

Advisory Committee on Enforcement

**Fourteenth Session
Geneva, September 2 to 4, 2019**

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

Contributions prepared by India, Norway, Oman, Peru and the Republic of Moldova

1. At the thirteenth session of the Advisory Committee on Enforcement (ACE), held from September 3 to 5, 2018, the Committee agreed to consider, at its fourteenth 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 IP among the general public, especially the youth, in accordance with Member States’ educational or any other priorities”. This document introduces the contributions prepared by five Member States (India, Norway, Oman, Peru and the Republic of Moldova) on this topic.
2. The Republic of Moldova and India have implemented complex, multi-stage strategies to achieve behavioral change among consumers. The contribution by the Republic of Moldova describes its ambitious *Program for Cultural Change*, a widely-targeted outreach program involving information, education and awareness-raising activities aimed at officials, teachers, adult consumers and the young. A large number of conferences, seminars and training courses were organised in the period June 2017 to November 2018, coupled with awareness campaigns, publications and media events.
3. Similarly, in its contribution, India identifies the need for a multi-pronged strategy, involving a mixture of legislative change, enforcement activity and awareness raising. Its contribution focuses on the awareness-raising element of the national strategy, detailing the activities undertaken by the Cell for IPR Promotion and Management (CIPAM), part of the Department for Promotion of Industry and Internal Trade (DPIIT), using various forms of audiovisual content, in cooperation with the Indian film industry, to promote respect for copyright.

4. Oman and Peru place emphasis on awareness raising among young people, using various different approaches. In Oman, the Innovation and Scientific Olympiad Department of the Ministry of Education (ISOD) elaborated a detailed plan to undertake a competition for schools. The competition, which was undertaken with the support of WIPO, was promoted to public and private schools across the country. Pupils were invited to design posters on the theme of building respect for IP. Over 100 entries were received. The winning entries were displayed during events organized to celebrate World IP Day, under the theme *Reach for Gold: Copyright and Sports*, by the Ministry of Commerce and Industry, in cooperation with the Gulf Cooperation Council (GCC) Patent Office. The Ministry of Education organized further awareness activities for children during that celebration, which took place from April 28 to 30, 2019.

5. A similar focus on schools through a pilot educational project, *I Decide, I Respect – I Respect IP and Reject Contraband*, is described in the contribution of the National Institute for the Defense of Competition and the Protection of Intellectual Property (INDECOPI) of Peru. In 2018, the Commission for the Fight against Customs Crimes and Piracy, of which INDECOPI is part, implemented a program of education for teachers in Lima and Callao on respect for IP, followed by the provision of courses to high school students. A set of five brochures was produced, one for each school year, and two guides for teachers. The pilot project succeeded in achieving a high level of participation by teachers, with courses reaching a total of 9,801 students. The project continues in 2019, aiming for nationwide coverage for the program by 2021.

6. The Norwegian Industrial Property Office (NIPO) shows how effective consumer awareness campaigns can be achieved at relatively low cost and shares its valuable experience of working with the media. NIPO has focused its resources on travelers and postal shoppers. By devising ingenious tactics to communicate key messages to consumers and learning how to help journalists gather usable story material, NIPO has succeeded in raising the interest of the media in the issue of respect for IP and has maintained it in a sustainable way.

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[Contributions follow]

KEEPING PIRATES AT BAY – INDIA’S ANTI-PIRACY CAMPAIGN

*Contribution prepared by Mr. Rajiv Aggarwal, Joint Secretary, Intellectual Property Division, Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, New Delhi, India**

ABSTRACT

In taking up the major challenge of piracy faced by India’s vibrant media and entertainment industry, the Cell for IPR Promotion and Management (CIPAM) under the Department for Promotion of Industry and Internal Trade (DPIIT) has conducted intellectual property (IP) enforcement training programs for the police and customs officials and has contributed to several legislative and administrative measures. A key activity has been raising awareness, particularly in young people, of the perils of piracy. Short videos by famous Bollywood stars and animated videos featuring comic characters have been produced and are being broadcast in cinemas and on television. India’s IP mascot, IP Nani, features in videos and presentations for schools, while college students participate in IP competitions.

I. BACKGROUND

1. With more than 600 television channels, 100 million pay-TV households, 70,000 newspapers and 1,000 films produced annually, India’s vibrant media and entertainment (M&E) industry holds attractive growth opportunities for global corporations¹. India’s M&E industry grew at a compound annual growth rate (CAGR) of 10.9 per cent in financial year 2017/2018 and is expected to grow at a CAGR of 13.1 per cent to some INR 2,660 billion (approximately USD 38 billion) by the financial year 2022/2023. The M&E industry employs around 3.5 to 4 million people, both directly and indirectly².

2. To continue its onward march at this pace despite the mind-boggling numbers, India’s M&E industry must be afforded an enabling ecosystem and it must effectively counter challenges that could derail its progress. Piracy, both online and offline, is one hurdle that threatens the entire industry, not only in India, but also worldwide.

3. Piracy, seemingly innocuous at first glance, can have extremely harmful and disastrous results. Nefarious activities by infringers have deprived many producers, manufacturers, artists, marketers and stakeholders of the benefits of their creativity, while impeding the industry’s financial growth and development and diverting legitimate tax revenues from governments. Moreover, the infringers’ ill-gotten gains feed the dark web of terrorism.

4. Addressing the issue of piracy requires a multi-pronged approach, including active collaboration between various departments of the government and private stakeholders. It also requires not only enforcement measures, but also awareness raising and outreach, especially among youth.

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

¹ Ernst & Young and LA India Film Council (2012), *Film Industry in India: New Horizons*, available at: <http://producersguildindia.com/Pdf/Film%20Industry%20In%20India%20New%20Horizons.pdf>.

² India Brand Equity Foundation (March 2019), *Media and Entertainment Industry*, available at: <https://www.ibef.org/industry/media-entertainment-india.aspx>.

II. OVERVIEW

5. The National Intellectual Property Rights Policy of India, adopted in 2016, recognizes and reinforces the strengths of intellectual property rights (IPRs) in accruing both economic and social benefits. The Cell for IPR Promotion and Management (CIPAM) was established under the aegis of the Department for Promotion of Industry and Internal Trade (DPIIT) to ensure focused action on the objectives enshrined in the National Intellectual Property Rights Policy.

6. CIPAM has worked constantly to raise IPR awareness, promote IPR commercialization and bolster effective IPR enforcement in the country. Its efforts in raising awareness among the masses and in building the capacities of enforcement agencies (police and customs officials) through regular training have been highly rated. Its workshops have built momentum, given the need for and importance of IPRs.

7. The government has striven constantly to counter piracy, both legislatively and administratively. A bill was introduced recently in the Indian Parliament to institute specific penal provisions against illegal recording in a cinema hall (anti-camcording provisions). On the administrative front, CIPAM has collaborated successfully with the National Internet Exchange of India and the Maharashtra Cyber and Digital Crime Unit in suspending more than 300 infringing websites bearing the “.in” domain name. As such sites attract an estimate of more than 186 million hits per month, concerted efforts to initiate similar arrangements with other registries worldwide can deal a severe blow to piracy.

8. CIPAM has campaigned relentlessly to raise the people’s awareness of the ills of piracy. It may be noted that while penal provisions may be invoked against those who gain commercially from such illegal activities, persuasion could be a better means of weaning people, especially the young, off pirated material. Industry and law firms have been drawn wholeheartedly and *pro bono* into the campaign.

9. This paper highlights CIPAM’s awareness-raising campaign, in which short anti-piracy videos produced in collaboration with Indian film stars, among others, are used. This may be of interest to Member States that wish to take similar initiatives. Links to these anti-piracy videos are listed in Annex 1.

III. ANTI-PIRACY VIDEOS IN COLLABORATION WITH ACTORS FROM THE INDIAN FILM INDUSTRY (BOLLYWOOD)

10. As piracy has a great adverse effect on film revenues, the industry has a vested interest in combating piracy. Furthermore, given their public charisma, Bollywood celebrities have a deeper and lasting influence on the public. The key was to ensure that they participated meaningfully through a joint endeavor between CIPAM and the Producers Guild of India Limited.

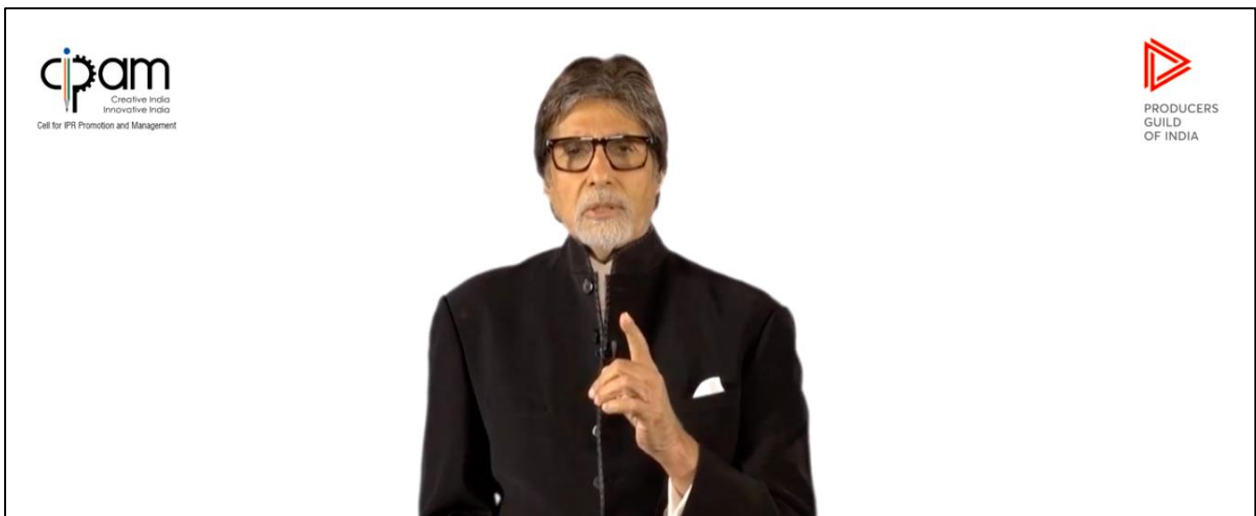
A. APPROACH

11. In producing the short anti-piracy videos, CIPAM cooperated with the Producers Guild of India Limited, which is the premier film, television and digital content organization that represents the pre-eminent audiovisual content producers in India. The Guild engaged with film stars, who agreed to act in these short films *pro bono*. Some of the leading stars in the Hindi film industry, such as Mr. Amitabh Bachchan, Ms. Vidya Balan, Ms. Alia Bhat, Mr. Varun Dhawan, Mr. John Abraham, Mr. Manoj Bajpayee, Ms. Jaqueline Fernandes and Mr. Ranbir Kapoor, took part in this endeavor.

12. The short videos were generally shot on sets used by the actors at the time, which was a cost saving as a special set was not required. Each video is of 30 to 60 seconds' duration. The languages used are English or Hindi and, sometimes, both. Each video ends with the message "Illegal downloading or streaming movies is stealing! Stealing is against the law".

13. The script was written by the Guild, which also shot and edited the high-resolution videos. Low-resolution videos, too, were produced for better dissemination on social media, as Internet speeds are low.

14. The logos of CIPAM and the Producers Guild of India Limited were inserted later into the upper left and right corners respectively throughout the video. The Indian Broadcasting Foundation (IBF) participated by broadcasting the videos on television; its logo is displayed at the end of the video.



B. DISSEMINATION

15. Dissemination of the short anti-piracy videos was crucial to the success of the campaign. In order to maximize their reach, they were disseminated by various means such as social media, cinemas and television.

16. A later strategy consisted in launching the short videos near the release date of the latest movie featuring the actor concerned, thus involving celebrities more effectively.

17. As social media have become a major medium for communication with young people, the short videos were released on all of CIPAM's social media handles, including Facebook, YouTube and, most importantly, Twitter. They were, moreover, retweeted from the Twitter handles of both the Ministry of Commerce and Industry and the Minister of Commerce. They were then tweeted and re-tweeted by the Producers Guild of India and from the personal Twitter handles of the Bollywood celebrities featuring in the video. Mr. Amitabh Bachchan specially tweeted the video from his handle. The combined followers of these Twitter handles exceed 50 million.

18. Cinema halls constituted yet another major medium for disseminating the short videos and for communicating with the general public. Accordingly, CIPAM approached the Ministry of Information and Broadcasting (MIB) and requested that the videos be screened in cinema halls before the main movie. It concurrently approached associations of cinema hall owners and requested that they screen the videos voluntarily. As a Central Board of Film Certificate (CBFC)

must be obtained before any film may be shown in a cinema in India, the Producers Guild of India Limited obtained, on application, the requisite CBFC certificates (Annex 2), after which the MIB gave necessary directions (Annex 3) for the short videos to be screened in cinema halls.

19. As television is a medium that reaches the farthest corners of India, CIPAM collaborated with IBF, which represents more than 350 television channels and which requested its partners to broadcast the videos periodically and *pro bono*.

IV. ANTI-PIRACY VIDEOS USING CARTOON CHARACTERS

20. Children, too, are digitally skilled, and so it is equally important to begin raising awareness at an early age, which makes a major contribution to building a healthy ecosystem that promotes respect for intellectual property (IP). CIPAM has collaborated with industry in producing and airing *pro bono* a series of anti-piracy videos featuring cartoon characters that were well known to children. The message of the animated videos was “Say No to Piracy”. They were aired on a popular cartoon channel.



V. ANTI-PIRACY VIDEOS FEATURING INDIA'S INTELLECTUAL PROPERTY MASCOT

21. India's IP mascot, IP Nani (Nani in Hindi means maternal grandmother), is a tech-savvy grandmother who helps the government and enforcement agencies to combat IP crimes, together with her grandson Chhotu, also known as Aditya. The IP mascot engagingly raises awareness of the importance of IPRs among the public, especially children. It was designed to maintain the momentum of the World Intellectual Property Organization (WIPO) campaign for World IP Day 2018, which celebrated the brilliance, ingenuity, curiosity and courage of the women who drive change in the world and shape our common future. Furthermore, grandparents hold a special place in the hearts of children and are respected as the knowledge banks for home cures, too.



22. CIPAM collaborated with the European Union Intellectual Property Office (EUIPO) in producing a series of children's animated videos on IPRs, starring IP Nani. All of these videos were disseminated through various social media handles. A tutorial video on IPRs, featuring IP Nani, was launched recently for use in schools, requiring no external intervention by teachers or experts to deliver the message to children.

VI. COMPETITIONS TO CREATE ANTI-PIRACY VIDEOS

23. In order to engage college and university students in the anti-piracy campaign, in 2018 CIPAM launched IPrism, an IP competition, in collaboration with industry. Participating students submitted films on piracy and counterfeiting, in the 30-second or 60-second category. Cash prizes of INR 4 lacs (USD 5,700) were awarded to the winning teams, together with mementos, certificates and recognition on the official CIPAM website. The competition aimed to foster a culture of innovation and creativity in the younger generation and was a unique opportunity for the creative work of young creators to be recognized on a national platform. The first IPrism competition was such a success that CIPAM has launched the second IPrism and has called for entries from schools, colleges and universities in two categories, namely film and comic books on IP in daily life.

The poster features a central illustration of a young boy in a yellow t-shirt, purple shorts, and a purple cape, holding a golden trophy. To the left, a red starburst contains the text 'Deadline for submission: 31st March, 2018'. Below this, the 'IPRISM' logo is displayed with the tagline 'Imagine. Invent. Inspire.' The bottom of the poster includes a red box with the website 'www.iprism.co.in' and logos for 'cipam Creative India Innovative India', 'ASSOCHAM INDIA', and 'ERICSSON'.

Intellectual Property (IP) Game & Film Competition 2018

Deadline for submission:
31st March, 2018

IPRISM
Imagine. Invent. Inspire.

Details available at
www.iprism.co.in

cipam
Creative India
Innovative India

ASSOCHAM
INDIA

ERICSSON

VII. CONCLUSION AND THE WAY AHEAD

24. To quote the famous saying, “a journey of thousand miles begins with a single step”. Similarly, the battle with piracy begins with awareness of its perils. It is therefore crucial to make people aware so that they respect the works of others, while recognizing and protecting their own. The battle, however, is a global one, and thus requires holistic solutions. Looking ahead, while India will continue the anti-piracy campaign, it must also consider voluntary measures that can be taken by intermediaries and other key stakeholders such as advertising agencies, Internet service providers, payment gateways, search engines and domain name registrars to counter this problem, in addition to legislative and administrative action.

ANNEX 1: LINKS TO ANTI-PIRACY VIDEOS

A. Anti-piracy videos in collaboration with actors from the Indian film industry (Bollywood)

- Mr. Amitabh Bachchan: <https://www.youtube.com/watch?v=KcqnMXCNRXE>
- Ms. Vidya Balan: <https://www.youtube.com/watch?v=GeYzx5EtyUI>
- Mr. Ranbir Kapoor: <https://www.youtube.com/watch?v=8f-430eENxA>
- Ms. Alia Bhatt: <https://www.youtube.com/watch?v=j8Yb3JhWXRk>
- Mr. Varun Dhawan: https://www.youtube.com/watch?v=_WnwCep-PyA
- Mr. Varun Dhawan: https://www.youtube.com/watch?v=7eydDLT_dsQ
- Ms. Sonakshi Sinha: <https://www.youtube.com/watch?v=eJd633QeGtE>
- Mr. John Abraham: <https://www.youtube.com/watch?v=17roZ52Ma3I>
- Mr. Manoj Bajpayee: <https://www.youtube.com/watch?v=ncEQ3To-cFQ>

B. Anti-piracy videos using cartoon characters

- Motu-Patlu Video 1: <https://www.youtube.com/watch?v=hR4EO9ZG2gM>
- Motu-Patlu Video 2: <https://www.youtube.com/watch?v=XjwBej3pKMU>
- Shiva Video: https://www.youtube.com/watch?v=_IBPnZweibU

C. Anti-piracy videos featuring India's IP mascot

- <https://www.youtube.com/watch?v=ap-UejP8oYc&t=71s>
- <https://www.youtube.com/watch?v=e22mTmznSA8&t=4s>
- <https://www.youtube.com/watch?v=zRpMiMkcRk0&t=25s>
- <https://www.youtube.com/watch?v=5rEpNpO0iqU&t=71s>

D. IPrism

- <https://www.youtube.com/watch?v=pM5kPHXuYu0>
- <https://www.youtube.com/watch?v=joSvzuEMdUM&t=2s>

ANNEX 2: COPY OF THE CENTRAL BOARD OF FILM CERTIFICATE

प्रारूप IV / FORM IV नियम 35 (1) देखिए / Sec. Rule 35 (1)

भारत सरकार / GOVERNMENT OF INDIA
केन्द्रीय फिल्म प्रमाणन बोर्ड / CENTRAL BOARD OF FILM CERTIFICATION
यह प्रमाणपत्र केवल थिएटर में प्रदर्शित करने वाबत विधिमान्य है
THIS CERTIFICATE IS VALID FOR THEATRICAL RELEASE ONLY

39502

1A012206201800025 Advertisement भाग-I / Part-I

प्रमाणपत्र सं. DIS/1/2960/2018-MUM तारीख Dated 22/06/2018 श्रेणी Category अनिर्बन्धित UNIVERSAL

फिल्म
Film : SAY NO TO PIRACY - AMITABH BACHCHAN (HINGLISH) (Color) (2-D) Duration 000.43 min:sec

निम्नलिखित परीक्षण समिति के सदस्यों द्वारा परीक्षण के पश्चात तथा उक्त परीक्षण समिति की सिफारिशों पर बोर्ड एतद्वारा यह प्रमाणित करता है कि पीछे संलग्न भाग - २ में उपदर्शित काट-छाट और उपान्तरो के अधीन फिल्म अनिर्बन्धित सार्वजनिक प्रदर्शन के लिए उपयुक्त है।
After examination of the film by the members of the **Examining Committee** mentioned below and on the recommendations of the said **Examining Committee**, the Board hereby certifies that the film is fit for **unrestricted public exhibition** subject to excisions and modification listed in part II on the reverse:

- 1 KAVITA RAJVANSH
- 2 TUSHAR KARMARKAR (E.O.)

यह और प्रमाणित किया जाता है कि उपरोक्त बोर्ड द्वारा अधिरोपित काट-छाट और उपान्तरो को वास्तव में कार्यान्वित किया गया है।
Further certified that the excisions and modifications imposed by the Board have actually been carried out.

आवेदक का नाम Name of Applicant KULMEET MAKKAR - MUMBAI अध्यक्ष (ANURAG SRIVASTAVA)
निर्माता का नाम Name of Producer KULMEET MAKKAR - MUMBAI For Chairman Chief Executive Officer
CBFC, MUMBAI

ANNEX 3: VIDEO-SCREENING DIRECTIONS BY THE MINISTRY OF INFORMATION AND BROADCASTING

संख्या/No. M-14012/5/2014-DO(FA) Part I
भारत सरकार
GOVERNMENT OF INDIA
सूचना एवं प्रसारण मंत्रालय
MINISTRY OF INFORMATION & BROADCASTING
'ए' विंग शास्त्री भवन, नई दिल्ली - ११०००१.
'A' Wing Shastri Bhawan, New Delhi-110001.

Dated: 30.07.2018

To,
The Director General,
Films Division,
24-Dr. G. Deshmukh Marg,
Mumbai-400026.

SUBJECT: Screening of anti-piracy films in cinema theatres -reg.

Sir,


I am directed to enclose herewith a copy of an-email dated 19.07.2018 received from Shri Kulmeet Makkar regarding screening of 5 anti-piracy films to promote on social media, cinema halls, television channels and other digital mediums.

2. Shri Makkar has requested to issue an advisory for these messages to played across all the platforms mentioned above. He has also sent a download link of these videos along with censor certificates (copy enclosed). The download links of these videos are as under:

1. Shri Amitabh Bachchan	https://youtu.be/watch?v=MdtvGPftDRk	(43sec)
2. Ranbir Kapoor	https://youtu.be/watch?v=BjOK7UbsbqU	(38sec)
3. Alia Bhatt	https://youtu.be/watch?v=Cwbty97XQ6s	(30sec)
4. Varun Dhawan	https://youtu.be/_WnwCep-PyA	(42sec)
5. Vidya Balan	https://youtu.be/watch?v=GeYzx5EtyUI	(55sec)

3. Films Division is requested to provide above anti-piracy films to all the Digital Service Providers / Cinema Theatres for screening as a PSA films across the country. Further, an action taken report may be sent to this Ministry.

Encl: As above

Yours faithfully,

(S. B. Pandey)
Under Secretary to the Govt. of India

[End of contribution]

NORWEGIAN AWARENESS-RAISING INITIATIVES ON COUNTERFEITING – AVOID BUYING COUNTERFEIT GOODS ONLINE AND ON HOLIDAY

*Contribution prepared by Ms. Hedvig Bengston, Senior Legal Adviser, Norwegian Intellectual Property Office (NIPO), Oslo, Norway**

ABSTRACT

Since 2014, the Norwegian Industrial Property Office (NIPO) has carried out several initiatives to raise awareness of the consequences and risks of buying counterfeit products. The target groups have been Norwegians buying counterfeit goods online and Norwegians buying counterfeit goods on holiday abroad. All of the initiatives have been undertaken on a relatively low budget. However, NIPO has reached out to many people through a proactive approach to raise media attention. Many of the initiatives have been implemented together with other stakeholders, such as representatives from the private sector, customs and the Norwegian Consumer Authority.

I. INTRODUCTION

1. The starting point for the work against piracy and counterfeiting in Norway is a governmental network, consisting of ten different authorities, and an information website called buyreal.no. The Norwegian Industrial Property Office (NIPO) coordinates the network and runs the website against piracy and counterfeiting.
2. The awareness-raising initiatives are coordinated by NIPO and carried out by different stakeholders and members of the government network, depending on the nature of the campaign.
3. From the beginning, all the initiatives against infringements of intellectual property (IP) rights have had an informative and positive tone. Our aim is to encourage people to choose real products and actively avoid counterfeits.
4. A study on Norwegians' perceptions of counterfeit products conducted by Norwegian Customs and NIPO shows that as many as 24 per cent of people have bought fakes. Thirty-nine per cent of those that bought counterfeits did so intentionally. When asked where they bought counterfeits, 70 per cent replied that they did so on holiday abroad, while 22 per cent replied that they did so on the Internet. It therefore makes sense to aim awareness-raising initiatives at holiday travelers and Internet shoppers.

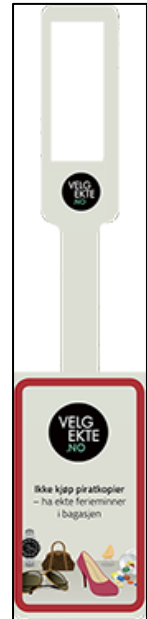
* The views expressed in this document are those of the authors and not necessarily those of the Secretariat or of the Member States of WIPO.

II. AWARENESS-RAISING CAMPAIGN AT OSLO AIRPORT GARDERMOEN

5. NIPO carried out an airport campaign together with customs and private sector representatives. The aim was to reach out to Norwegians travelling on holiday, encourage them to avoid bringing counterfeit products back home and make them aware of the risks connected to counterfeit goods. Luggage tags with the text “Don’t buy fakes; bring real holiday memories back home” were handed out in the check-in area at the airport.

6. After security control (when people are more relaxed than in the check-in area) we handed out brochures. We spoke actively with people, showing them examples of fake goods versus examples of genuine goods. Our experience was that people found it interesting and it created an opportunity for dialogue around the topic of counterfeiting.

7. We sent out a press release before the campaign. The initiative received solid media coverage, including a feature on prime-time news on the biggest TV channel in Norway.



III. STICKER CAMPAIGN ON SMALL POST CONSIGNMENTS

8. Norwegian Customs experience a steady stream of small post consignments with counterfeit goods that people have bought online. Many of those products, such as counterfeit cosmetics, toys and electronic devices, are potentially dangerous to use.

9. To raise awareness of counterfeited goods online and to increase the number of visitors to our information website against IP infringements, customs officers throughout the country placed stickers on small post parcels over three days. The stickers included the text: “Have you bought genuine goods? Read about counterfeits on www.buyreal.no”.



Photo: Tolletaten



IV. ARTICLES IN THE AIRLINE NORWEGIAN'S IN-FLIGHT MAGAZINES

10. During the summer holidays, travellers had the opportunity to read two articles about counterfeited goods in the airline Norwegian's in-flight magazine.

11. The articles explained how counterfeiting was a growing problem that affected all types of goods, including products that could be a threat to health and safety. They also explained that trade in counterfeit goods was connected to organized crime and was harmful for legitimate businesses. They then explained why people should avoid buying counterfeit goods and bringing them home from holiday abroad.

Promotion

Can you tell a real product from a fake?

Counterfeit products are a growing problem and the Norwegian Industrial Property Office wants to stop you from buying them

At one time, counterfeit products meant little more than a handbag or watch at a budget price. But today, there's a growing trend for counterfeiting products that can threaten people's health and safety, especially online.

Hedvig Bengtson, a senior advisor for the Norwegian Industrial Property Office, says, "Counterfeiting is not just bags, clothes and watches – today everything is counterfeited, including spare parts for cars, foods, medicines, toys, cosmetics and electrical appliances." While fake handbags might not pose a physical risk – although it does cause a legal drain for the companies who hold the intellectual property rights (IPR) – counterfeiting products such as car parts can cause serious problems. "Counterfeit wheel rims can cause car accidents if faulty," says Bengtson. Raising awareness for this growing problem is a main focus for the Norwegian Industrial Property Office. "In collaboration with Customs and the Ministry of Culture, we have recently launched a website veigekite.no where we draw people's attention to the risk they take in buying counterfeited products and to the well-documented connection between counterfeiting and organised crime," says Bengtson. The organisation has some helpful tips on avoiding fake products: "Look at the price. If it seems too good to be true, it usually is. Look for reviews of the seller – have others had bad experiences? Always check for contact information – if they're legitimate you should be able to contact them. And finally, check the dealer against the original producer's supplier list."

+47 22 38 73 00, veigekite.no

Promotion

The real deal?

Counterfeiting is a growing problem and the Norwegian Industrial Property Office wants companies to safeguard their products

The European economy depends on innovation, and yet the counterfeiting of products is happening in a growing number of sectors. Hedvig Bengtson, a senior advisor for the Norwegian Industrial Property Office, says, "Counterfeiting is not just bags, clothes and watches – today everything is counterfeited, including spare parts for cars, pharmaceuticals, alcohol, toys, cosmetics and electrical appliances." With so many products being copied, it is originally becoming a thing of the past! Counterfeiting destroys well-known brands, and leads to a loss of income for those creating new products. Respected brands put products through rigorous tests to ensure they are safe, effective and well-designed. Counterfeit products, on the other hand, are cheap copies with no product development. As a result, substandard counterfeits sully the reputation of the manufacturer making the original products and have a negative impact on business. In the clothing, footwear and accessories sector, for example, 343,000 jobs in the EU disappear every year due to illegal copying. To prevent these issues, it's important for companies to take steps to safeguard against counterfeiting. The Norwegian Industrial Property Office advises there are several measures a company can take to do so, which you can read about on veigekite.no, the website it launched in collaboration with Customs and the Ministry of Culture. These include tactical packaging, registration of rights and anti-counterfeiting technology. Companies can also enter into a partnership with Customs authorities, both in Norway and in other European countries, so they can keep an extra eye out for counterfeited copies of their products.

+47 22 38 73 00, veigekite.no

Clothes
European countries lose €28 billion and up to 343,000 jobs annually due to counterfeiting of clothes, shoes and accessories. Safety issues sometimes arise in the form of lost lives as well.

Food
So far in 2015 there were several seizures of counterfeit food and beverages. Seafood caught with chemicals to look fresh, soap, butter, olive oil, wine and coffee are just some of the foods that are copied. Organized crime is deeply involved.

Cosmetics
British police revealed recently that counterfeit cosmetics and sunscreens contained mercury, human urine, rat droppings and arsenic.

Cars
Counterfeit automobile parts are loaded with alarming results, not even meeting minimum safety requirements. Counterfeit products do not follow costly and complicated safety standards. Containers with thousands of counterfeit rims are seized every year.

V. ADVERTISEMENT ON NORWAY'S LARGEST INTERNET MARKETPLACE FOR FLIGHT TICKETS, RENTAL CARS AND HOTELS

12. For several weeks, an advertisement ran on Norway's largest Internet marketplace for flight tickets, rental cars and hotels. The aim was to encourage travellers not to buy counterfeit products on holiday abroad and to drive traffic to the information website against counterfeiting and piracy.

13. Many people are not aware of the connection between trade in counterfeits and organized crime. The advertisement was designed to attract people's attention with the text: "Bought these sunglasses really cheap, and funded organized crime at the same time! Five reasons to avoid counterfeits on buyreal.no". When they clicked on the advertisement, people were redirected to the information web site.



VI. BUYREAL STAND AT THE NORWEGIAN TRAVEL FAIR

14. For two years, NIPO and Norwegian Customs had a stand at Norway's biggest travel fair. The fair gathered 40,000 people interested in travel.
15. The stand displayed examples of counterfeit products versus examples of genuine products (with permission from the right holders) and encouraged people not to buy counterfeits when travelling abroad on holiday.
16. There was great interest in the stand and it was easy to start a dialogue with people on the topic of counterfeiting.
17. NIPO sent out a press release and invited the press to come to the stand. Good media attention was received in both years, including a double-page article about counterfeiting in one of Norway's biggest newspapers.

VII. ADVERTISEMENT ON THE AIRPORT EXPRESS TRAIN

18. During the autumn and Easter holidays, an animated advertisement ran on the screens on the Oslo Airport Express Train. The target group was people travelling abroad and the aim was to encourage them to avoid buying counterfeited products on holiday. At the same time, people were encouraged to visit the website buyreal.no. The message on the ad was clear: "Going shopping? Don't buy fakes. See why on www.buyreal.no".



Photo: flytoget.no



Going shopping?



Don't buy fakes!



See why on buyreal.no

VIII. ADVERTISEMENTS ON FACEBOOK BEFORE CHRISTMAS

19. Many people buy Christmas presents online. They also wonder how they can find out if a website offers genuine or counterfeit goods. Many people still believe that only luxury goods like handbags and designer sunglasses sold on strange-looking websites could be fakes. They are not aware that all kinds of products sold on the Internet, such as toys, chainsaws, sports gear and makeup can also be counterfeit.

20. To alert Internet shoppers to the risks of buying counterfeit products online, three different advertisements were run on Facebook two weeks before Christmas in 2017 and 2018. The Facebook Christmas Campaign was jointly implemented by NIPO, the Norwegian Consumer Authority and Norwegian Customs.

21. The advertisements were animated, drawing people's attention to health and safety risks connected to counterfeit goods and the connection between counterfeits and organized crime. There was also a link to the website buyreal.no for people who wanted to find more information about the topic. The advertisements were seen by approximately 100,000 persons per year. Around 15,200 of those (per year) were likely to remember the message.



IX. CHRISTMAS STICKERS – INVITATION TO THE PRESS TO JOIN CUSTOMS CONTROL OF COUNTERFEITS IN CHRISTMAS PARCELS

22. In our experience, to generate media attention around the topic of counterfeiting, it is crucial to invite the press to visual events where they can film and interview experts outside an office environment, preferably where something unusual is going on.

23. Before Christmas in 2017 and 2018, we sent out a press release about counterfeits, together with an invitation to the media to visit the vast post office terminal in Oslo. The press were invited to watch customs officers placing Christmas stickers on small postal consignments and checking parcels for counterfeit products. We used the same stickers as described under section 3, slightly modified to give them a Christmas look.

24. The press release generated publicity in 53 media outlets, including a prime-time feature on one of Norway's biggest TV channels.



X. CONCLUSIONS

25. From the initiatives carried out by NIPO from 2015 to 2019, we learned that ideas, messages and materials can be reused several times with only slight amendments. People do not necessarily remember messages and advertisements for a very long time. It is often effective to “nudge” them several times by repeating or modifying the message slightly.

26. Journalists are attracted by events and visual content around which they can create a story. Even a modest stall at a travel fair or an invitation to the post office terminal can generate a lot of interest from the media and generate articles on the topic of counterfeit goods. With greater experience dealing with the media, spokespersons from NIPO and Norwegian Customs have become more effective in communicating their messages in interview.

27. It is valuable to have a webpage to point at, where people can get more information about the topic. NIPO tries to ensure that a link or reference to its information website *buyreal.no* is included in any reportage. Journalists use the website as a source of information, especially NIPO's short updates summarizing the latest international and domestic studies and reports.

28. NIPO's modest initiatives have had a long-term effect, given that media now contact the Office several times a month to request interviews and find stories about counterfeit products. The goal is that this increased focus by the media on IP issues should contribute to raised consumer awareness of the negative effects of buying counterfeit goods.

[End of contribution]

THE 2018/19 SCHOOL COMPETITION ON RESPECT FOR COPYRIGHT IN OMAN

*Contribution prepared by Dr. Maya Al 'Azri, Educational Expert and Director of Innovation and Scientific Olympiad, Ministry of Education, Muscat, Oman**

ABSTRACT

The Ministry of Education of Oman has paid special attention to intellectual property (IP) awareness raising and education in schools in the last three years, owing to the growing need for children to use a variety of information resources in the search for ideas through their own research, thus capitalizing on innovation at the school level. As it is easy for them to use available technologies to copy or download information and use it as their own work without acknowledging the original work, a competition was held in the academic year 2018/19 in order to raise their awareness of copyright, enhance their understanding of the illegality of infringement and point the way to lawful access to the material that they need. The schoolchildren learnt about their right to benefit from copies of their works and to recognize how valuable this can be to their own and society's future.

I. COORDINATION WITH WIPO

1. As a first step, the Ministry of Education (MOE) coordinated the conduct of the competition for Omani pupils with WIPO's Building Respect for Intellectual Property (IP) Division to run the competition among Omani students. WIPO agreed to provide the requisite support to achieve the goals of the competition. The main goal of the competition was to raise young people's awareness of copyright.

2. The promotional material, comprising comic books, T-shirts, bags and notebooks, and the medals for the winners were provided by WIPO. The Innovation and Scientific Olympiad Department of the MOE (ISOD) announced the competition for the pupils at public and private schools, organized and supervised the competition and carried out the following tasks:

- identifying participating schools;
- drawing up an implementation plan;
- establishing, in consultation with experts, criteria and conditions for use by the selecting judges;
- providing support for participating schools in conducting the competition;
- evaluating the posters and select the winners;
- publicizing the competition in the media; and
- arranging the award ceremony in coordination with other entities.

* 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. IMPLEMENTATION OF THE COMPETITION

3. The competition was announced and described in detail, and all information on the criteria for the posters was sent to all schools in Oman through the Directorate General for Education in each province. The implementation mechanism included:

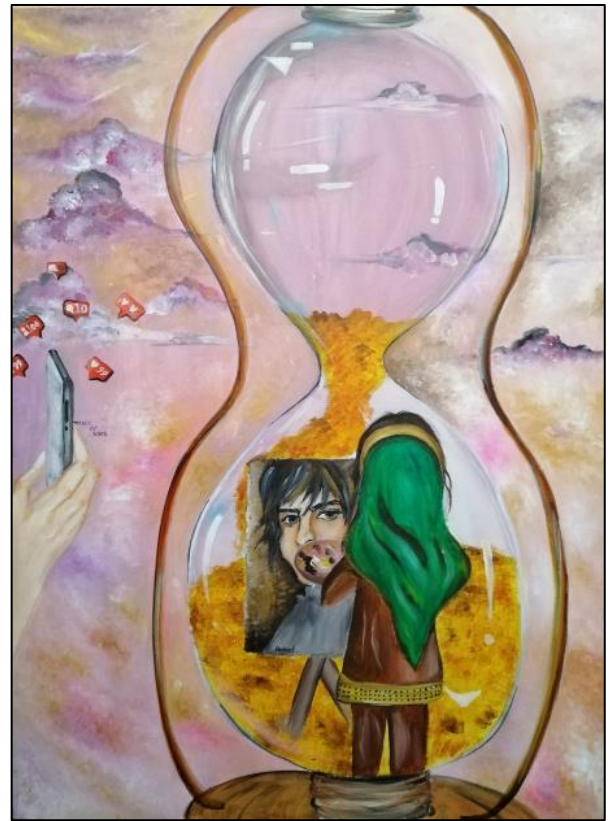
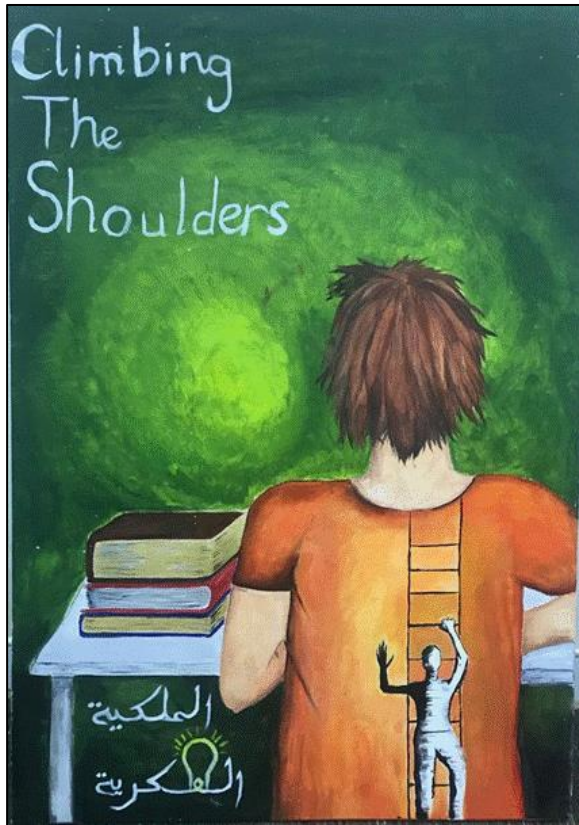
- seventh to twelfth grade pupils;
- public and private schools;
- geographical coverage of all provinces in Oman; and
- participation by pupils as individuals or in pairs.

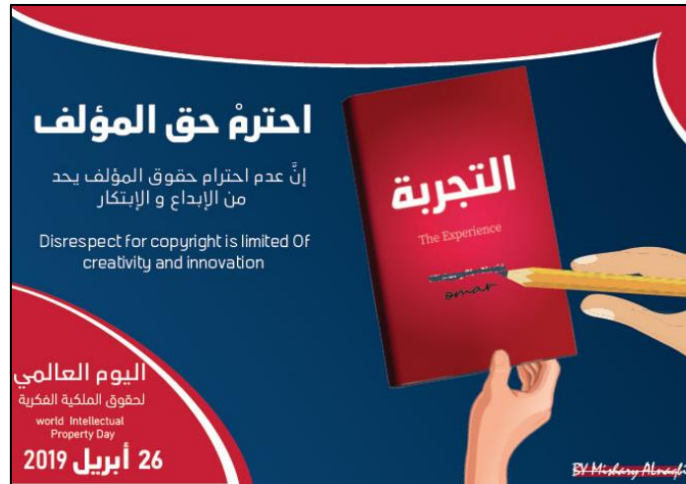
4. The competition was received positively by many schools throughout Oman, which contacted the ISOD for clarification about the posters and explained to pupils the rationale for the competition, its objectives and the winning criteria. In addition, a campaign was launched on social media to encourage interaction with the organizing committee, while highlighting events held in schools in conjunction with the competition. The ISOD compiled a supplementary explanatory document on copyright in order to prevent infringement and sent it electronically to all provinces, for classroom use by teachers. Other supplementary documents included a leaflet (COPYRIGHT) provided by the IP Department of the Ministry of Commerce and Industry and a comic book provided by WIPO. In addition, workshops were conducted in some provinces by ISOD specialists, who highlighted the importance of IP and means of raising pupils' IP awareness.

III. POSTER EVALUATION

5. The ISOD received more than 100 posters from participating schools within a short span of time. The evaluating committee consisted of specialists from the ISOD and the IP Department of the Ministry of Commerce and Industry. They evaluated the posters according to the set criteria. The first step was to filter out works that did not meet the objectives of the competition. Then the final screening committee, composed of representatives of various institutions, evaluated the filtered designs on the basis of the competition criteria, quality of the design and capacity to convey the message to other people. In the final stage, five winners were selected nationally.







IV. AWARDS

6. The Ministry of Commerce and Industry, in cooperation with the Gulf Cooperation Council (GCC), represented by the GCC Patent Office, arranged events to celebrate World IP Day from April 28 to 30 under the theme “Reach for Gold: Copyright and Sports”. The events included a symposium and an exhibition by inventors from all the GCC States, thus affirming the GCC’s interest in IP development. The Ministry of Education participated in the event by making the three contributions below.

- A talk on the promotion of innovation in the Ministry of Education, which was held on the second day and which highlighted the Ministry’s innovation programs and initiatives. IP programs conducted in schools, such as the awareness programs for teachers and pupils, were spotlighted, as were training programs for specialists and supervisors from various provinces in Oman. The main training workshop was on how to search patent databases.
- A display of the first five winning posters at the invention exhibition, which drew visitors to the exhibition.



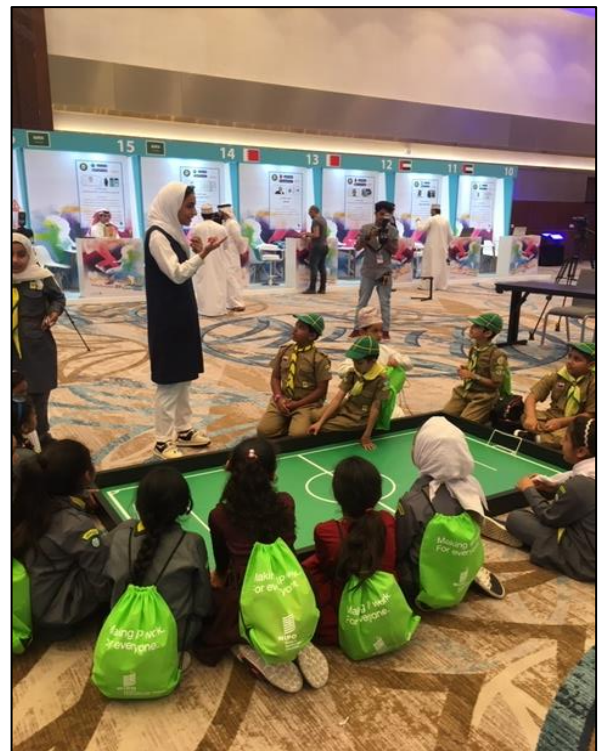
- Many pupils from different schools participated in the Robot Competition in sports such as football and sumo, and the winning teams were awarded prizes by the organizing committee.



- Workshops were held in cooperation with some private-sector companies to train participants in building and programming sports games. The ISOD designed a link for workshop registration. More than 100 pupils participated in these workshops.



- An IP Questions and Answers Competition was held for visitors, in particular primary school pupils, to test their knowledge of basic IP concepts.
- Bags containing notebooks, pens and comic books were distributed to pupils, together with T-shirts.



- WIPO medals were awarded to the winners of the Copyright Competition by HE Mohsen Bin Khamis Bin Ghulam Al Balushi, Advisor at the Omani Ministry of Commerce. In addition, the ISOD, in cooperation with the private sector, provided prizes for the first five winners.



7. Proposals concerning future use of winning designs included:
- copyright registration for each design;
 - printing for display in schools and in the Ministry's lobby;
 - making a calendar of the designs;
 - production of a video on the competition for projection at the ceremony and on screens at the Ministry of Education; and
 - display at WIPO.

[End of contribution]

I DECIDE, I RESPECT – I RESPECT INTELLECTUAL PROPERTY AND REJECT CONTRABAND – A RECENT EDUCATIONAL PROGRAM FOR HIGH SCHOOL STUDENTS IN PERU

*Contribution prepared by Mr. Ray Augusto Meloni García, Director, Directorate of Distinctive Signs, National Institute for the Defense of Competition and the Protection of Intellectual Property (INDECOP), Lima, Peru**

ABSTRACT

This contribution describes the activities carried out as part of the pilot educational project *I Decide, I Respect – I Respect Intellectual Property and Reject Contraband*. The objective of the project was to include issues related to piracy, counterfeiting and contraband in the development of the 2018 high school curriculum. The project was implemented by the Commission for the Fight against Customs Crimes and Piracy, with the intervention of the Ministry of Education, and was divided into two stages. The first stage consisted of training teachers using face-to-face workshops, virtual forums and supporting material. The second stage consisted in the effective accomplishment of courses for high school students. By 2018, 9,801 students from Lima and Callao had benefited from this initiative. During 2019 it is planned to extend this initiative to other administrative departments in Peru.

I. BACKGROUND

1. The Commission for the Fight against Customs Crimes and Piracy (CLCDAP) was created by Law No. 27595 of December 13, 2001, as amended by Law No. 29013 of May 4, 2007. The CLCDAP is made up of sixteen institutions of the public and private sectors, including the Ministry of Production (as Chair), the National Institute for the Defense of Competition and the Protection of Intellectual Property (INDECOP), the Ministry of Foreign Trade and Tourism and the National Superintendency of Tax Administration (SUNAT).
2. The CLCDAP is multi-sectoral and permanent. Its main objective is to design a national strategy that effectively contributes to reducing revenues from pirated and/or counterfeit merchandise and customs offenses in all their forms. To this end, the functions of the CLCDAP include planning, coordinating and organizing actions and making recommendations aimed at counteracting customs and intellectual property (IP) crimes. These functions are to be performed by the institutions responsible for the prevention and repression of these crimes.
3. Having regard to the functions entrusted to the CLCDAP, on April 27, 2016, the Ministry of Production and the Ministry of Education signed a Framework Agreement for Inter-institutional Cooperation. The parties agreed to establish a general framework for cooperation for strengthening the culture of respect for IP and rejection of customs offenses by implementing educational initiatives among teachers and students of public schools in the country.

* 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. The objectives of the Framework Agreement include the following:
 - provision of learning on the role of citizens and thereby encouraging students in public schools to adopt values and learn respect, leading to recognition of the importance of entrepreneurship and creativity, payment of taxes and the rejection of contraband, piracy and counterfeiting and
 - promotion of the development of extracurricular activities related to building respect for IP and rejection of customs offences and crimes against IP.
5. The pilot project *I Decide, I Respect – I Respect Intellectual Property and Reject Contraband* was developed under the Framework Agreement, and a first version was undertaken in 2018.



II. THE AWARENESS CAMPAIGN *I DECIDE I RESPECT – I RESPECT INTELLECTUAL PROPERTY AND REJECT CONTRABAND*

6. The objective of the pilot project is to include issues related to piracy, counterfeiting and contraband in the high school curriculum.
7. The first version was implemented in 2018 and included the Department of Lima and the Constitutional Province of Callao.
8. The pilot project is divided into two stages:
 - training of teachers and
 - effective provision of courses to high school students.



A. FIRST STAGE: TRAINING OF TEACHERS

9. Teachers received training on piracy, counterfeiting and contraband matters from officials of INDECOPI and SUNAT, who are the competent authorities in these matters. For this purpose, educational materials were developed consisting of:

- Five brochures for high school students, one per grade, through which the students were expected to gain knowledge of the value of entrepreneurship and creative activity in the personal and family environment and to assume a critical and responsible attitude towards these issues.



- Two methodological guides for teachers, one for the first and second years of high school, and another for third, fourth and fifth years of high school. Both guides provide a theoretical basis for the importance of the tax and customs regimes, as well as the fight against contraband, piracy and trademark counterfeiting. These guides provide curricular and didactic tools for each grade. However, they were merely an example and a proposal, because teachers had to develop their own units and sessions, according to their context and reality.

10. The training was carried out in face-to-face sessions organized for local education management units located in Lima (UGEL 3, UGEL 7 and UGEL VENTANILLA), and for the Regional Office of Education of Callao (DRE-Callao), with a focus on three subjects: copyright, trademarks and contraband.





11. Moreover, the PeruEduca virtual platform was created to share the materials detailed in paragraph 9 above, as well to facilitate online discussions among teachers in three forums dedicated to contraband, counterfeiting and copyright respectively. Additionally, the platform allowed the CLCDAP to monitor the implementation of the activities performed through the virtual platform.

12. This made it possible to continuously monitor the progress of teachers as they prepared the units and sessions based on the brochures that were to be provided to the students. The purpose of this monitoring was to provide feedback so that teachers could design for themselves curricular tools to support students in the understanding and assimilation of the educational materials.

B. SECOND STAGE: EFFECTIVE ACCOMPLISHMENT OF COURSES FOR SECONDARY SCHOOL STUDENTS

13. Teachers, in their respective educational centers, gave courses based on the training provided in the areas of counterfeiting, piracy and contraband. The courses were taught through sessions led by teachers and used the educational material (brochures).





14. The purpose of this second stage was to ensure that students gained clarity and conceptual precision as to what contraband, piracy and trademark counterfeiting entailed and what their negative effects on society were. Accordingly, the brochures were distributed to serve as essential pedagogical and theoretical tools for enhancing student capacity and performance, while also helping to conceptualize the issues and develop critical thinking skills.

15. The brochures, one for each grade, addressed the following topics:

- First Brochure (for first grade high school)
The brochure is divided into three sections: (i) “We are active citizens”, which addresses citizenship, the tax and customs system and contraband; (ii) “We are human, we are creative”, which takes a look at creativity and piracy; and (iii) “We protect ourselves from counterfeiting”, which highlights the relationship between goods and the consumer, as well as counterfeiting.
- Second Brochure (for second year high school)
This is divided into three sections: (i) “We respect copyright”, which defines piracy and its characteristics, as well as copyright and the division between moral and economic rights; (ii) “We protect ourselves from counterfeiting”, which includes trademark counterfeiting and the most common cases in Peru and also defines what trademarks and their characteristics are; and (iii) “We protect ourselves with customs control”, which explains the nature of customs offenses and the trafficking of prohibited and restricted goods.
- Third Brochure (for third year high school)
This is divided into three sections: (i) “We respect copyright”, which highlights the importance of copyright and its impact on people and defines the right of appointment and highlights the relationship between the State and protection for authors; (ii) “We value trademarks”, which develops the importance of trademarks, the principles that govern the protection of trademarks in Peru, state measures to protect trademark owners and penalties for infringement of trademark law; and (iii) “We recognize the work of the state”, which covers customs control as a role of the state, as well as sanctions against customs offenses.
- Fourth Brochure (for fourth year high school)
This is divided into three sections: (i) “Copyright is respected”, which defines copyright as a human right and explains its scope of protection; (ii) “Trademarks must be protected”, which develops the concept of well-known trademarks and explains trademark registration and its benefits; and, (iii) “Defrauding customs of

revenue and dealing in contraband affect us”, which discusses defrauding customs of revenue, the consequences of contraband and illicit trafficking of prohibited and restricted goods.

– Fifth Brochure (for fifth year high school)

This is divided into three sections: (i) “Copyright contributes to the economy”, which develops the concept of copyright, its characteristics, the economic consequences of its legal protection, related industries and their contribution to the Peruvian economy, as well as the consequences of piracy; (ii) “We are entrepreneurs against counterfeiting”, which highlights trademarks as elements that foster entrepreneurship and economic development and also develops the consequences of counterfeiting and infringement; and (iii) “We reject contraband”, which highlights the methods of contraband, its consequences and the role of the citizen in a scheme of active citizenship.

III. RESULTS

16. The impact on educational institutions has been high and markedly positive. First, the participation of teachers has been significant: 191 out of a general population of 210 teachers participated, which is equivalent to 91 per cent.

TEACHERS	UGEL 3	UGEL 7	UGEL VENTANILLA	DRE – CALLAO	GENERAL TOTAL
REGISTERED	67	69	31	24	191
NOT REGISTERED	4	10	4	1	19
TOTAL	71	79	35	25	210

17. The teachers who successfully participated in the various activities such as face-to-face workshops, virtual forums and preparation of curricular material (units, sessions, projects) obtained a corresponding certification.

18. The high percentage of teacher participation meant that 9,801 students from the first to the fifth year of secondary school benefited from the project, as detailed below:

GRADE	FIRST	SECOND	THIRD	FOURTH	FIFTH
NUMBER OF BENEFICIARY STUDENTS	1,966	1,982	1,943	1,864	2,046
TOTAL	9,801				

19. A significant achievement has been the change in the way students view counterfeiting, piracy and contraband: as a result of thinking, processing information and analyzing reality, they now understand them as crimes that affect the common good.

IV. FUTURE ACTIONS

20. A second edition of the project is planned for 2019. In addition to Lima and Callao, it will be implemented in other regions of Peru (La Libertad, Piura, Moquegua and Arequipa). At the time of writing, the face-to-face sessions were scheduled for May 2019.

21. The intention is to ensure nationwide coverage for this program by 2021.

[End of contribution]

THE PROGRAM FOR CULTURAL CHANGE IN THE REPUBLIC OF MOLDOVA

*Contribution prepared by Ms. Liliana Vieru, Head, Communication and International Relations Department, State Agency for Intellectual Property (AGEPI), Chisinau, Republic of Moldova**

ABSTRACT

In today's world, intellectual property (IP) plays an increasingly important role in our societies, contributing to economic growth, cultural development and wellbeing. The *Program for Cultural Change* is a widely-targeted outreach program involving information, education and awareness-raising activities, designed to promote and protect IP rights and thus achieve cultural change in the IP environment of the Republic of Moldova. It was developed and implemented from January 2017 to December 2018. This contribution gives an overview of the program, its goals and objectives, implementation tools and methodology, main outputs and results achieved.

I. THE STATE AGENCY FOR INTELLECTUAL PROPERTY OF THE REPUBLIC OF MOLDOVA AT THE CORE OF NATIONAL INTELLECTUAL PROPERTY SYSTEM

1. The Republic of Moldova has a complex and modern intellectual property (IP) system, which has been updated and amended over the years to meet new technological and political needs consistent with the country's development strategy and the *National Intellectual Property Strategy 2020*. Moldovan IP legislation was harmonized with international and European standards, including the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement) of the World Trade Organization (WTO) and the WIPO IP treaties. Current efforts concentrate on ensuring that the IP system in the Republic of Moldova is similar to that of the European Union (EU) and includes efficient mechanisms to enforce IP rights (IPRs).

2. The State Agency for Intellectual Property (AGEPI)³ is the government-supervised authority responsible for granting IPRs in the Republic of Moldova, formulating IP policies, elaborating and developing IP legislation, ensuring the implementation of national IP legislation and of international agreements in the field, representing the Republic of Moldova in specialized international organizations, providing IP education and training and supporting innovation.

3. To improve the understanding of IP at the political level, the government has established a National Commission on Intellectual Property⁴, an advisory body in which all relevant State institutions are represented. To enhance the coordination of IPR enforcement at the executive level, an IPR Enforcement Observatory was established under the auspices of AGEPI and is composed of public and private-sector representatives. The Observatory concentrates on improving the efficiency of IPR enforcement and on building an IP culture in the country⁵. It is also responsible for the preparation and publication of the Annual Report on IPR Enforcement in the Republic of Moldova⁶.

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

³ <http://agepi.gov.md/en>.

⁴ <http://agepi.gov.md/en/services/national-ip-commission>.

⁵ <http://observatorpi.md/>.

⁶ The 2018 Annual Report on IPR Enforcement in the Republic of Moldova is available at: http://observatorpi.md/assets/files/raport/raport_national_2018.pdf.

II. THE PROGRAM FOR CULTURAL CHANGE

4. In 2017/2018, AGEPI, with backing from the EU-funded project *Support to Enforcement of Intellectual Property Rights*, developed and implemented the *Program for Cultural Change* (PCC). The PCC consists in developing and implementing a widely-targeted outreach program, involving information, education and awareness-raising for all relevant stakeholders in order to promote and protect IPRs and thus achieve cultural change in the IP environment in Moldova.
5. The ultimate aim of the program is to change the behavior of the target audience. Anti-piracy and anti-counterfeiting campaigns only succeed if consumers stop buying pirated and counterfeit goods. While this is a long-term ambition, the PCC endeavors to contribute to achieving this final goal.
6. To ensure an inclusive approach while building up the program, a working group was established and was actively involved in all stages of the PCC preparation and implementation. The working group was composed of representatives of all interested stakeholders and was responsible for the operational coordination and the exchange of information on PCC activities.
7. The program was implemented in three stages:
 - first, analysis of the IP environment in the Republic of Moldova;
 - second, drafting of the action plan; and
 - third, PCC delivery in accordance with the action plan.
8. For proper implementation of the PCC and to ensure its consistency and efficiency, a monitoring and evaluation mechanism was designed and implemented. The monitoring entailed a systematic collection of information on the communication activities carried out.

III. ANALYSIS OF THE INTELLECTUAL PROPERTY ENVIRONMENT IN MOLDOVA

9. An analysis of IPR protection and enforcement in the Republic of Moldova was conducted in February 2017 in order mainly to document the situation, provide information on key IP stakeholders and program target audiences, and identify needs, communication tools and strategic objectives.
10. The added value of the analytical document was its strategic study of the institutional landscape and of interactions among the various stakeholders. It also highlighted the forms of behavior that must be altered during the PCC implementation in order to enhance and promote IPR enforcement in Moldova.

IV. DRAFTING OF THE ACTION PLAN

11. On the basis of the analytical findings on the IP environment, an action plan to implement the PCC was drawn up, setting goals and objectives and identifying the target audience of the program activities. Furthermore, the implementation arrangements included the compilation of messages, the communication strategy, activities and tools.
12. An agreed monitoring and evaluation reporting mechanism provided for evaluation indicators, tools and methodology. The action plan was continuously updated and improved on the basis of monitoring outputs.

13. The PCC action plan focused on the following main target groups:

- enforcement institutions and the judiciary;
- collective management organizations (CMOs);
- academia (research organizations, universities);
- enterprises (SMEs and other stakeholders, such as start-ups, business incubators, business support organizations);
- IP right holders and representatives (patent attorneys, CMOs, etc.);
- the young generation; and
- the general public.



V. PROGRAM DELIVERY: MAIN OUTPUTS AND RESULTS

14. From June 2017 to November 2018, some 130 PCC conferences, seminars, workshops, round tables and training courses were attended by 10,000 persons representing various stakeholders. Four awareness campaigns were conducted, more than 30 studies, guidelines and reviews were produced and three IT tools were developed to support enforcement procedures and build respect for IPRs. Program events were widely promoted through 11 media events, 68 press releases, 364 media appearances and 255,448 views on livestreaming platforms.



A. IPR ENFORCEMENT ACTIVITIES

15. Some 20 enforcement seminars were organized for approximately 500 enforcement officers and judges. Studies, guidelines and reviews on IPR enforcement were produced, including:

- IPR desk and pocket guides for the Customs Service;
- IPR desk and pocket guides for the police and prosecutors;
- IPR guide for the Agency for Consumer Protection and Market Surveillance;
- IPR judicial journal (assessment of the legal and institutional framework of the judicial system from the IP enforcement standpoint);
- IPR Handbook for judges;
- AGEPI IPR Enforcement Observatory Review; and
- a guide for right holders.



16. An analysis of counterfeiting and piracy was conducted to evaluate the current extent of those IP crimes in Moldova. The aim was to raise awareness and improve understanding through an assessment of the key trends in, and the potential societal threats posed by, the manufacture, distribution and sale of counterfeit or pirated products.

17. In August 2018, *Authentic Moldovan*, a GI awareness campaign, was launched to promote the value of GIs in the development of business involving traditional products. It included two social networking events, attended by about 180 participants. Five radio and television shows, 38 press releases, 14 articles, 85 news items and 16 video spots were delivered to promote Moldovan products protected as GIs or as Traditional Specialties Guaranteed (TSG). In addition, three Moldovan influencers (bloggers) were involved in the campaign and promoted Moldovan culinary specialties and the consumption of traditional products and local wine.



B. PROMOTION OF EDUCATION ON INTELLECTUAL PROPERTY RIGHTS

18. Three curricula were developed specifically for technical and natural sciences students, for law students and economics and management students. A workshop on current IP education issues was held in October 2018 to discuss the curricula and other means of improving IPR education in Moldova. Video lectures for different groups of students were compiled and recorded. An *Intellectual Property Management Handbook* for university students and doctoral fellows was published.

19. *Stop Piracy and Counterfeiting*, an awareness-raising campaign for pupils, was implemented from September to November 2018 in more than 60 pre-university education institutions and reached about 6,000 pupils in grades nine to twelve. A lecture on the negative impact of counterfeiting and piracy was delivered and around 12,000 flyers, brochures, backpacks and other educational materials were disseminated.



20. To reach the younger generation, *Teaching IP is Fun*, an education campaign for secondary-school pupils in all regions of the Republic of Moldova, was launched on September 3, 2018. It includes an interactive IP lesson and the distribution of a set of three comic books on patents, trademarks and copyright developed jointly by WIPO and the Peruvian National Institute for the Defense of Competition and Protection of Intellectual Property (INDECOPi) and translated into Romanian by the Romanian State Office for Inventions and Trademarks (OSIM) and the Romanian Copyright Office (ORDA)⁷. The campaign targets at least 60,000 pupils in some 400 schools and will be continued until the end of 2019.



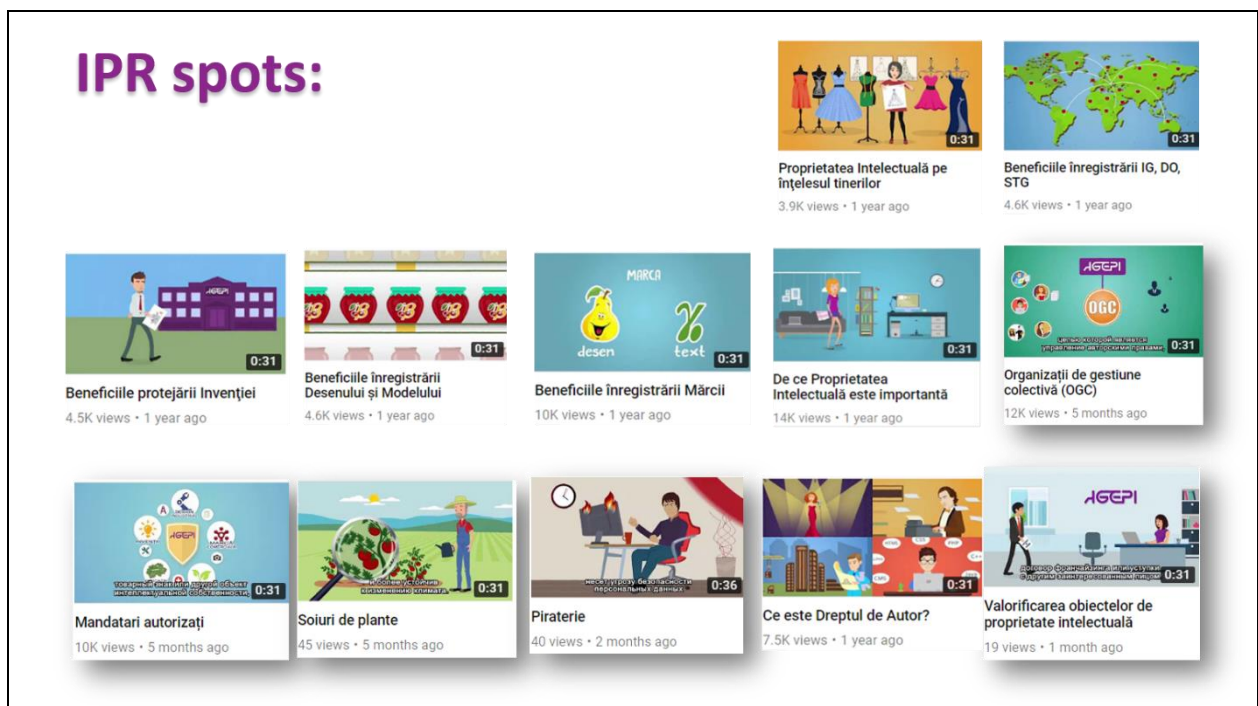
⁷ Versions in the six United Nations languages of the comics are available at: <https://www.wipo.int/publications/en/details.jsp?id=67&plang=EN> (patents), <https://www.wipo.int/publications/en/details.jsp?id=65&plang=EN> (trademarks); and <https://www.wipo.int/publications/en/details.jsp?id=66&plang=EN> (copyright).

C. SUPPORT FOR INTELLECTUAL PROPERTY RIGHTHOLDERS AND OTHERS

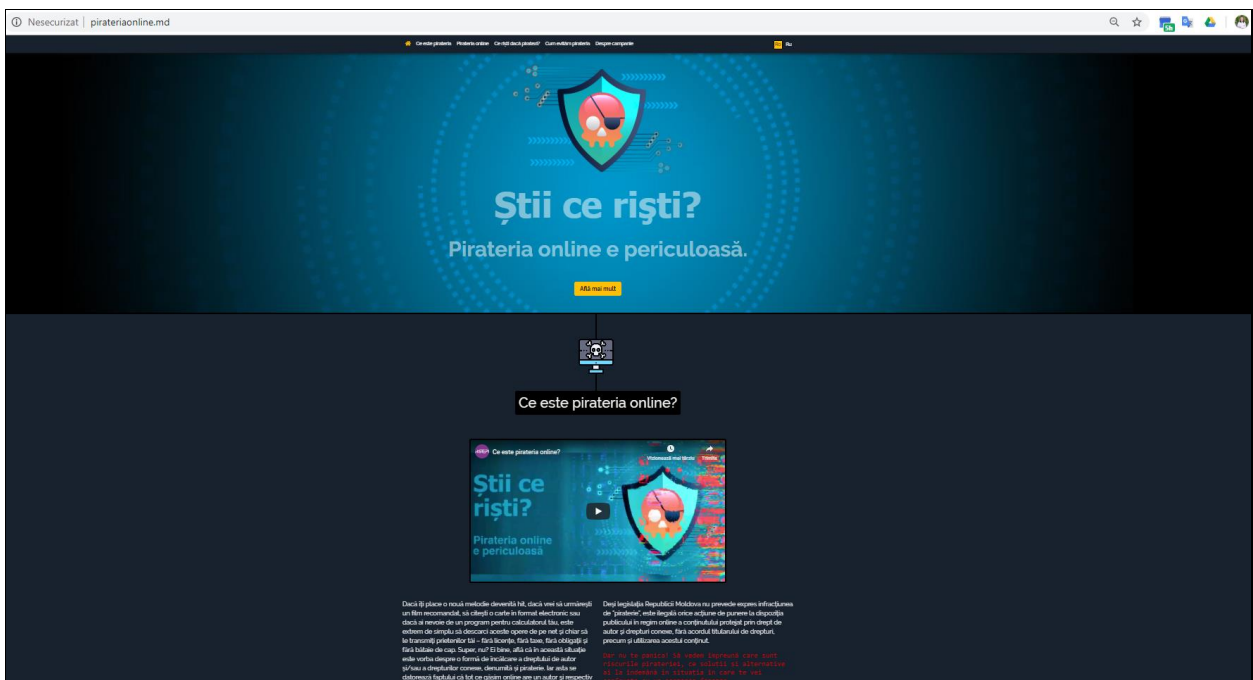
21. Seminars and workshops for all stakeholders included an awareness event for diplomats, an innovation conference, seminars on the digitalization of cultural heritage and IPR commercialization, a training course for IP attorneys and several roundtables for collective management organizations and their members.

22. *Online Piracy is Dangerous*, a national awareness campaign, was launched for the general public on September 18, 2018. The campaign included three components:

- *Awareness Campaign – Internet* (designed to reduce access to infringing content);
- *Awareness Campaign – Markets* (designed to reduce infringing goods on the market); and
- *Awareness Campaign – Right Holders* (designed to encourage right holders to enforce their IPRs).



23. Twenty-two journalists participated in an offline meeting on the societal impact of IPR infringements held in order to encourage mass-media representatives to support the awareness campaigns. The website <http://pirateriaonline.md/> was developed for the Internet campaign.



VI. SUSTAINABILITY AND FUTURE PLANS

24. To consolidate AGEPI's institutional IPR awareness-raising capacities, an institutional communication strategy was formulated, setting out communication needs, highlighting AGEPI's strengths and constraints in its communication with stakeholders and identifying key audiences.

A strategy implementation action plan is to be approved yearly and will cover communication activities in key areas, outputs and performance indicators.

25. To provide continuing, easily accessible IPR education for the public, an e-learning platform was developed⁸. It is used to integrate core IP courses and to host the collection of educational and other IP-related publications.

26. The first basic distance learning (DL) IP course was launched on March 1, 2019, and more courses are being considered for development, including through the customization of WIPO DL courses and the development of specific, sector-tailored courses, as requested by Moldovan stakeholders.

VII. CONCLUSIONS

27. The PCC is a very ambitious project. The impact of its implementation is yet to be evaluated, but some results are already visible, such as the rising number of applications for IPR border protection and of counterfeit goods seized on the market. Until IP becomes part of the culture, however, there is still much to be done in order to change the society's perception of the importance of respecting IPRs. This will only be achieved through continuing and life-long public education.

[End of contribution]

⁸ <http://elearning.agepi.gov.md/>.