



Advisory Committee on Enforcement (ACE)

Twelfth Session
Geneva, September 4 to 6, 2017

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

INTRODUCTION

- ▶ Division under Ministry of Legal Affairs
- ▶ Antigua and Barbuda Intellectual Property and Commerce Office is responsible for the registration of Companies, Business names, Friendly Societies, Trademarks, Industrial Designs, Geographic Indications and other types of Intellectual Property.
- ▶ Educate the population as it pertains to Intellectual Property (IP) and IP rights.
- ▶ Provide infrastructure and expertise to grow creative and business industries in Antigua and Barbuda.
- ▶ A real challenge to design programmes that reach wide cross section of the population that are effective.

MANDATE

- ▶ Committed to working with public and private sectors in furtherance of promotion of IP.
- ▶ Continue despite challenges to build awareness and respect for intellectual property.
- ▶ Committed to providing trained and competent staff to assist members of the public.



Dialogue with Private and Public Sectors

Building Respect for IP

Schools Competition

- ▶ Started schools competition in 2011 to celebrate World Intellectual Property Day
- ▶ Supported by the Ministry of Education, Science and Technology and corporate sponsors
- ▶ Supported by The World Intellectual Property Organization
- ▶ Adapt World Intellectual Property Day theme every year to local context
- ▶ Winning entries have come in the forms of songwriting to short films shot via smart phones
- ▶ The competition has been aided by printed flyers, public events and media

2011 Schools Competition Flyer

To Celebrate
WORLD INTELLECTUAL PROPERTY DAY
APRIL 26th, 2011

THEME:
INTELLECTUAL PROPERTY DESIGNING FOR THE FUTURE

THE ANTIGUA AND BARBUDA INTELLECTUAL PROPERTY OFFICE (ABIPCO) in conjunction
With "Anjo Insurances" a division of A.W.H HOLDINGS LIMITED is hosting a
LOGO COMPETITION for SECONDARY SCHOOLS
MARCH 7th – APRIL 09th, 2011


Submit entries at the Antigua and Barbuda Intellectual Property & Commerce Office
(Redcliffe St. & Corn Alley)

Design a LOGO for ANJO Insurance Agency

Prizes:
First Prize: EC\$300.00
Second Prize: EC\$200.00
Third Prize: Gift Certificate valued at \$100.00
Certificates to selected participants

All Logos and each entry submitted for the Secondary School Logo Competition becomes the property of "Anjo Insurances" a division of A.W.H Holdings Limited or modified at the sole discretion of A.W.H Holdings Limited

ENTRY FORMS AVAILABLE AT THE SCHOOLS AND ANTIGUA AND BARBUDA INTELLECTUAL PROPERTY OFFICE

SPONSORS:
A.W.H Holdings Limited, Antigua Brewery Limited, 

Design a LOGO for an Insurance Agency **ENTRY FORM**

THE ANTIGUA AND BARBUDA INTELLECTUAL PROPERTY OFFICE (ABIPCO) in conjunction
with "Anjo Insurances" a division of A.W.H HOLDINGS LIMITED
SECONDARY SCHOOL LOGO COMPETITION
March 7th – April 9th, 2011

Name of Entrant: _____ Age: _____ Date of Birth: ____/____/____
Address _____ Telephone No: _____
Name of School: _____
Name of Parent: _____ Signature of Parent/ Legal Guardian: _____

Please submit one (1) copy of the LOGO on 8 x 11 paper with the Entry Form

2012 Schools Competition Flyer

WORLD INTELLECTUAL PROPERTY DAY APRIL 26th, 2012

THEME:

“VISIONARY INNOVATORS”

THE ANTIGUA AND BARBUDA INTELLECTUAL PROPERTY OFFICE in
collaboration with **Scotiabank** is hosting an

ESSAY COMPETITION for *PRIMARY & SECONDARY SCHOOLS*

Submit entries at the Antigua and
Barbuda Intellectual Property &
Commerce Office (St. John's Street) &
Any Scotiabank Offices
(High Street & Woods Mall)

Prizes: (To be inserted by Scotiabank)

First Place:
Second Place:
Third Place:

ENTRY FORMS AVAILABLE AT THE SCHOOLS, ANTIGUA AND BARBUDA
INTELLECTUAL PROPERTY & COMMERCE OFFICE & SCOTIABANK OFFICES

Criteria:

Primary School: 500 words (maximum)
Secondary School: 1500 words (maximum)
Deadline: April 17th, 2012

SPONSOR:



TOPICS FOR THE ESSAY COMPETITION:

PRIMARY SCHOOLS:

- *If you could invent something to make the world a better place to live, what would it be and why?*

SECONDARY SCHOOLS:

- *In your opinion who is the greatest Caribbean innovator? How did he/she impact the world?*

.....
ESSAY COMPETITION

Entry Form

THE ANTIGUA AND BARBUDA INTELLECTUAL PROPERTY OFFICE
in collaboration with SCOTIABANK is hosting an

ESSAY COMPETITION for *PRIMARY & SECONDARY SCHOOLS*

Name of Entrant: _____ Age: _____ Date of Birth: _____

Address: _____ Telephone No: _____

Name of School: _____

Name of Parent: _____ Signature of Parent/ Legal Guardian: _____

Please submit a copy of your **Essay** with the **Entry Form**

2013 Schools Competition Flyer

Essay competition for Schools

The Antigua and Barbuda Intellectual Property & Commerce Office (ABIPCO) in collaboration with Scotiabank is hosting an essay competition for Primary and Secondary Schools.



Submit entries to Antigua and Barbuda Intellectual Property & Commerce Office (St. John's Street) or any Scotiabank branch (High Street and Woods Mall).

Prizes:

1st Place: EC \$500.00
2nd Place: EC \$300.00
3rd Place: EC \$200.00

First Place Secondary School Winner also receives a Samsung Galaxy Y by



Entry forms available at the Schools, Antigua and Barbuda Intellectual Property & Commerce Office and Scotiabank Branches.

THEME:
"Creativity:
The Next Generation"

Criteria:
Primary school:
500 words (maximum)

Secondary Schools:
1,500 words (maximum)
Deadline: April 17, 2013



Discover what's possible

2014 Schools Competition Flyer

Short Video Competition for Students

The Antigua and Barbuda Intellectual Property & Commerce Office (ABIPCO) in collaboration with Scotiabank is hosting a short video competition for Primary and Secondary Schools.



Primary school students will be filmed on scheduled dates as requested. Secondary school students must film and submit their own videos to: worldipday2014@gmail.com. Please drop off entry/release forms at ABIPCO, Hewlett House, St. John's Street, St. John's Antigua. Tel: 562-5440 or 462-3146 to schedule appointments.

Prizes:
1st Place: EC \$500.00
2nd Place: EC \$300.00
3rd Place: EC \$200.00

First place for primary & secondary schools will also receive prizes from LIME.



Entry forms available at the Schools, Antigua and Barbuda Intellectual Property & Commerce Office, Scotiabank Branches and LIME.

THEME:
"Movies:
A Global Passion"

Criteria:

- ✓ Maximum of Two (2) Minutes
- ✓ Must be in school uniform
- ✓ No music

 Scotiabank

Discover what's possible

2015 Schools Competition Flyer

Get Up, Stand Up. For Music.

World Intellectual Property Day 2015
April 26

THEME:
"Get Up, Stand Up. For Music"

CRITERIA:

- Maximum of Two (2) Minutes
- Must be in school uniform

PRIZES (Secondary/Primary):
1st Place: EC \$600/\$500
2nd Place: EC \$400/\$300
3rd Place: EC \$300/\$200



©Keith Haring Foundation



Discover what's possible

Please drop off entry/release forms at ABIPCO Hewlett House, St. John's Street, St. John's Antigua. Call 562-5440 or 462-0453 462-3146 & 562-5439 to schedule appointments

Winners for Primary & Secondary schools will also receive prizes from LIME



#worldipday

www.wipo.int

2016 Schools Competition Flyer

World Intellectual
Property Day Competition

DIGITAL CREATIVITY: CULTURE REIMAGINED



PRIZES (Primary/Secondary):
1st Place: EC \$500/\$600
2nd Place: EC \$300/\$400
3rd Place: EC \$200/\$300

 Scotiabank 

www.wipo.int #worldipday

2017 Schools Competition Flyer

World Intellectual Property Day
2017 Competition

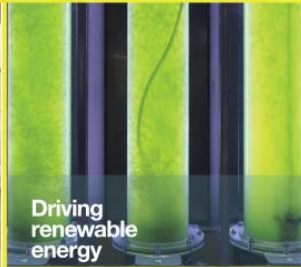


Ministry of Legal Affairs
Antigua Barbuda Intellectual
Property & Commerce Office

Theme:
Innovation: IMPROVING LIVES



Enabling
safer transport



Driving
renewable
energy



Producing
smarter materials



Creating better
healthcare



Shaping
new ways
of learning



Helping feed
a growing world

PRIZES (Primary/Secondary):
1st Place: EC \$500/\$600
2nd Place: EC \$300/\$400
3rd Place: EC \$200/\$300



www.wipo.int #worldipday

World Intellectual Property Day 2017 Competition

Innovation: Improving Lives

Choose one (1) of the topics below:

1. Innovation: Improving Lives

Using a method below, choose an individual from Antigua or the Caribbean region, who through innovative use of Intellectual Property, improves the lives of his / her family, community, country or region.

2. Respect for the Innovators will make our lives better

Using a method below, indicate how we better our lives by respecting the Intellectual Property of innovators in Antigua or the Caribbean region.

Essay

Write an essay on a topic of your choice from above.

Primary - 200+ words

Secondary - 800+ words

Poem

Primary - Must be at least 3 verses, 4 lines each.

Secondary - Must be at least 3 verses, 8 lines each.

Interpretive Video

No more than 2 minutes

Poster Design

A mixture of materials and/or original photos can be used.

Use of Entries:

Competition entrants consent to the use of their entries for non-commercial purposes by the National IP Office, Scotiabank and World Intellectual Property Organisation (WIPO).

*Applicants must be in school uniforms. **

Entry/Release Form

Name of Entrant:

Age: _____

Address:

Telephone No: _____

Name of School:

Name of Parent/Legal Guardian:

Signature of Parent/Legal Guardian:

Deadline: June 2nd 2017

Winning entries will be showcased and may be used for promotional purposes by Scotiabank, ABIPCO & World Intellectual Property Organization (WIPO)

Please drop off entries & consent forms to

ABIPCO
Hewlett House
St. John's Street
St. John's
Antigua.

Forms available at The Antigua and Barbuda Intellectual Property
& Commerce Office & Scotiabank

For more info call 562-5440 | 462-0453 | 462-3146 | 562-5439

PAST COMPETITION ENTRIES



Zoe Dennis, 13



Ria Stowe, 16



Emily Dennis, 10

A View of 2050

" The doors opened by themselves and we got in.
There is no steering wheel, just buttons.
My mom placed her hand into the hand print slot and the car started.
The jeep came alive and my mom said, "school", and off we went.
The news cast came over a small screen on the way.
Antigua did not look the same.

There were tall buildings, no traffic lights, and the road seemed very smooth.
Our cars were flying. It was amazing. We reached to school in 5 minutes.
The car landed and I got out with my bags. "

- Kevin Alexander, 10.

Prize Giving for Schools Competition Winners 2015



SCHOOL VISITS

- ▶ Since 2011, ABIPCO has organized schools visits to both Primary and Secondary schools throughout the island
- ▶ Usually identify four (4) primary and four (4) secondary schools per year
- ▶ Mix of both urban and rural school visits
- ▶ Tokens from WIPO are distributed
- ▶ Guest Ambassador - usually local performing artistes

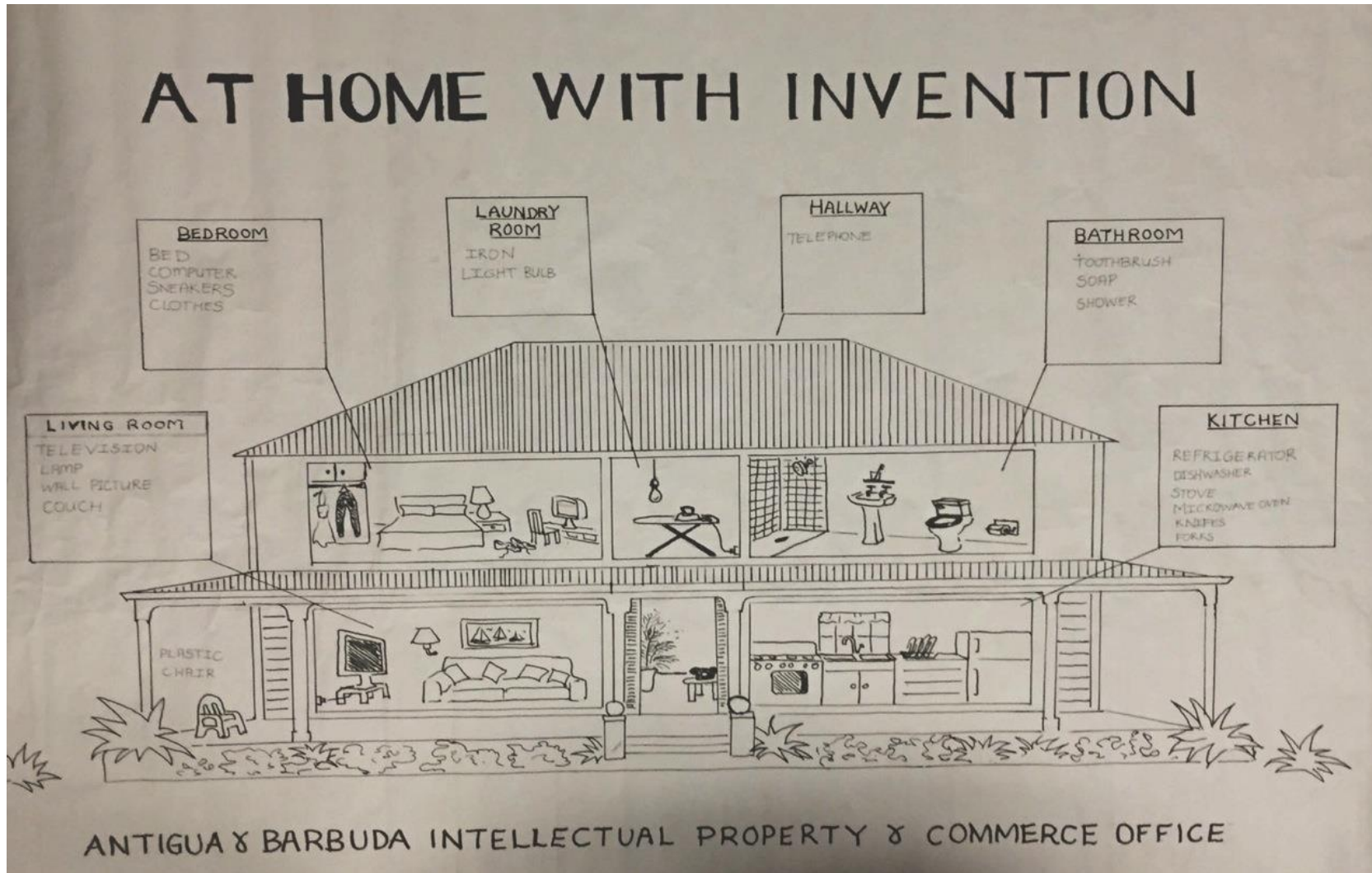
School Visits



NATIONAL SCIENCE FAIR BOOTH

- ▶ Created presence at bi-annual National Science Fair
- ▶ Distribution of printed material
- ▶ Exhibition of Intellectual Property of everyday household items

House design by local artist



Science Fair Display



Open Day at ABIPCO

Locally manufactured yogurt



Local Author



Locally Made Condiments



Open Day at ABIPCO

Locally produced hot sauce



Locally produced jams & jellies



Open Day Display



EDUCATION OF LAW ENFORCEMENT OFFICIALS AND THE PRIVATE SECTOR

- ▶ Engage law enforcement officials on IP and various relevant legislature
- ▶ Workshops with law enforcement agencies on implementation of legislations and IP enforcement
- ▶ Consistent discussions with private sector regarding protection of rights and plans for improvement of service.

Piracy on the streets of St. John's



NEW MEDIA

- ▶ Development and launch of new website



Government of Antigua & Barbuda
Intellectual Property & Commerce Office

Follow Us:  



MEDIA

- ▶ Use of conventional media- Television, Press, Radio

THE DAILY Observer "Let There Be Light"
Vol. 21 No. 101 St. John's, Antigua Wednesday May 01, 2013 Price: \$3.00

EXPERTS WARN MAJOR EARTHQUAKE COMING

Read story on page 3

Winner Intellectual Property Prize



Tabank Double research, the way

Winner of the World Intellectual Property Day Essay Competition in the secondary school category, Terrika Benjamin of Antigua Girls' High School, receives her prize from Gordon Johnson, country manager, Scotiabank and Aloys Cramp, major account executive, LIME. (Photo courtesy Nese Media Unit)

A&B drops out of regional marine protection initiative Pg 3

Health officials monitor new bird flu Pg 4

Caricom continues to support Antigua in WTO battle with US Pg 5

Page 14 THE DAILY Observer Friday May 20, 2016

IP office says music violations head the list of infringements

By Kieron Murdoch

The popular tunes and rhymes produced by the country's numerous artistes are, according to the Antigua & Barbuda Intellectual Property & Commerce Office (ABIPCO), the most frequently violated intellectual property (IP).

Registrar of ABIPCO, Ricki Camacho, made the disclosure during an interview with OBSERVER media at the Organization of Eastern Caribbean States (OECS) Competitive Business Unit's (CBU) regional workshop on IP.

"There are issues. Mainly you'll find in the music field - I would say that of all the areas of intellectual property, the main issue you would see is the violation of using people's music without their consent at events and in broadcast," Camacho said.

She explained that there are many issues that a small to medium enterprise (SME) may face regarding IP and that many of those issues can be avoided through research.

"Some of the common things that we see are issues with third parties to develop websites or promotional literature. Sometimes, there are issues about who owns that information..." Camacho said.

She added that trademarking and naming also generate violations from time to time, saying, "(SMEs) may select a brand or company which sometimes turns out to be very similar to other marks in Antigua & Barbuda and even internationally.

"What we've found is that these are simple things that could be avoided by coming to the office or through further research. SMEs don't need to have a complete legal background, they just need to identify the IP risk and potential to them," the registrar concluded.

The OECS CBU Regional Workshop on IP, which targets OECS SMEs, began yesterday at the Heritage Hotel and will come to a close this afternoon.

Many small business owners were present along with individuals from the various territories.

The chief facilitator is Carla Paris, an entertainment and copyright attorney-at-law from Trinidad & Tobago.



Registrar of the Antigua & Barbuda Intellectual Property & Commerce Office, Ricki Camacho



Chief facilitator of the OECS CBU Regional Workshop on IP for OECS SMEs, Carla Paris (Photos by Kieron Murdoch)

Winner of 2015 Smart Phone Video Competition



Jhaquan Lewis- Age 11

THANK YOU



Ethiopia

- Breaking loose from the chains of poverty
- Double digit growth
- Confidently striding to join the middle income club by 2020
- Become Africa's manufacturing hub by 2025

- Investing in education
 - One third of its population goes to school/college/university
 - 25% of budget goes into education and road construction
- Focus on science and technology
- Invention and innovation is given strong emphasis

Mandates of the Office are to:

- (a) register intellectual property rights;
- (b) study, analyze and recommend policies and legislation on IP to the government; and
- (c) promote knowledge and understanding of IP among the general public.

AWARENESS RAISING ACTIVITIES

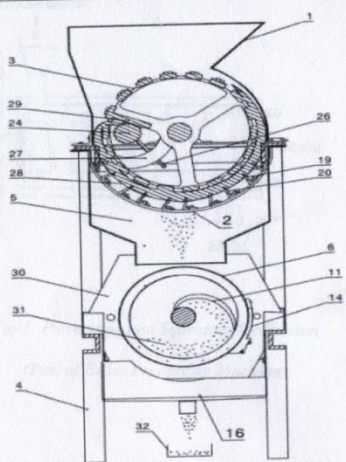
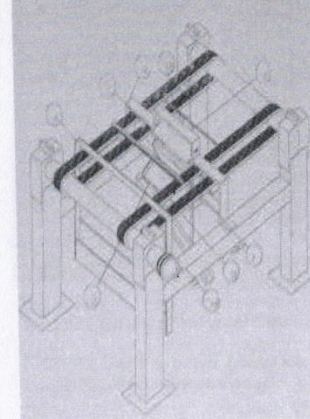
- **(a) Subject Matter**
- **(b) Target Groups**
- **(c) Channels**
- **(d) Cooperation with Institutions**

(a) Subject Matter

- Patents, Utility Models, Industrial Designs
- Industrial Designs
- Trademarks
- Copyrights

Utility Models

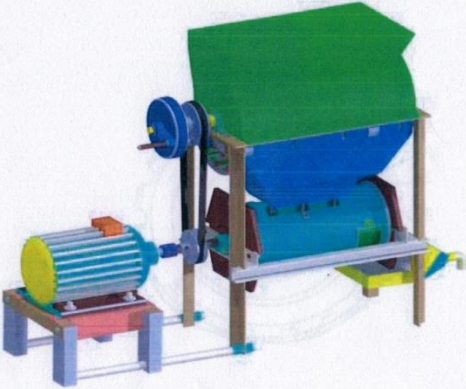

Comparison criteria	<ul style="list-style-type: none"> ✓ Reduce weight of the machine and easy for transportation ✓ Reduced space utilization 	<ul style="list-style-type: none"> operate the machines ✓ Is labor intensive process ✓ Higher wastage of food items and operating time ✓ Increased space utilization
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Comparison criteria	ET/UM/15/1944/ [Nahom M.]	ET/UM/15/1832
<p>1</p> <p>Enset Processing Machine</p> <p>Fish cutting, Drying and Separating Mechanisms</p>	 <p>Fig-1: Enset Processing Machine [Integrated Mechanisms for major Value chain Processes]</p>	 <p>Fig-2: Scratching Machine (Separate Machine, not integrated with other chain value processes)</p>

22

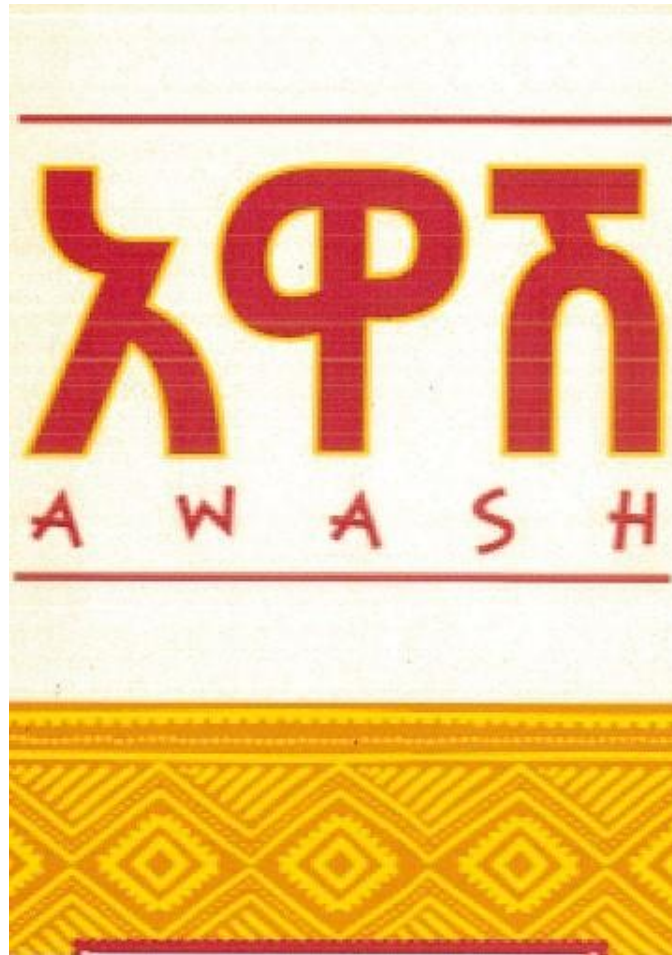
22

Utility Models

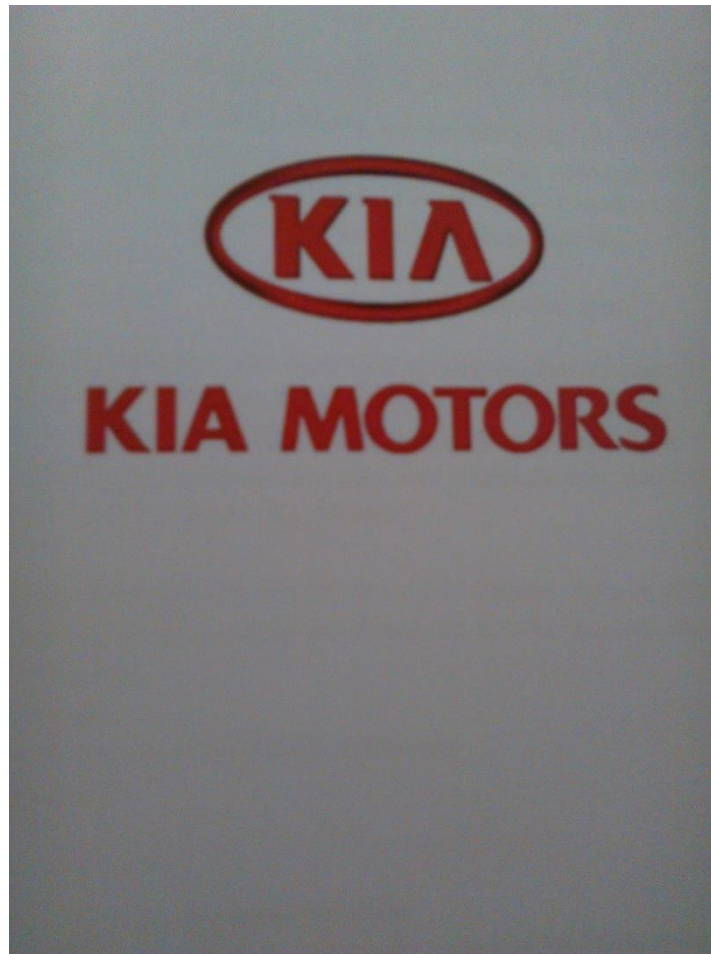
Enset Processing Machine Model [ET/UM/15/1944/--Nahom M.]	Enset Processing Machine Fabricated Prototype [ET/UM/15/1944/--Nahom M.]
 <p data-bbox="672 1039 884 1058"><i>Fig-5: EPM Software Model</i></p>	 <p data-bbox="1132 1039 1402 1058"><i>Fig-6: Fabricated Prototype of EPM</i></p>

18

Trade Marks



Trade Marks



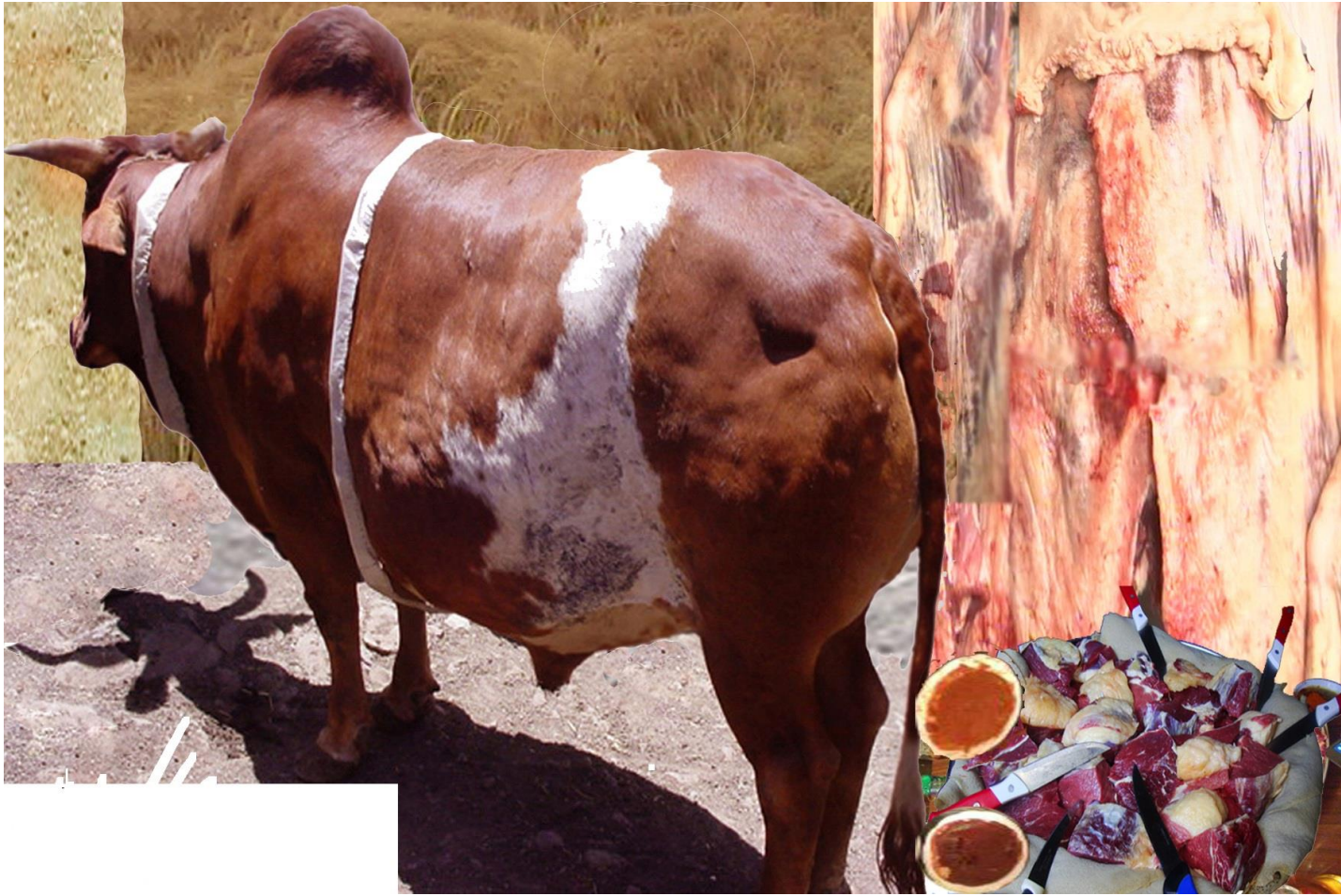
- Trade names vs. Trademarks
- InterContinental
- Crown Plaza
- Residence Inn
- In and Out Burger

- FDI
- Court cases



IP 4 Development

- EIPO has targeted rural communities to use IP as a tool to add value to their products.
- Through this initiative, a number of products are registered as collective marks with EIPO.
- Registration is done by cooperatives, associations, unions and even local administrations.



IP Tribunal





Copyright



(b) Target Groups

- Law enforcement officials
- Educational institutions
- Private businesses
 - Companies
 - Micro and Small Enterprises

Law Officials, Judges, etc



Channels

- Workshops
- Exhibitions
- Media

Workshops





Exhibitions







**የኢትዮጵያ አእምሮአዊ ንብረት ጽ/ቤት
ራዕይ፣ ተልዕኮና ዕሴቶች**

ራዕይ

2017 ለብሔራዊ የቴክኖሎጂ እቅም ግንባታ፣ ለተገቢ የንግድ ውድድር መስፈንና ለባህላዊ አሴቶች ልማት ቁልፍ ግን የሚጫወት የአእምሮአዊ ንብረትና ኢንቬሽን ጽ/ቤት መሆን

ተልዕኮ

ብሔራዊ የቴክኖሎጂ እቅም ግንባታ ሂደት ውስጥ በመንግስትና በልማታዊ ባለሀብቱ የሚደረጉ ጥረቶችን በማቀናጀት የአእምሮአዊ ንብረት መረጃን ለውጤታማ የሙያ ቴክኖሎጂ ሽግግር መሳሪያ እንዲሆን መስራት፣ በቴክኖሎጂ፣ በንግድና ባህሉ ዘርፍ አጻጻሥ ሃሳቦች እና አሰራሮችን ማመንጨትና ጥቅም ላይ መዋልን የሚያነቃቃና የሚያደፋፍር የአእምሮአዊ ንብረት ጥበቃ አገልግሎት መስጠት፣ ለዘላቂ ብሔራዊ የአእምሮአዊ ንብረት አሴት ልማት አመቺ ስርዓት በመዘርጋት ምርታማነትና ዓለምአቀፍ የተወዳዳሪነት ደረጃን ማሳደግ

ዕሴቶች

- የግልፅነትና የተጠያቂነት አሰራርን ማስፈን
- ለሙያ ስነ-ምግባር ተግባራዊ መሆን
- በእውቀትና በእምነት መመራት/መስራት
- ለደንበኞች የላቀ አገልግሎት መስጠት
- ምንግዜም ለሰው ገግጃ መሆን
- የፈጠራና ኢንቬሽን ባህል እንዲገለብት መትጋት
- ለዕውቀትና ቴክኖሎጂ ሽግግር አመቺ ድልድይ መሆን



Media (Press release, Press Conference, News Paper Articles)





Printed Media





Cooperation with Institutions

- Media
- Education institutions
- Science and Technology Agencies in the regions

Cooperation with WIPO



Cooperation with African Regional Institutions



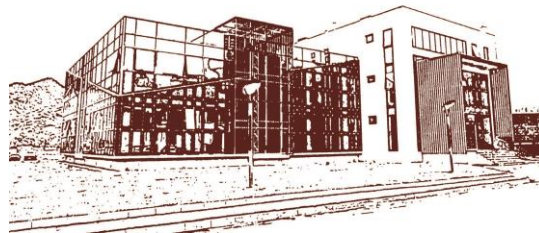
Cooperation with Japan



Cooperation with China



BUILDING RESPECT FOR INTELLECTUAL PROPERTY AND INCREASING AWARENESS AMONG SCHOOLCHILDREN: AN EDUCATIONAL PRIORITY IN GEORGIA



Nikoloz Gogilidze

ACE – September 4 - 6, 2017



Background

- Building respect for IP is essential tool against counterfeiting and piracy
- Promotion of innovation activities and raising public awareness in the field of IP is one of the priorities of the Government of Georgia
- Countries which have IP and Innovation studies in primary schools have successful results in innovation and IP protection
- IP awareness should start from children



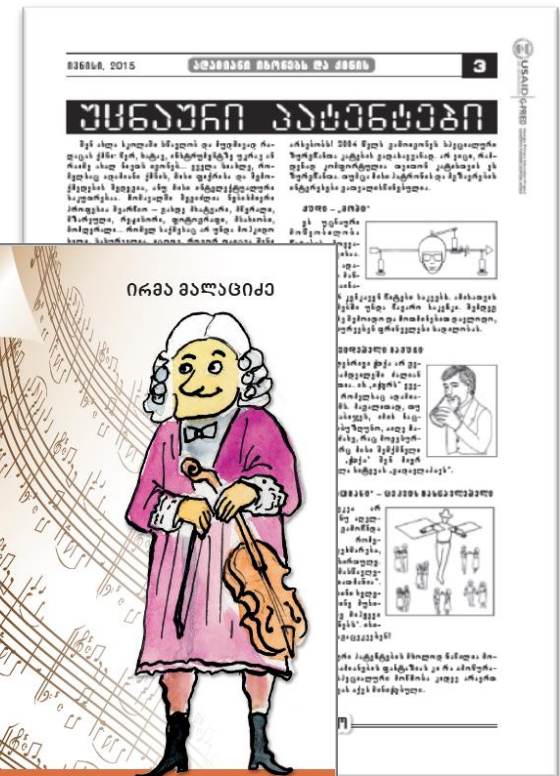
SAKPATENTI collaborating with USAID/G-PriEd

- Development of supplementary reading materials
- Publishing of newspaper articles for students
- Design and delivery of special lessons in grades 4-6



Supplementary Reading Materials for School Kids

- Fairy Tales and articles on Copyright, Trademarks, Patents, Designs, and Inventions
- Materials delivered to 600 schools across Georgia
- Electronic versions publicized through the G-PriEd web portal



October 2015 issue of the

Time to Read Kids' Newspaper



საპატენტო

SAKPATENTI

საპატენტო ცენტრი
საპატენტო ცენტრი
NATIONAL INTELLECTUAL PROPERTY
CENTER OF GEORGIA
www.sakpatenti.org.ge



- What is a **TRADEMARK** and how it works
- The oldest trademarks in history
- Well-known trademarks

On the occasion of **World Intellectual Property Day** (April 26) Lessons on IP delivered to more than 100 Georgian Public Schools

- Special lesson plans designed collaboratively by educators and IP specialists
- Teachers received support and coaching in the preparation phase
- Grade 4-6 students engaged in a variety of inquiry-based, interactive learning activities



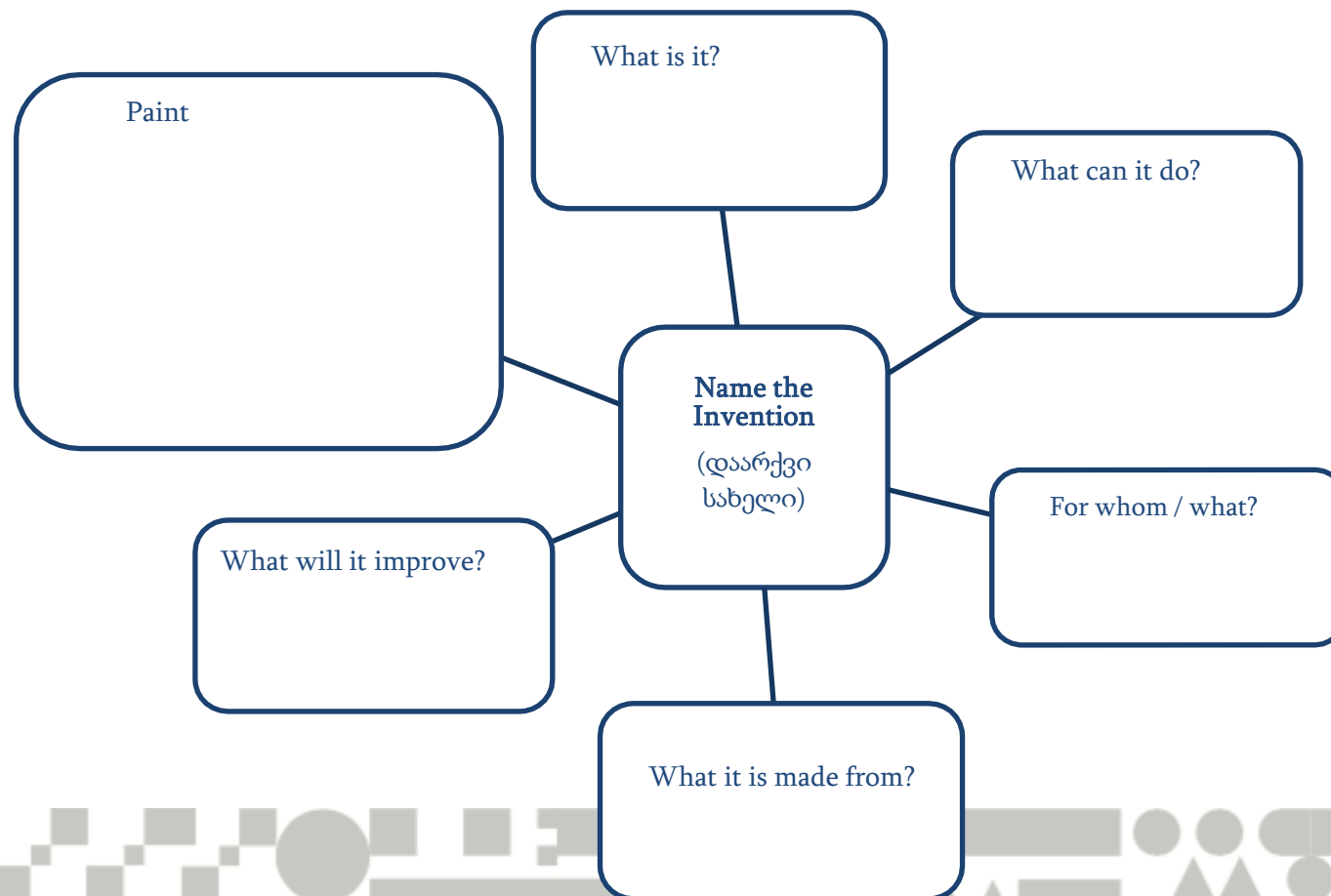


საქპატენტი

SAKPATENTI

საპატენტო ცენტრი
საქართველოს ინტელექტუალური
საკუთრების ეროვნული ცენტრი
NATIONAL INTELLECTUAL PROPERTY
CENTER OF GEORGIA
www.sakpatenti.org.ge

On the occasion of **World Intellectual Property Day**
(April 26) Lessons on Copyright and IP delivered to
more than 100 Georgian Public Schools



Future Plans

- Continue cooperation with the G-PriEd in order to further develop materials for primary and further education (board games, in- and out-of-class activities, special programs for summer schools etc.)
- The Office is involved in the IP4Kids project with WIPO and envisages the translation and customization of DL-101–General Course on IP.
- As a pre-condition for involvement in teaching IP, pre-selected school teachers are obliged to pass the DL-101 course and participate in the training for teachers.





საკვალიფიკაციო

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Thank You
QUESTIONS?





**SCHOOL STUDENTS' COMPETITION ON
TOURISM AND RESPECT FOR INTELLECTUAL
PROPERTY RIGHTS**

SULTANATE OF OMAN (2016 - 2017)

Dr. Maya Al'Azri
Ministry of Education

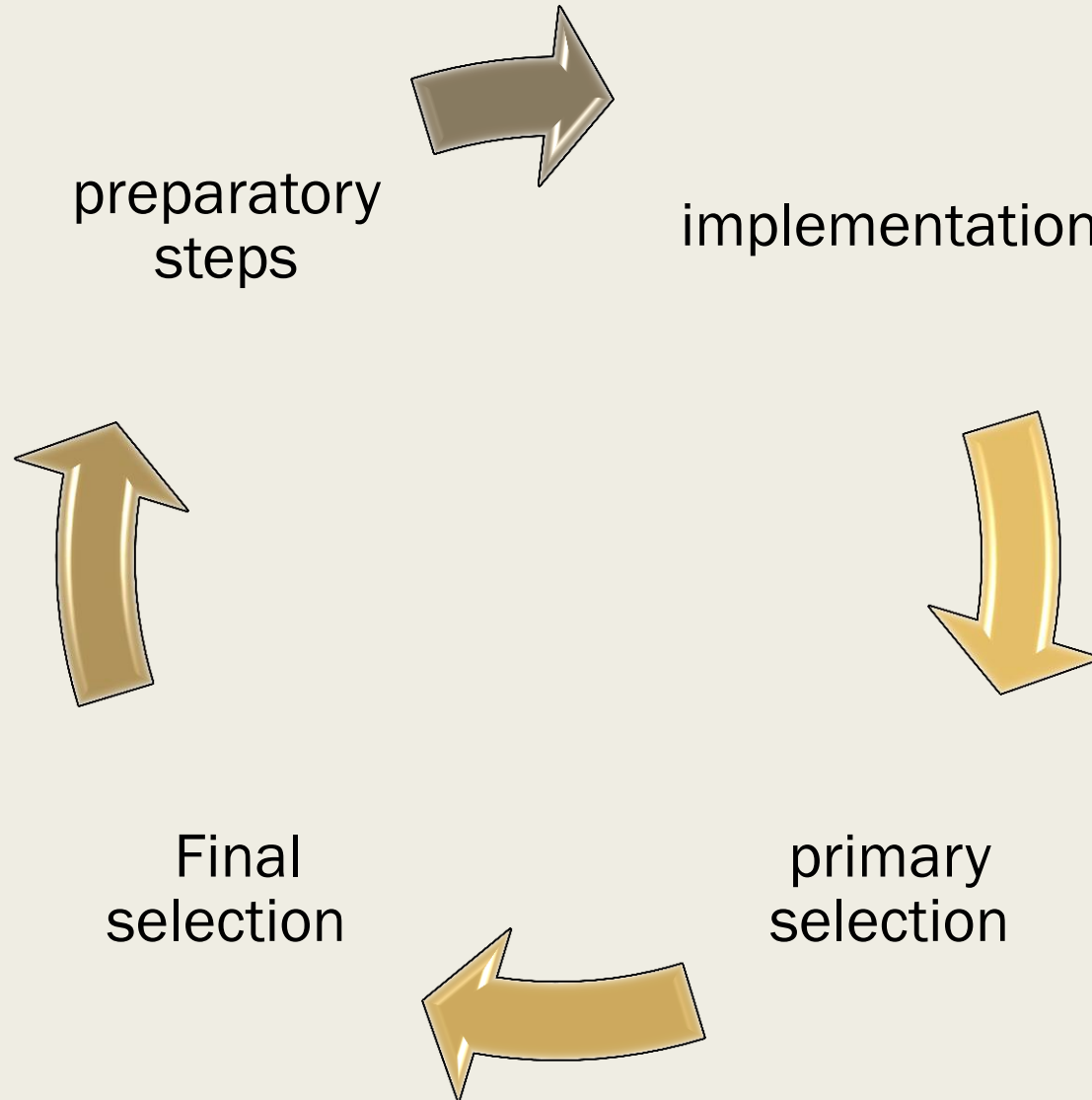


Tourism and Respect for IPRs

- create a poster to be displayed at airports, resorts and other tourist destinations in Oman, designed to discourage tourists from buying counterfeit or pirated goods and from bringing them home with them.

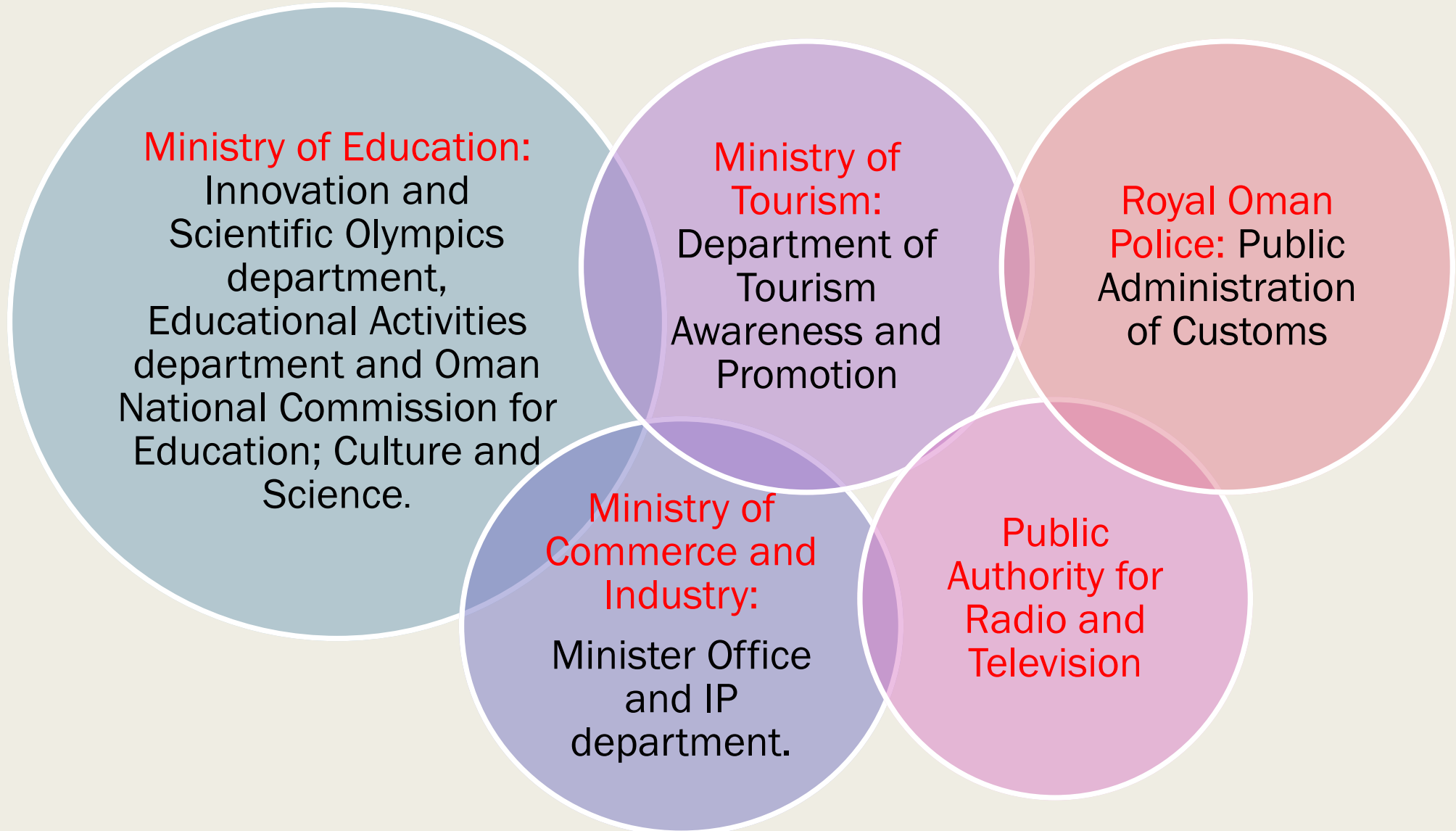


Phases of the competition



Preparatory steps:

Forming an organization and supervision team



Preparatory steps:

Forming an organization and supervision team

Tasks

- Coordinate with all stakeholders;
- Identify participating schools;
- Prepare an implementation plan;
- Establish, in consultation with experts, judging criteria and conditions for the selection process;
- Cooperate with international organizations in providing the necessary training to run the competition;
- Provide support for participating schools in running the competition;
- Report to WIPO on activities carried out during the competition period; and
- Attract local sponsors, and publicize the competition in the media.

Implementation

- Students from 5th to 12th grade
- Public and private schools



Meeting with teachers



teachers' role in building respect for IPRs among students;



Raising teachers' awareness about IPRs and how to protect them



Sharing experiences of other countries in raising awareness of IPRs

Implementation

- publications on IPRs such as trademarks, copyrights and patents, were distributed by IPD.
- a discussion panel was held to answer teachers' questions about the competition.



In Schools

- Teachers explained to students the idea behind the competition, its objectives and the criteria for winning.
- a campaign was launched on social media allowing interaction with the Organizing Committee and highlighting events taking place in schools in conjunction with the competition.



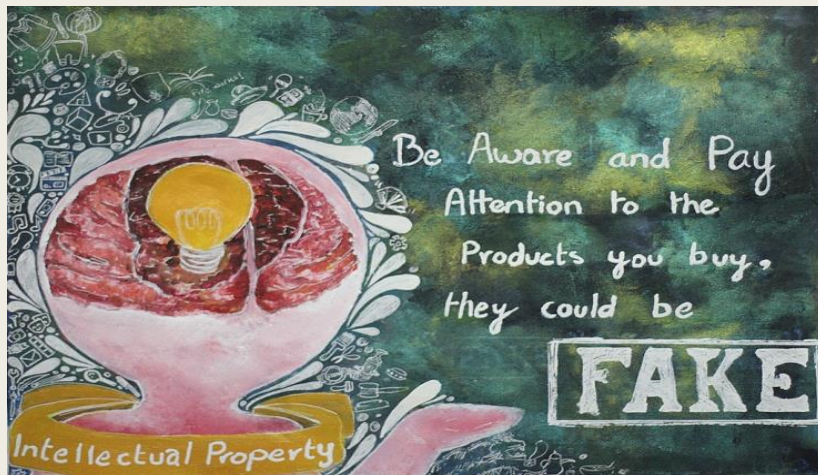
Primary Selection

- Designs were received from 100 schools in the Muscat Province.
- The first step was to filter out works that did not meet the objectives of the competition.
- The team met with the students who qualified for the final round and their teachers, to highlight the most important points related to IP protection.
- Once IP issues became clearer, some of the qualifying designs were displayed to explain what needed to be modified or clarified, from a content or language point of view.



Final Selection

- The final screening committee, composed of representatives from various institutions, evaluated the 29 nominated designs on December 27, 2016 .
- An evaluation process was conducted on the basis of compliance with competition criteria, quality of design and capacity to convey the message to tourists.
- Five winners were selected at the national level.



AWARDS

- In a ceremony held on April 26, 2017, with wide media coverage, World IP Day, winners were awarded the WIPO Schoolchildren's Trophy and other awards by Mr. Sherif Saadallah, Executive Director of the WIPO Academy.



AWARDS

- In addition to WIPO's encouraging supportive prizes to the winners, the committee in cooperation with the private sector, gave travel sightseeing and educational prizes to the top five winners.
- Visit to Salalah (Southern Province)
- Visit to Jabal Akhdar (Interior Province)



AWARDS

Trips organized by the committee are related to intellectual property in terms of:

- identifying the natural ingredients, cultural heritage and traditional crafts in the Sultanate.
- How IP works to protect these legacies.



AWARDS

- The trip program also included lectures and workshops on citizenship and graphic design to enhance students' abilities in this field.



COMMUNITY EVENT (RESPECT FOR IP)

- The aim of the event was to build respect for IPRs among all categories of society, by explaining IP concepts, types of IP and how IPRs are protected. WIPO tools were effectively utilized in this event.



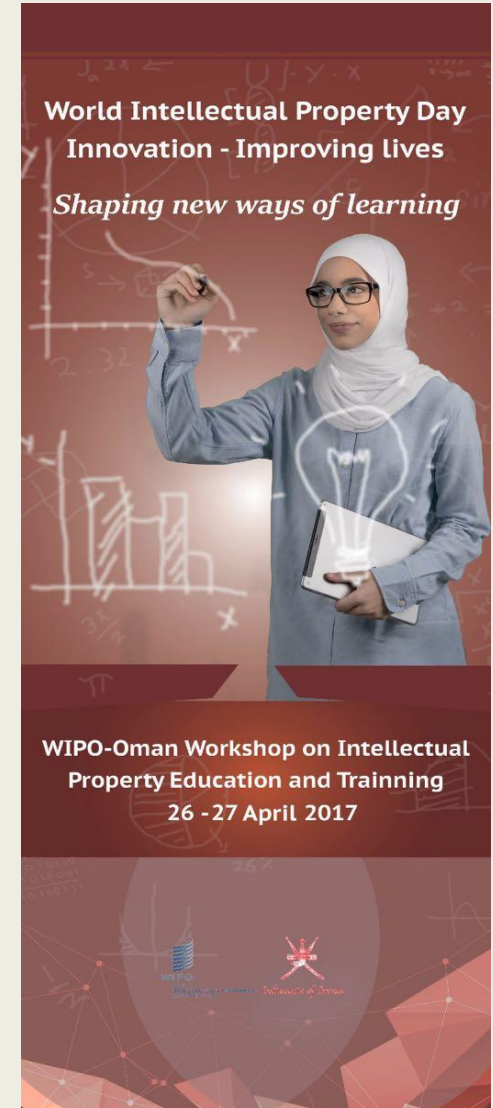
COMMUNITY EVENT (RESPECT FOR IP)

- Alongside the event, an exhibition was held displaying a number of designs created by the students as well as various Omani registered startups and some student managed startups seeking IP protection.
- The various events were accompanied by extensive media coverage with the participation of students, teachers and the task force.



IP Education and Training workshop

- a Workshop on IP Education and Training was organized in cooperation with WIPO.
- The workshop, which coincided with the World IP Day theme, “Innovation for a better life”, sought to establish a national plan for education and training in the field of intellectual property.
- A number of working papers from various education sectors were submitted, sharing experiences in the field of IP education and capacity-building.



“Saleh and the Flying Robot” story

- Saleh and the Flying Robot” was published in cooperation with the Scientific Research Council, explaining to students the need to protect their innovative ideas and how to do so.



What is next??

IP in schools: needs collaboration between WIPO and Ministry of education

- Raising awareness of the importance of IP through the innovation incubators in schools and other innovation centers available in all regions in Oman.
- Introducing **IP4Kids** in schools (grades 1-4)
- Introducing IP concepts into school curricula through a matrix of methodological activities and programs, adapted to the students' ages:
- Training of teachers on the implementation of those activities and programs.

Thank You





Experiencia peruana para fomentar el respeto por la propiedad intelectual entre la población



Concurso Nacional
de Periodismo 2016
Promoviendo la Propiedad Intelectual

El Indecopi y su rol promotor para el respeto de la propiedad intelectual

Promueve el uso de herramientas de Propiedad Intelectual

Desarrollo

Competitividad

Pone a disposición del público (ciudadanía y empresariado) servicios como:



Programas: “**Marca lo nuestro**”,
“**Con tu permiso**”, “**Innova, Patenta**”



Concurso Nacional
de Periodismo
Promoviendo la Propiedad Intelectual



Concurso Nacional de Periodismo: Promoviendo la Propiedad Intelectual

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1

Promover la difusión en temas especializados de Propiedad Intelectual en los medios de comunicación

2

Incentivar la especialización de profesionales del periodismo, en temas de Propiedad Intelectual

3

Propiciar la generación de espacios de comunicación especializados en PI, que permitan acercar estas herramientas a la ciudadanía y promover su contribución en el desarrollo del país

Concurso Nacional de Periodismo Promoviendo la Propiedad Intelectual

DIRIGIDO A

Periodistas de medios de comunicación **impresos** (diarios y revistas), **televisión, radios y medios digitales** en todo el país



Periodistas en condición de freelance que acrediten su colaboración con algún medio de comunicación del Perú



Periodistas que participen en los **talleres de capacitación especializados** que brinda el Indecopi en Lima y provincias, de manera gratuita, con motivo del concurso.



Concurso Nacional de Periodismo: Promoviendo la Propiedad Intelectual

Temas que se abordan en los talleres especializados

Propiedad Intelectual



Categorías del Concurso



Medios de comunicación
impresos y digitales



Televisión



Radio (incluye Radios
Comunitarias)

Concurso Nacional de Periodismo

Promoviendo la Propiedad Intelectual



Premios

**1er
puesto**

Viaje con todos los gastos pagados a la Organización Mundial de la Propiedad Intelectual (OMPI), Ginebra – Suiza para realizar una pasantía. Este premio se otorga al ganador de cada categoría.

**2do
puesto**

Una tablet a los que ocupan el segundo lugar en cada categoría.

Alianza Estratégica



Concurso Nacional de Periodismo: Promoviendo la Propiedad Intelectual

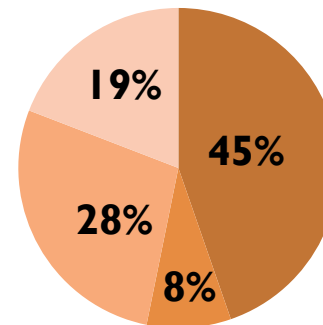
Principales Resultados obtenidos sus tres ediciones
(2014, 2015 y 2016)

✓ Se capacitaron **462 periodistas a nivel nacional.**

✓ Se presentaron **47 trabajos** sobre Propiedad Intelectual que se difundieron en medios de comunicación.



Trabajos presentados (2014-2016)



■ Prensa Escrita ■ Medios Digitales ■ Radio ■ Televisión



*Se incorpora la categoría medios digitales a partir del 2016, la categoría Radio incluye Radios Comunitarias

Concurso Nacional de Periodismo: Promoviendo la Propiedad Intelectual

Principales Resultados obtenidos sus tres ediciones
(2014, 2015 y 2016)

- ✓ Se realizaron **2,555 publicaciones en medios de comunicación** (entre 2013 al 2016)



- ✓ Fue reconocido como una **Buena Práctica en Gestión Pública** en el 2015 y 2016, este reconocimiento es otorgado por la organización sin fines de lucro Ciudadanos al Día (CAD).



Periodistas ganadores 2014 - PRIMER PUESTO

Televisión



Alexander Vigo Terán

Trabajo: “El VRAEM y sus oportunidades en negocios legales”

Difundido en TV Perú – Instituto de Radio y Televisión del Perú

Medios Impresos



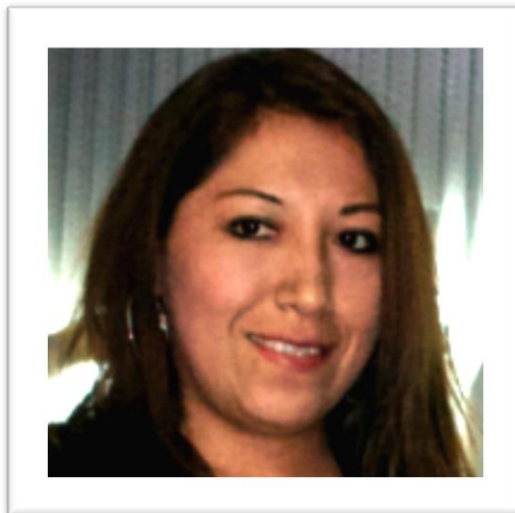
Jorge Luis Malpartida Tabuchi

Trabajo: “Solo se hicieron 303 solicitudes de marca en Indecopi en el 2013”

Difundido en el Diario El Comercio - Arequipa

Periodistas ganadores 2014 - PRIMER PUESTO

Radio



Anny Maybeth Gamarra Quispe

Trabajo: “¿Por qué no comprar películas piratas?”

Difundido en Radio Capital - Lima

Periodistas ganadores 2015 - PRIMER PUESTO

Medios Impresos

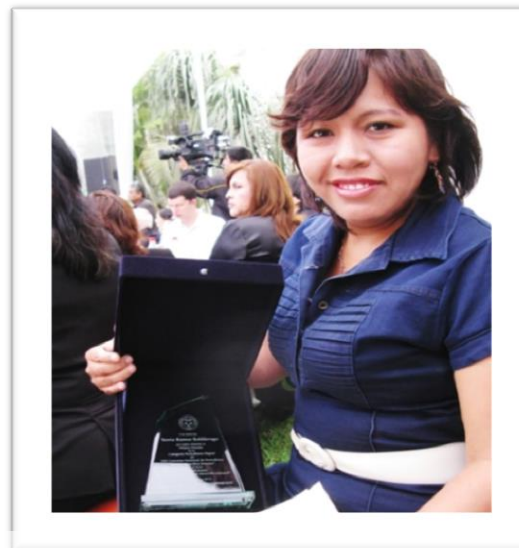


Sonia Millones Alvarado

Trabajo: “Patentar la llave del éxito”

Difundido en el Diario Oficial El Peruano

Radio Comunitaria



Sonia Ramos Baldárrago

Trabajo: “Conocimientos colectivos de nuestra diversidad biológica, un legado por recuperar”

Difundido en Radio Yaraví

Periodistas ganadores 2015 - PRIMER PUESTO

Radio



Rafael Córdova del Campo

Trabajo: “El Derecho de la Cita”

Difundido en Radio Ovación

Televisión



Miguel Infantes Calero

Trabajo: “Iniciativa para formalizar venta de discos piratas”

Difundido en TV Perú

Periodistas ganadores 2016 - PRIMER PUESTO

Radio



Edgar Vásquez Acosta

Trabajo: “Peruanos que crean, peruanos que creen”

Publicado en radio Ozono (La Libertad)

Televisión



Eva Joanna Castro Castro

Trabajo: “La marca del éxito”

Publicado en RPP televisión

Periodistas ganadores 2016 - PRIMER PUESTO

Medios impresos y portales web de noticias



Patricia Hoyos Salazar

Trabajo: “Incahuasi combate la pobreza con venta de hongos comestibles”

Publicado en el diario La República

Pasantías en la OMPI *periodistas ganadores 2014*



Concurso Nacional
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Pasantías en la OMPI periodistas ganadores 2015



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www.indecopi.gob.pe

Síguenos en:



TRUE HUNTERS

TRUE HUNTERS: THE GAME THAT TEACHES TEENAGERS
TO RESPECT INTELLECTUAL PROPERTY

Advisory Committee on Enforcement Twelfth Session
Geneva, September 4 to 6, 2017



Supported by:





ABOUT US

Hybrid learning and Serious Games Research Unit



Stefania Barca



Brunella Botte



Giada Marinensi

Our research areas are focused on technologies and methodologies enabling the use of **game elements and storytelling** in order to **enhance learning, communication and collaboration processes**

TRUE HUNTERS

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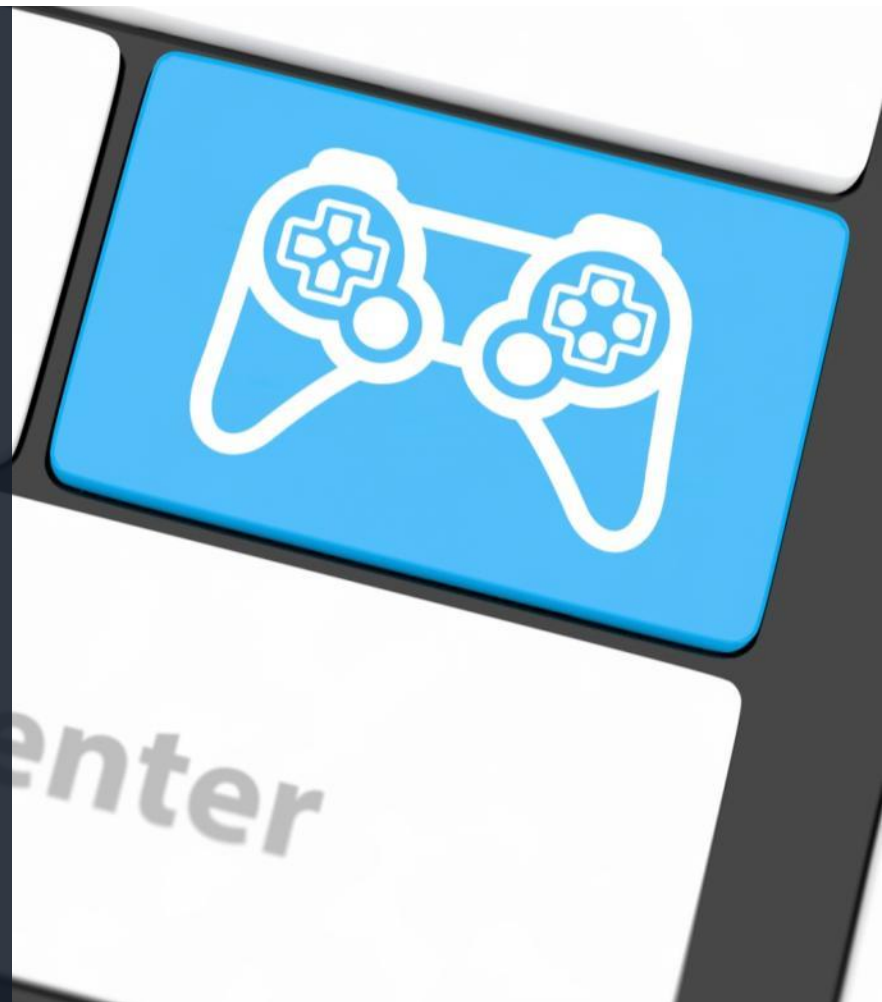


INTRODUCTION

INTRODUCTION | What is True Hunters?

True Hunters is a “serious game”, that is to say, a computer game with a pedagogic purpose, **aiming to inform teenagers** (aged 14 to 16) **about intellectual property** (IP) and its related issues.

This year-long project has been developed thanks to the **support of the European Union Intellectual Property Office** (EUIPO), within the call for proposal GR/001/15.



TRUE HUNTERS

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INTRODUCTION | Why a Serious Game about IP rights?

SERIOUS GAMES

- To enhance **motivation** and **engagement**
- To stimulate **identification** and to foster **empathy**
- To facilitate **learning through experience**

The player has the chance to see the **immediate consequences of a specific decisional process** and she/he is prompted to **find out further information** to progress in the game and achieve a final goal.

TRUE HUNTERS



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TRUE HUNTERS WORLD

The interface features a central 'SYNOPSIS' section with the text 'YEAR 2610'. To the left, there are 'CASE' and 'REQUEST' lists. To the right, there is a list of names: 'ELS VAN RAVEN', 'KRIS KLAUS', 'BERENICE HYTE', 'MAXIMILIEN PREVO', and 'DUSK LEVINSON'. At the bottom, a globe icon is visible. The background is a dark blue grid with a cityscape silhouette.

THI

CASE A0101
CASE A0102
CASE B0101
CASE C0101

REQUEST A01
REQUEST B01

ELS VAN RAVEN
KRIS KLAUS
BERENICE HYTE
MAXIMILIEN PREVO
DUSK LEVINSON

SYNOPSIS

YEAR 2610

On future earth piracy and counterfeiting are overflowing with devastating consequences on the economic, political and social balance.

The **TRUE HUNTERS** are a special unit which fights against piracy and counterfeiting. They're training a new group of new recruits that have the possibility to join this special unit in its missions.

AS ONE OF THESE RECRUITS, SHOW YOUR QUALITIES AND BECOME A TRUE HUNTER!

TRUE HUNTERS

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www.truehunters.eu

TRUE HUNTERS WORLD | Game's characters



TRUE HUNTERS



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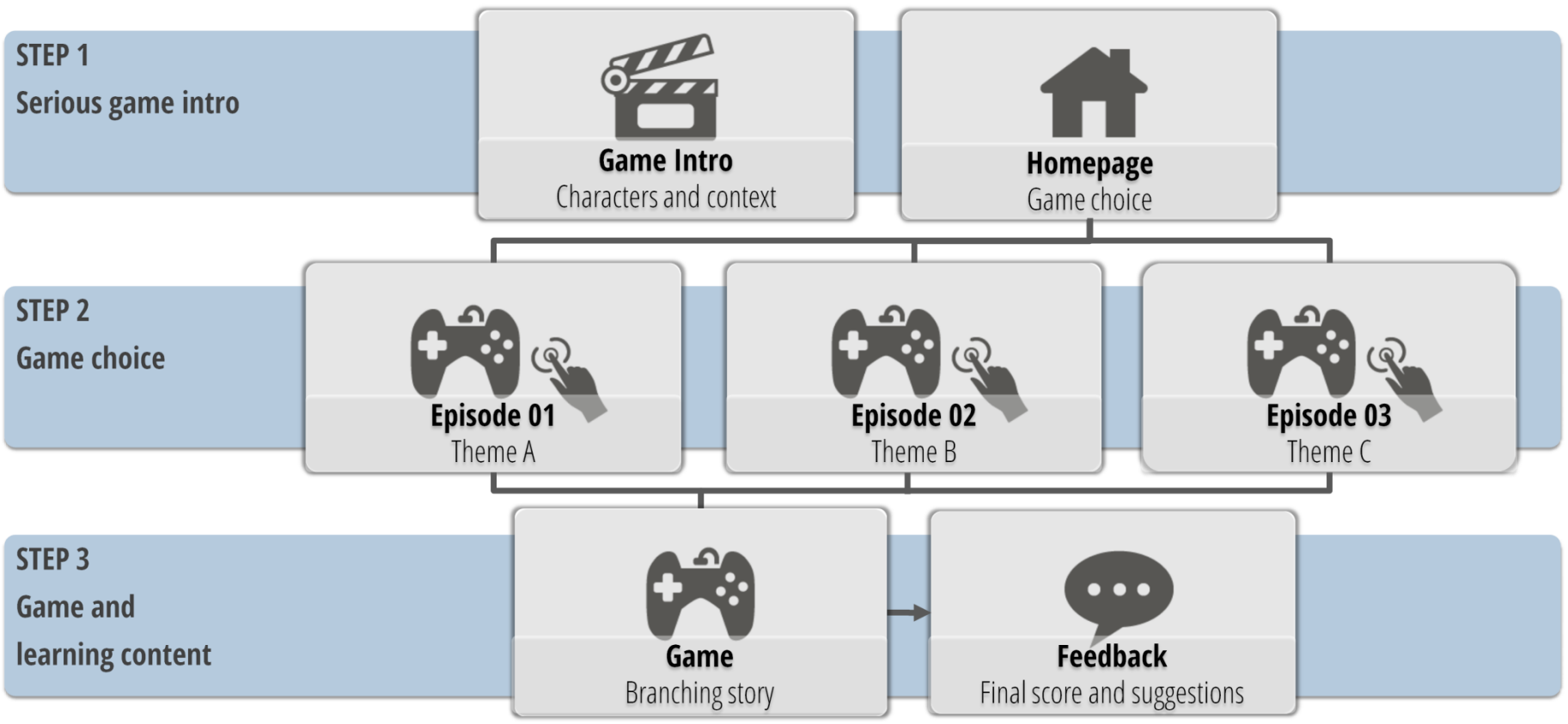
Supported by:





TRUE HUNTERS: MAIN FEATURES

MAIN FEATURES | Game's structure



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Game Walkthrough



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The background image shows a hand-drawn diagram on a notebook page. The diagram is a circular process flow. At the top left, the word 'Ideas' is written and underlined. A dashed arrow points from 'Ideas' to a lightbulb icon. From the lightbulb, a dashed arrow points to a tag icon labeled 'Brand.'. From the tag, a dashed arrow points to a gear icon labeled 'Do'. From the gear, a dashed arrow points back to 'Ideas', completing the cycle. There are also some checkmarks and lines at the bottom of the page.

HOW CAN TH BE USED IN HIGH SCHOOLS?

TH IN THE CLASSROOM | How to conduct the activity?

True Hunters is designed to be used in the first two years of High School, to help teachers to present the complex issues related to IP rights in a fun and engaging way

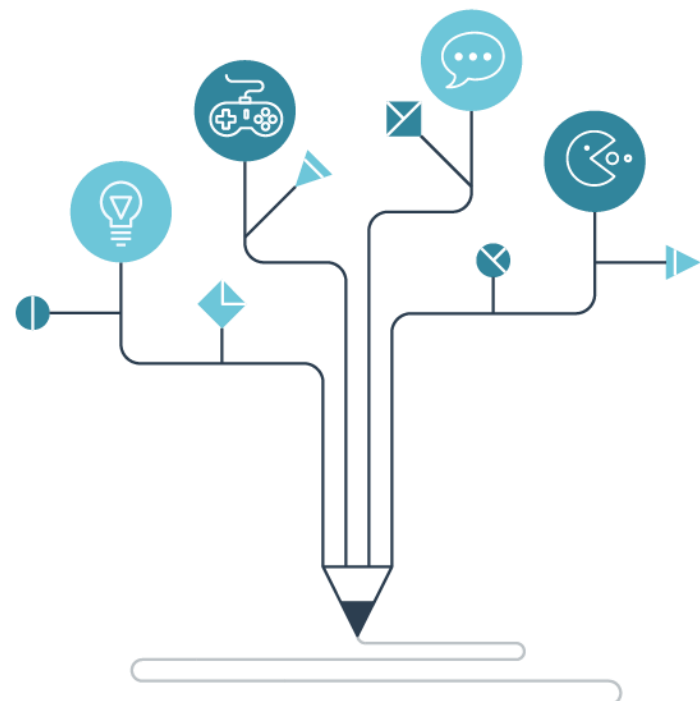
HOW TO CONDUCT THE ACTIVITY?

STEP 1 – WARM-UP (INTRODUCE THE GAME) 5 MIN.

STEP 2 – START THE GAMING SESSION 30 MIN.

STEP 3 – FOCUS ON THE TOPICS PRESENTED 20 MIN.

STEP 4 – QUESTIONNAIRE 5 MIN.



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The background is a dark blue gradient. It features a collection of scattered, semi-transparent letters and numbers in various sizes and orientations, creating a sense of digital data or communication. In the bottom right corner, there is a faint, stylized image of a laptop screen and keyboard.

FEEDBACK FROM FIRST USERS

TARGET INVOLVEMENT | The co-design workshop



FEBRUARY
2016

TRUE HUNTERS

WORKSHOP DEDICATED TO *TRUE HUNTERS* IN HIGH SCHOOL

A group of students (aged 14 to 17) were involved in an **interactive storytelling workshop** to define the story of the first episode of True Hunters.

- ▶ Co-design
- ▶ First target involvement

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TARGET INVOLVEMENT | The testing event (1/2)



TRUE HUNTERS PRESENTATION @VIGAMUS Videogames Museum of Rome

During the event the team presented the game and all the participants had the chance to play True Hunters and to tell us their opinion.

- ▶ Testing of the first episode
- ▶ Second target involvement

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TARGET INVOLVEMENT | The testing event (2/2)

After playing True Hunters, people had the chance to fill in a questionnaire and express their opinion about it.

TARGET OF PARTICIPANTS:

Students / Teachers

MAIN RESULTS OF THE SURVEY

- ▶ **MOST APPRECIATED FEATURES:** ease of use, engaging narrative and captivating graphics.
- ▶ **EFFECTIVENESS OF THE SERIOUS GAME:** the audience considered the use of a serious game to deal with intellectual property a suitable choice because of its ability to engage the player and to transfer knowledge in an effective way.

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THANKS
FOR YOUR
ATTENTION

TRUE HUNTERS



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WEBSITE

<http://truehunters.eu>