Exhibition

Engaging Audiences to Build Respect – Awareness-raising Activities

Geneva, September 4–6, 2017

Advisory Committee
on Enforcement (ACE)
Twelfth Session

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

Respect for intellectual property is critically important, but building respect need not be dry or overly serious.

On the contrary, if you want to win support from people, often the best way is to entertain as well as inform them.

That is particularly true when dealing with the young. Children and young people are a key audience for IP awareness-raising campaigns. Creativity, innovation and awareness of IP, developed at an early age, can form the basis of a well-informed IP culture later on. So it is crucial to find effective ways of connecting with young people.

This exhibition features awareness-raising projects from various WIPO member states. The range of activities is broad – from comic books, puzzles and video games to TV shows, competitions, story-telling and more – but they are united by a common approach: to gain support for their message by engaging their audience.

Antigua and Barbuda

Educational campaigns and competitions for young people to build respect for IP

Over the past few years, the Antigua and Barbuda Intellectual Property Office (ABIPCO) has sought to intensify its educational campaign on Building Respect for Intellectual Property (IP) in this twin island State. Our target audience has been young people, law enforcement officials and the private sector. ABIPCO continues to face challenges, but nonetheless we remain committed and resolute in fulfilling our mandate to educate the public on the pertinent issues related to IP.

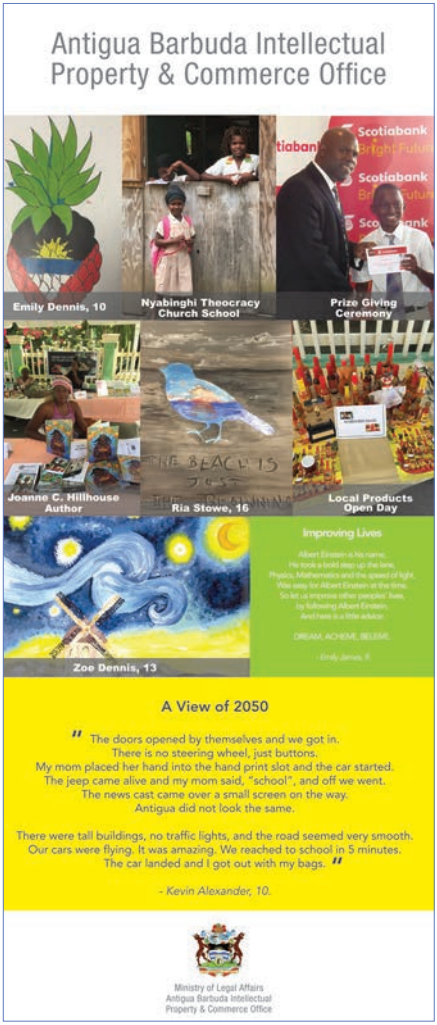
We have found our annual school competition to be successful in helping to build respect for IP. To achieve our mission, ABIPCO collaborates closely with various relevant stakeholders such as the local media and the Ministry of Education, Science & Technology, which assists by notifying schools about the competition and ensuring that competition topics are suitable. The World Intellectual Property Organization (WIPO) provides trophies and certificates for the winners as well as appropriate materials.

ABIPCO has always strived to put forward competition topics that are central to the theme for World Intellectual Property Day. For this year's competition, students were asked to develop the theme *Innovation – Improving Lives* through essays, poems, interpretive videos or poster designs. The entries for the competition have all been submitted and the awards ceremony will take place later this year. The local Scotia Bank has always graciously provided sponsorship and hosted the prize-giving ceremony.

In addition, ABIPCO visits schools yearly to boost support for its school competitions, sometimes joined by a guest artist. To illustrate its presentations, ABIPCO uses props that are commonly found in the home as well as specially prepared literature and comic books from WIPO. These presentations seem to be well received by the students, as they usually ask ABIPCO's officers relevant questions.

Finally, ABIPCO also engages with law enforcement officials, creators and other key stakeholders. For World Intellectual Property Day, we hosted a very successful Open Day where members of the public were invited to view works and products by various local creators.

ABIPCO recognizes the importance of building respect for IP and the need for sustained education campaigns. We will remain committed to the cause.



Chile

Patents and inventions for kids

This project is intended to provide intellectual property-related content for children between 8 and 10 years old. The objective is to help them learn about IP in a playful and dynamic way, internalizing basic concepts and learning to identify the different tools of IP.

How to achieve this objective? Through augmented reality, a technology that integrates virtual information into real-world scenarios by adding graphical elements created by a computer. With the camera of a digital device (which can be their own cellphone or tablet), children can capture static images in real time and, through the screen, visualize moving virtual elements that are digitally inserted into those images.

With the information that appears and in the augmented reality environment, the child can complete a questionnaire or follow other activities provided by the course tutors.

The idea is to take advantage of children's interest in new digital technologies to show them IP-related content in a different and attractive way.

The activity is carried out in schools where the terms of the activity have been planned beforehand.

The project is in a pilot phase, and the National Institute of Industrial Property (INAPI) aims to be able to offer it in the first place to students between the third and sixth grades of primary schools of the Metropolitan Region of Chile.

Inventando Chile/Inventing Chile

Inventando Chile is a television show featuring 12 episodes plus an extra summary show. It seeks to engage viewers in science and inventions through journalistic pieces including, among other things, interviews with Chilean inventors. In each episode, various inventors show their patented inventions, explaining in straightforward terms what they consist of and how they are useful, in some cases showing an example of the manufacturing process and displaying a prototype or the invention itself in operation.

In addition, some episodes also show invention testing. In a fun way, each episode also seeks to educate the population about how they can apply for patent, utility model, industrial design or other related IP rights through special informative sub-episodes.

The objective of the TV show is to bring IP closer to people by showing case studies of national inventors and designers.

The first season of the program was broadcast by cable TV channel 13C and it is also available via the Internet on INAPI's YouTube channel.

With WIPO's support, work is currently underway on the second season of the show, which is expected to launch soon.

Georgia

Intellectual property educational and public awareness activities

Public awareness and education in the field of IP have been prioritized by the Government of Georgia as one of the key components driving its social and economic development. They have become a core function of the National Intellectual Property Center (Sakpatenti) in recent years.

In order to achieve good results, promotion of innovation activities and building respect for IP should start from an early age. Thus, in cooperation with USAID's Georgia Primary Education Project (G-PriEd), Sakpatenti has launched an initiative to educate primary schoolchildren about simple, yet important, IP concepts.

Fairy tales developed by G-PriEd elaborate on copyright, trademarks and patents. The stories are set in fictional countries such as "Intellectiana" and "Samartliana" ("*samartali*" = "law"), where creative activities and innovation are highly encouraged by their inhabitants and actively protected by the rule of law. However, "Mekobriana" ("*mekobre*" = "pirate") is inhabited by the infringers who steal others' IP rights. But there is a happy ending: even the Mekobriana inhabitants realize the importance of IP, and soon they achieve great economic benefits by starting to respect the IP rights of others.

For World IP Day, Sakpatenti organized lessons in over 100 schools in Georgia. Children read the fairy tales and were engaged in discussions and debates to better understand how innovation changes the world and the importance and benefits of IP in everyday life.

Sakpatenti also promotes various competitions for young inventors, participating in the jury and granting special prizes for the finalists. It subsequently helps them with preliminary searches, guiding them all the way from an idea to an invention.

Through the recently established National IP Training Center, Sakpatenti is planning to extend its educational outreach by providing in-class as well as distance learning lessons (in cooperation with WIPO) to college students, teachers, various customs and law enforcement agencies, and judges. The Training Center also conducts annual summer schools for the European Law Students' Association (ELSA) in which 35 students from 15 European Union countries attend courses and workshops on IP.

Sakpatenti organizes many other activities to promote IP awareness in Georgia, including training for the Georgian Innovation and Technology Agency, IP training sessions for startups and SMEs, IP assistance for young inventors, and more.

Italy

True Hunters: the game that teaches teenagers to respect intellectual property

True Hunters is a web-based "serious game" – a computer game with a pedagogic purpose, aiming to inform teenagers about IP and related issues. This year-long project has been developed thanks to the support of the European Union IP Office (EUIPO).

Audience

Teenagers aged between 14 and 16 were chosen as the target group among which to promote the value of IP. People in this age group are more exposed to issues related to IP and counterfeiting nowadays because of the increase in their purchasing power and the widespread use of new communications technologies.

Why a serious game?

The decision to develop a serious game about counterfeiting was made because it offers several advantages as a way to engage youngsters. Serious games allow identification and active participation: the player has to immerse him- or herself in the game context and make decisions in the first person, so the learning occurs through experience.

The story

In the year 2610, a future where piracy and counterfeiting are abundant, an international special unit has been created to counteract this threat: the True Hunters. The unit is composed of four lead members, each a subject matter expert associated with a specific topic, highlighting a particular aspect of IP.

The game

True Hunters is divided into episodes so that teachers can easily integrate the game into educational activities. Each episode deals with a specific branch of the IP domain and is designed to be played in a game session of about 20-30 minutes. During game sessions, the player is involved in investigations and significant decision-making moments, having the opportunity to influence the development of events and deepen his or her knowledge of IP.

The game is available in English and Italian on the *True Hunters* website: *www.truehunters.eu*. A project handbook is also available online to facilitate the use of the game for educational activities in schools. See also: *facebook.com/truehuntersgame*

Japan

IP awareness-raising activities for young people in Japan

Anti-counterfeiting campaign by METI and the JPO

The Ministry of Economy, Trade and Industry (METI) and the Japan Patent Office (JPO) have been conducting campaigns to raise consumer awareness of the importance of protecting IP with a view to ending the distribution of counterfeit and pirated goods.

In recent years, counterfeit and pirated products have become so complex and widespread that people tend to suffer more serious damage from them, with more sophisticated tricks and malicious transactions on the Internet leading to an increase in the number of victims.

In light of these facts, METI and the JPO launched their 2016 Anti-Counterfeiting Campaign, targeting consumers who use the Internet for their shopping with the slogan "This is Not Shopping – It's Contracting with Criminals."

The JPO created a dedicated website for the campaign. The site features video clips to raise awareness of the risks of purchasing counterfeit products plus practical information under the title "Seven Rules to Avoid Buying Counterfeits" to help consumers spot counterfeit products and suspicious websites and avoid being deceived into buying fakes.

Educational materials on copyright by the Agency for Cultural Affairs

The Agency for Cultural Affairs has developed a range of educational and teaching materials to raise awareness, targeting students and teachers at elementary, junior-high and high schools. These materials are available on the Agency's website: *www.bunka.go.jp*

Awareness campaign by Japan Customs

Japan Customs has been conducting an IP awareness campaign at airports in Japan, calling on passengers to be careful not to import counterfeit or pirated products. *Origami* folding papers that make the face of the Japan Customs mascot are distributed to attract children's attention. When children ask their parents about counterfeit or pirated goods, it provides a good opportunity not only for children but also for adults to think about and respect IP.

IP awareness raising activities for young people in Japan

Movies on negative impacts of counterfeit products

2016 Campaign by JPO

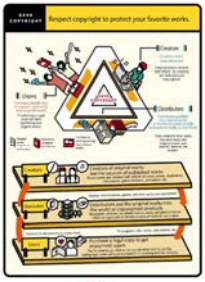
Criminals don't care anything about your safety or well-being.

What you paid was money, and what you lost was your privacy and personal information.

This is NOT shopping. It's contracting with criminals.

Educational materials on copyright

by Agency for Cultural Affairs



Poster

Web materials

Awareness campaign

By Japan Customs

Folding paper of "Custom-kun"

Anti-counterfeit campaign with Japan Customs' mascot character "Custom-kun" at airports

Poster

Oman

School students competition on tourism and respect for intellectual property rights

At the beginning of the academic year 2016/17, the Ministry of Education announced a competition for school students on *Tourism and Respect for IP*, following a suggestion from WIPO's Building Respect for IP Division. The aim was to create a poster to be displayed at airports, resorts and other tourist destinations in Oman urging tourists not to buy counterfeit or fake goods that infringed IP rights and might be confiscated when they returned home.

The competition involved coordinated action among various public institutions including the Ministry of Education, the Ministry of Commerce and Industry (IP), the Ministry of Tourism, the General Administration of Customs and the Public Authority for TV and Radio, plus other private institutions. A media plan was developed and implemented to publicize the competition activities through social media (Instagram, Twitter and Facebook), radio discussions and TV programs. By December 28, 2016, the top five entries had been selected according to specific criteria.

In a ceremony held on World IP Day, April 26, 2017, with wide media coverage, the winners were awarded the WIPO Schoolchildren's Trophy and other awards. In addition, the taskforce, in cooperation with the private sector, gave prizes to the top five winners.

Moreover, on March 17, 2017, the committee organized an event targeting the public. The aim was to build respect for IP rights throughout society by explaining IP concepts, types of IP and how IP rights are protected. The event included a variety of activities, including quizzes, interactive workshops and stage performances.

A workshop on IP Education and Training was organized in cooperation with WIPO. The workshop, which coincided with the World IP Day theme, *Innovation – Improving Lives*, 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.

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Korean Intellectual Property Office

kipa. Korea Invention Promotion Association

Republic of Korea

Enhancing IP awareness among young people

The Korean IP Office (KIPO) is a leader in creating entertaining materials and programs to enhance IP awareness that cater to all age groups, and on a global scale. In collaboration with the Korea Invention Promotion Association (KIPA), KIPO has introduced a new way to raise IP awareness through high-quality videos, educational mobile games, and more.

Invention Savers Jin and *Invention City*

KIPO has pioneered game-based learning (G-learning) to enhance IP awareness. *Invention Savers Jin* is one of the first mobile-based games created by a national IP office in order to teach children the basic principles of inventions and nurture creative young minds.

Invention City is another mobile-based game, created to engage adolescents in learning more about inventions. Players have to combine available elements to construct new products.

Implementing G-learning in schools to enhance IP awareness

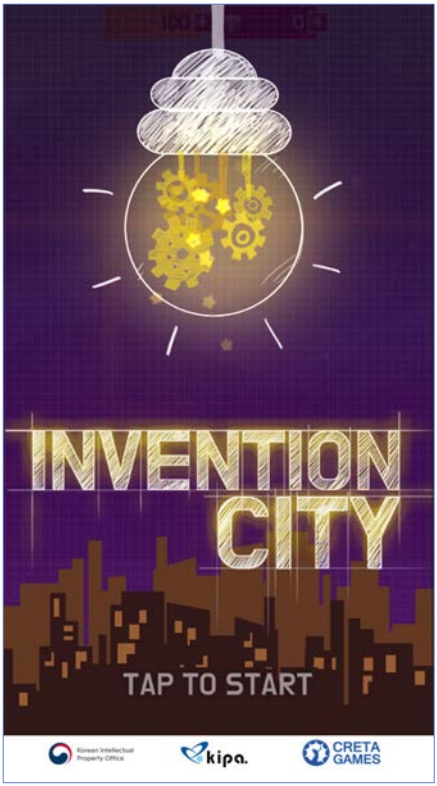
To harness the educational potential of both games, a PC version of the classroom learning tool was created, the *Game-based Learning Toolkit*. The *Toolkit* combines a video game, an engaging story, learning motivation, soft skills development and IP information in a single package.

IP educational animation

Getting Creative with Pororo is an IP educational animation, developed in cooperation with WIPO, featuring the popular character Pororo and intended to give children a basic understanding of IP rights. It also educates them to respect the ideas of others, and shows them how to create new ideas of their own. It is available in five languages – Arabic, English, French, Korean and Spanish – and includes an accompanying toolkit consisting of workbooks and a teachers' guide.

Future plan

The rapid progress of technology makes enhancing IP awareness and education even more necessary. KIPO's plan is to bring high-quality IP content to everyone who wants to learn. We are committed to providing IP education to individuals worldwide who seek to advance their careers, build stronger businesses and enhance their creativity.



Directorate General for Copyright

Republic of Turkey
Ministry of Culture and Tourism

Turkey

Turkey

Public awareness activities and projects

The Ministry of Culture and Tourism Directorate General for Copyright (MoCT-DGC) attaches great importance to public awareness activities in order to protect IP rights effectively and so encourage the creative industries to the benefit of the national economy. In this context, national and international projects and activities in the field of copyright are carried out and supported by both public institutions and NGOs.

Respect for Work

A TV spot entitled *Respect for Work* was produced in order to raise public awareness about the fight against piracy and the need to respect artistic works. The spot, which featured various Turkish celebrities, was broadcast on national TV channels on April 26, 2016, World IP Day.

The I Have An Idea *communication contest*

The *I Have An Idea* communication contest has been organized among undergraduate students since 2009 with the aim of raising awareness about piracy. It is a joint project of MoCT-DGC and the Professional Union of Broadcasting Organizations (RATEM).

The Respect for Work Against Piracy *motto and logo competition*

Since 2011, the Professional Organization of Authors of Intellectual and Artistic Works (ILESAM) has been organizing a motto and logo competition with the support of MoCT-DGC. The competition, named *Respect for Work Against Piracy*, aims to raise awareness of copyright protection and the fight against piracy. There is also a program of seminars for elementary and high school students.

Çinçin Culture and Arts Festival

As a joint project of MoCT-DGC and Çinçin Secondary School, training workshops were given by professional artists in visual and performing arts such as film-making, music, folk dancing, painting and sculpture for students who have difficulties in accessing cultural activities. Moreover, a seminar called *Respect for Work* was held to raise awareness about copyright protection and piracy.

Strengthening the Turkish Copyright System with a Focus on Fostering Creative and Copyright-based Industries

The overall objective of this project is to establish a more effective copyright system in order to promote the creative and copyright-based industries. The project aims to strengthen the administrative capacity of all related institutions and provide extra support for the judiciary in the copyright field as well as raising awareness.

United Kingdom

Business Battle – The Game

The Campaigns and Education Team in the UK IP Office (UK IPO) engages with teachers and educators throughout the UK to inform and educate about intellectual property while encouraging young innovators and creators to raise their awareness of IP rights. The team works with educational establishments and organizations promoting the importance of IP and the role it plays in business.

Launched in April 2017, *Business Battle* is an educational activity to support the teaching of Business Studies through a game of cooperative and competitive play. It turns the classroom into a micro-marketplace where teams fight it out for their rightful position at the top of the leaderboard. It demonstrates interplay between companies within a simulated marketplace, highlighting the importance of producing, protecting and marketing products successfully while posing bonus questions taken from across the rest of the curriculum. The game introduces learning around IP within a business.

The game has been developed with teachers and tested in the classroom to ensure that it is practical, fun and relevant to the curriculum. It can be customized to fit different classroom sizes and class periods.

Additional support is provided in a *Teacher Guide* and the *IP for Teachers Kit*. The *Teacher Guide* provides further instructions for teachers to read before planning a lesson, while the *IP for Teachers Kit* provides more information about IP, clarifying some of the more obscure areas.

Visit *www.businessbattle.co.uk* to watch the "how to play" video.

Intellectual Property Office

BUSINESS BATTLE THE GAME

CALLING ALL KS4 BUSINESS STUDIES TEACHERS!

***BUSINESS BATTLE** is a new resource to help engage and educate your students by turning the classroom into a micro-marketplace where teams fight it out for their rightful position at the top of the leaderboard.*

The free online app brings to life key areas of the curriculum, providing a safe and fun environment to experience the financial rise & falls possible in business. It also introduces the role of IP within business – how ideas become products, product parts become patents, and all of that becomes cash.

www.businessbattle.co.uk

African Regional Intellectual Property Organization (ARIPO)

Specific awareness products: games, puzzles and cartoons

ARIPO is involved in various initiatives to develop and foster a culture that respects intellectual property rights among citizens, including children. The Organization developed a plan of action focusing, among other things, on awareness of IP rights in the face of rampant piracy and counterfeiting. This has resulted in the development of awareness tools in the form of competitions, publications, games and cartoon booklets targeted at young people and school pupils.

Awareness tools

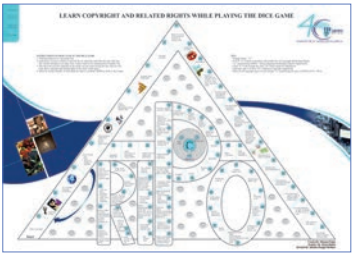
ARIPO has produced several publications and other awareness tools on IP such as the dice game, timed word puzzle and cartoon books.

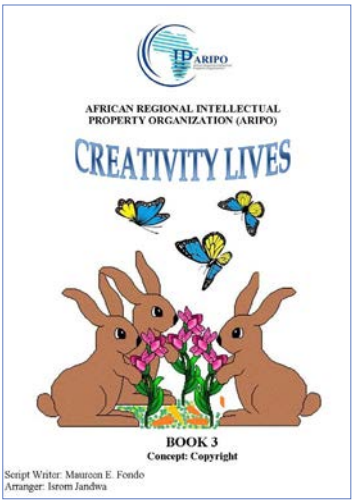
The dice game

This game for two to four players aims to teach children about copyright and related rights. Players take turns to throw a six-sided dice and move their color-coded counter the relevant number of squares along the board. The squares contain copyright and related rights terms or messages that the player will learn about until they reach the apex point at square 76.

The timed word puzzle

Another tool is the timed word puzzle. Again, this teaches players about copyright and related rights. Each player is expected to identify and circle as many words as possible within four minutes. There are 45 words in the puzzle and the player who finds the most words is the winner.





Cartoon books

Three cartoon-based short story books on IP for children have been produced and will be published soon.

24th Zimbabwe Junior Parliament Session and African Child Commemorations

In support of a Zimbabwean Government program that is seeking to promote the uptake of science and arts subjects, ARIPO took part in the 24th Junior Parliament Session and the African Child Commemorations on June 18, 2016, in Harare. Awareness-raising tools were distributed to the participating children.

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