and Multipliers

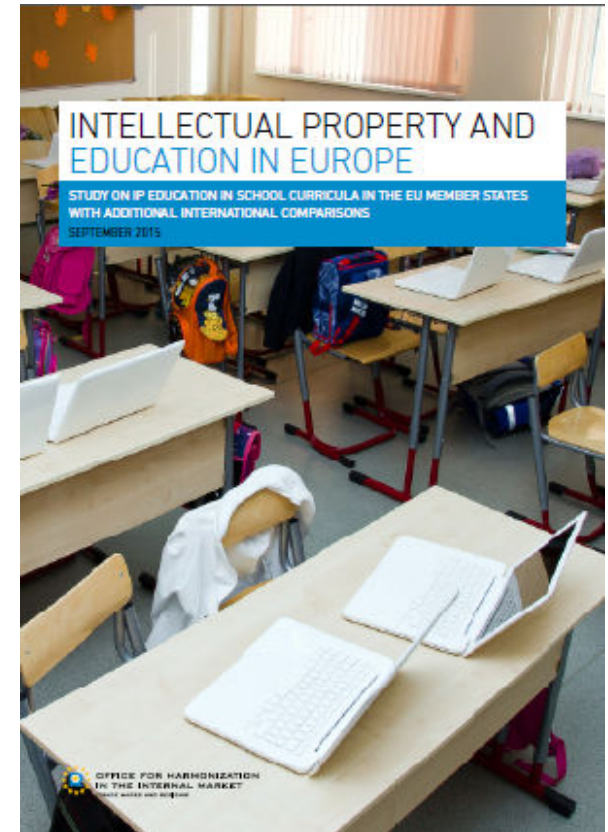


- 100 bloggers
- 15 youtubers
- 100 musicians/ singers
- 50 actors/directors/writers
- 40 tv personalities
- 15 designers
- 46 sports related
- 20 young entrepreneurs

60 with over 500k likes on Facebook

IP and Education in Europe Report

- IP is not a stand alone subject taught in schools – it is a cross curricular subject
- Most frequently taught IP right is copyright
- Most innovative non EU economies introduce IP education earlier as part of values and ethics in citizenship classes
- There is a significant number of public and private stakeholders' good practices





OFFICE FOR HARMONIZATION
IN THE INTERNAL MARKET
(TRADE MARKS AND DESIGNS)



EU OBSERVATORY

EUROPEAN OBSERVATORY ON INFRINGEMENTS
OF INTELLECTUAL PROPERTY RIGHTS

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