



Promoting Intellectual  
Property Rights in the  
ASEAN Region

# Awareness Campaigns in the European Union

Claire Castel | 29 April 2021



Funded by the European Union



This Project is funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)

# AWARENESS IS A COLLABORATIVE EFFORT.... .....THE OBSERVATORY IS A NETWORK

- All EU **Member States**
- 68 European and international **private sector** associations representatives
- 6 consumers and **civil society** representatives
- 5 **MEPs**
- **European Commission:** DG GROW, DG TRADE, DG TAXUD, OLAF, DG CNECT, DG AGRI, JRC, DG EAC, DG SANTE, DG JUST and Eurostat
- **Council of the EU:** CCWP
- **EU agencies:** EUROPOL, EUROJUST, CEPOL, CPVO
- **International organisations:** EPO, EAO, OECD, INTERPOL, UNICRI, WCO, WTO, WIPO, ITU



## OBSERVATORY GOALS

Strengthening the Network

Provide facts and evidence to support effective policies

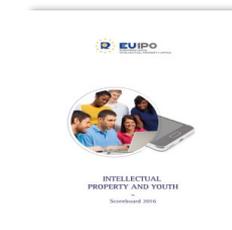
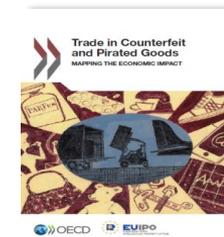
Create tools and resources to sharpen the fight against IP infringement

Raise awareness of the importance of IP and of the negative effects of counterfeiting and piracy

International Cooperation

# STEP 1: DEFINE MESSAGES ...AND KNOW YOUR AUDIENCES

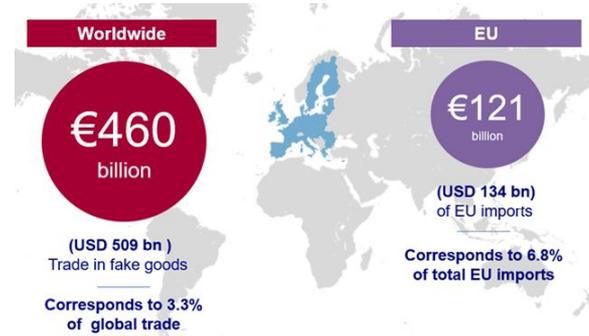
- **Positive narrative** IP contribution to economy, IP bundles, high-growth firms and perception studies (SME scoreboard, Youth)
- **Negative impact**, cost of infringement: quantification studies and collaboration **OECD**
- **Negative impact** on consumers (dangerous goods)= renewed interest now in COVID time
- Analysing infringing **business models, trends**



## STEP 1: DEFINE MESSAGES ....KNOW YOUR AUDIENCES....

### AND KNOW YOUR AUDIENCES

Have key reliable data



Bring human/emotional messages (Case studies, interview partners)

Importance of story-telling

AND KNOW YOUR  
AUDIENCES

- WHEN ?            RELEVANT CONTEXT AND SYNERGIES
- WHAT ?            NEWSWORTHY, STORY
- WHO?            AMBASSADORS, INSPIRING SPEAKERS
- BUDGET versus EXPECTED RESULTS**

## STEP 2: CHOOSE YOUR BATTLES

☐ TRADITIONAL MEDIA

☐ SOCIAL MEDIA



☐ ONLINE (WEB)

[www.ideaspowered.eu](http://www.ideaspowered.eu)

☐ EVENTS (Virtual)



Branding is key...



## World anti-counterfeiting day: 8 June 2021



### Focus on :

- Online infringement (counterfeit goods and piracy)
- Unfair competition & damages to legitimate business
- Help consumers when shopping/consuming online  
(*a press release, an infographic, a video, partners*)

# SUCCESS STORIES: PAN-EUROPEAN MEDIA CAMPAIGNS

2018

1456 clippings

Over 420 million people

Over 2,800,000 euros

2019

1463 clippings

Over 750 million people

Over 4,000,000 euros

2020

- 775 online
- 158 print
- 96 radio
- 4 TV

1033 clippings

Over 1,500 million people

27 EU Countries Targeted, including:

• France	• Italy	• Sweden
• Germany	• Poland	• Finland
• Spain	• Belgium	• Austria
	• Netherlands	• Czech Republic
	• Portugal	• Slovakia
	• Ireland	• Estonia
	• Denmark	

• AVE reached in total:  
8,272,2743 €

Over 8,720,000 euros

# SUCCESS STORY: SOCIAL MEDIA AND

## INFLUENCERS



**ideas powered**  
@IdeasPowered

Home  
About  
Posts  
Photos  
Videos  
Groups  
Community  
Events

**Posts**

**Ideas Powered**  
Alicante, Spain  
2<sup>nd</sup> and 3<sup>rd</sup> July  
Apostrophe IP Logo

What are the top 5 most terrifying inventions in the world? 🤖 Visit our Instagram Stories today to find out.  
Remember, Intellectual Property is like a ghost 👻, just because you cannot see it, doesn't mean you shouldn't believe in it 😊  
<https://www.instagram.com/ideas.powered/>

**Ideas Powered Youth Workshop 2018**  
Alicante, Spain  
2<sup>nd</sup> and 3<sup>rd</sup> July  
Apostrophe IP Logo

**Our Story**  
EUIPO is the European Union Intellectual



## Workshop 5 sessions

### 1<sup>st</sup> Introduction to IP (case studies)

## Sharing experiences related to IP



4 groups with 4  
“ambassadors”

Digital content  
& Technology

Fashion &  
Social media

Creative  
arts

Entrepreneurship



## Workshop 5 sessions

3<sup>rd</sup> Guest speaker (Marcin Olender from



5<sup>th</sup> Creation of elevator pitch concerning awareness activities



4<sup>th</sup> Q&A with IP lawyer in regards to past experiences

## 2 days, 1 stage & 4 panel discussions



Expert from Customs

[https://youtu.be/WIMVSBgJtlk.](https://youtu.be/WIMVSBgJtlk)

## Highest ever profile of participants

- Combined total of 728,850 Instagram Followers and 2,735,980 YouTube Subscribers
- Pan European Coverage
  - 47 participants attended with all 28 EU Member States successfully represented
- More interaction on social media than ever before
  - 40 of the 47 participants publically posted on social media during and after the event, much more than previous editions
  - Increased number of IP-related posts
  - 422 new followers were added across the days of the event, representing three times the usual growth rate

## Sample posts from participants



Translation:

*We have already learned a lot about intellectual property and how we are affected when it is not respected. The first thing I understand is that we, the ones who have a blog, vlog, or a company that produces something, do not know our rights very well, but we mostly do not use them. We are afraid to claim our rights. And that's sad. So I decided to get a lot more involved in this topic and I would try to bring as much information as possible to you and my industry colleagues as much as possible. #ideaspowered #euipo*

Name: Laura Musuroaea

Country: Romania

## Sample posts from participants



 andrejssemelevs • Follow  
Zagreb, Croatia

andrejssemelevs АВТОРСКИЕ ПРАВА / COPYRIGHTS   
Часть 2

В этой части я решил рассказать о том, как обезопасить себя и свою деятельность и свои идеи от данных ситуаций

1. Считаю, что это один из самых важных пунктов!!!  
Если у тебя появилась идея, план на какой либо проект или ещё что-то, чего ещё нет, то никому не рассказывай!!!! Ты никогда не можешь знать, что может быть у того человека, кому ты расскажешь в голове и что он будет делать, когда завтра проснётся ты это тоже не знаешь!  
Как я всегда говорю, счастье любит

418 likes  
3 DAYS AGO

Log in to like or comment. 

Name: Andrej Ssemelevs

Country: Latvia

Translation:

*In this part, I decided to talk about how to protect myself and my activities and ideas from these situations.*

*1. I think that this is one of the most important points !!!  
If you have an idea, a plan for any project or something else that is not there, then do not tell anyone !!!!  
You can never know what could be the person to whom you tell in your head and what he will do when he wakes up tomorrow, you also do not know! As I always say, happiness loves silence  
You can talk, but I consider only those to whom your trust lies on **you** or those with whom you are going to embody this idea!*

*2. Official registration of the idea and all the details associated with it.  
It is worth the money and big, but for the fact, you can be sure that **YOUR CASE IS PROTECTED!***

*3. Contracts and contracts!  
I consider this a mandatory part of any project, work, etc. (especially if you are a public person or some kind of media person)  
Having signed a contract, neither party has the right to violate it. **BUT!** Before signing, be sure to carefully read it.  
Since there have been situations in which small moments or somewhere at the end mentioned moments that may later lead to trouble!*

*4. Lawyer  
Have a close or a very good lawyer!  
Also one of quite a few important points.  
Since solving such complex issues alone is not easy  
Must be a professional nearby*

*Perhaps these are the four most important facts that must be observed!*

## Sample posts from participants



Name: Tomas Brngal

Country: Slovakia



Name: Topi Leikas

Country: Finland



Name: Zoë Daniel

Country: UK

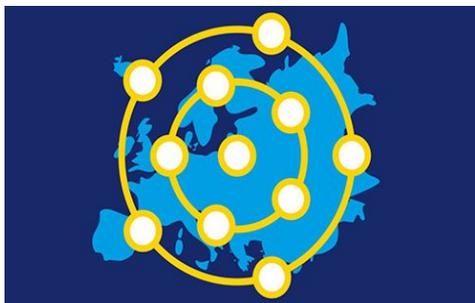


## FASHION SHOWS... ATHENS 2019



VIDEO

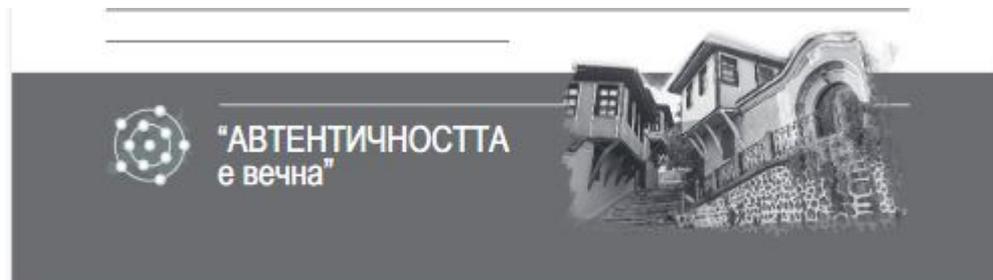




**Authenticity** : European Cooperation project aiming at creating a network of European cities engaged to be active in creating awareness on IP and enforcement

These cities are going to be engaged in a proactive way in the fight against counterfeiting, with the encouragement of the National IP Offices







## International IP Enforcement Summit

- 4<sup>th</sup> edition: Virtual Stockholm 22-23 June 2021
- Partners: European Commission, Swedish Patent Office
- Objective/format: online gathering of the IP enforcement community, balance of strategic overviews, panels and break out sessions, counterfeiting and piracy
- Theme: cooperation with intermediaries, LEA and RH, environmental concerns

[International IP Enforcement Summit 2021  
\(europa.eu\)](https://europa.eu)

SWEDISH  
INTELLECTUAL  
PROPERTY OFFICE **PRV**



# AWARENESS ACTIVITIES RESULTS AND IMPACT



## REACH VOLUME: GENERAL CONSUMERS



**7%**  
**9%**  
Consumers who buy counterfeit goods intentionally

**10%**  
**11%**  
Consumers who download from illegal sources

**27%**  
**25%**  
Consumers who pay for legal content

**35%**  
**38%**  
Consumers who wondered whether a product was genuine

**24%**  
**24%**  
Consumers who wonder whether a source was legal

Year

2017

2018

2019

2020

Type of Financing

DIRECT

EU COOP

GRANT

Quarter

1

2

3

4

Reach and First Country Code by Type of Addressee, Latitude and Longitude

Type of Addressee ● CONSUMERS ● KIDS AT SCHOOL ● TEACHERS (& FUTURE) ● YOUTH



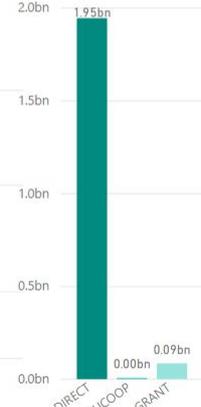
Reach by Type of Channel



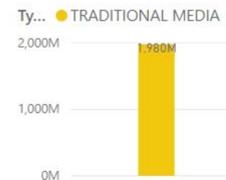
Reach by Type of Channel



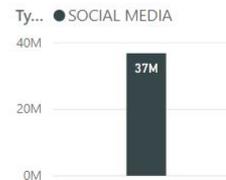
Reach by Type of Financing



Reach by Type of Channel



Reach by Type of Channel



**2,035M**

REACH (TOTAL)

**2,021M**

REACH (ONLY EU)

**393%**

RATE

**447M**

EU POPULATION TOTAL



# AWARENESS ACTIVITIES RESULTS AND IMPACT

## REACH VOLUME: YOUNGSTERS



**13%**  
Youth Buy Counterfeit Goods Online Intentionally

**21%**  
Youth Use Illegal Digital Content Intentionally

**65%**  
Youth Do NOT Buy Counterfeit Goods Online

**51%**  
Youth Do NOT Use Illegal Digital Content

**6%**  
Youth unable to distinguish fakes

**13%**  
Youth unable to distinguish illegal content

Year

- 2017
- 2018
- 2019
- 2020

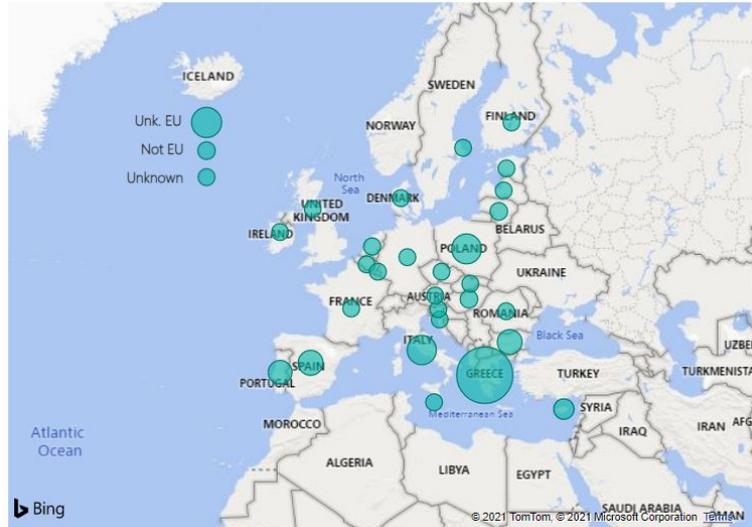
Type of Financing

- DIRECT
- EUCOOP
- GRANT

Quarter

- 1
- 2
- 3
- 4

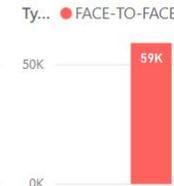
Reach, First Type of Addressee and First Country by Latitude and Longitude



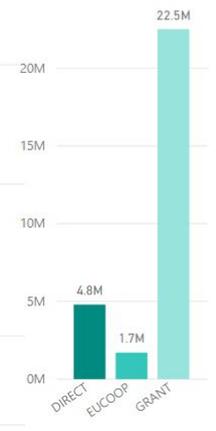
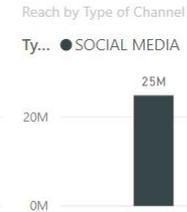
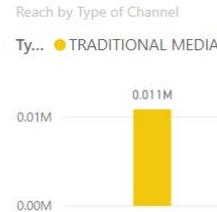
Reach by Type of Channel



Reach by Type of Channel



Reach by Type of Financing



**29.0M**

REACH (TOTAL)

**26.5M**

REACH (ONLY EU)

**48%**

RATE

**47.7M**

POPULATION YOUNGSTERS



# AWARENESS ACTIVITIES RESULTS AND IMPACT

## REACH: QUALITY

**TRADITIONAL MEDIA: % Reach in Tier 1**

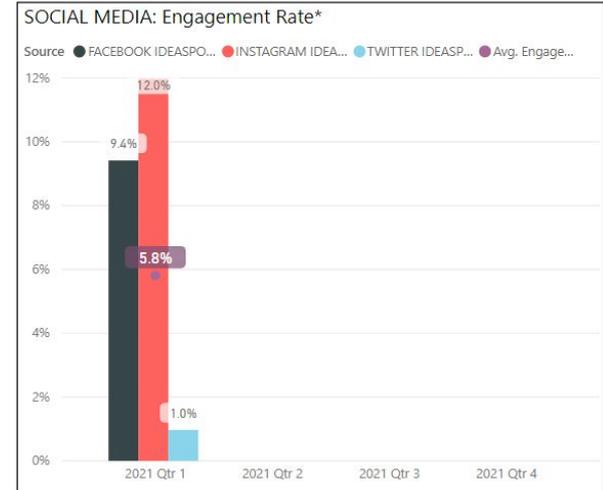
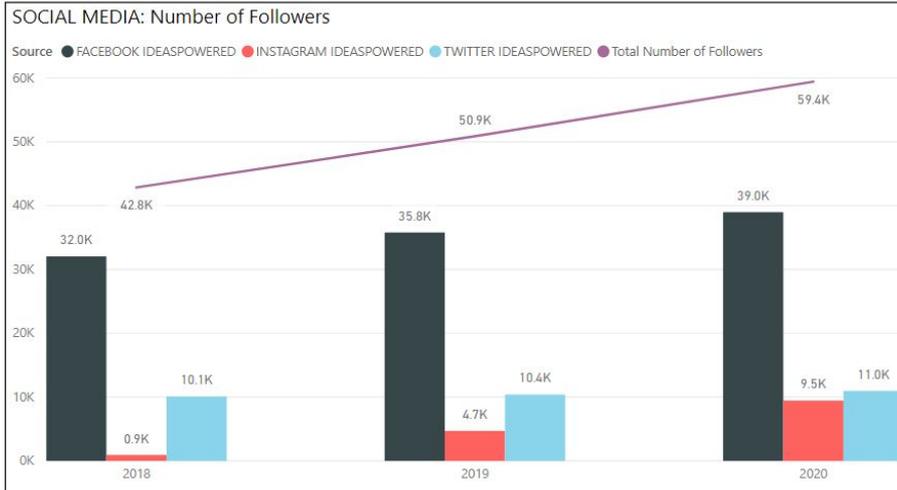
Channel	2018	2019	2020	2021	Total
TV		100%	100%		<b>100%</b>
PRESS ONLINE	20%	77%	92%		<b>81%</b>
RADIO	43%	46%	83%		<b>67%</b>
PRESS PRINTED	17%	54%	43%		<b>50%</b>
<b>Total</b>	<b>20%</b>	<b>74%</b>	<b>91%</b>		<b>79%</b>

**ONLINE TOOLS: Not Bounce rate**

Source	2018	2019	2020	2021	Total
EUIPO ORPHANWORKS WEBSITE		96%	95%	98%	<b>95%</b>
EUIPO AGORATEKA WEBSITE	92%	44%	50%	52%	<b>61%</b>
IDEASPOWERED@SCHOOL WEBSITE		48%	56%	53%	<b>52%</b>
IDEASPOWERED WEBSITE	39%	39%	35%	29%	<b>37%</b>
EUIPO OBSERVATORY WEBSITE	24%	26%	25%	18%	<b>24%</b>
<b>Total</b>	<b>27%</b>	<b>28%</b>	<b>27%</b>	<b>20%</b>	<b>27%</b>

**EVENTS: Satisfaction rate**

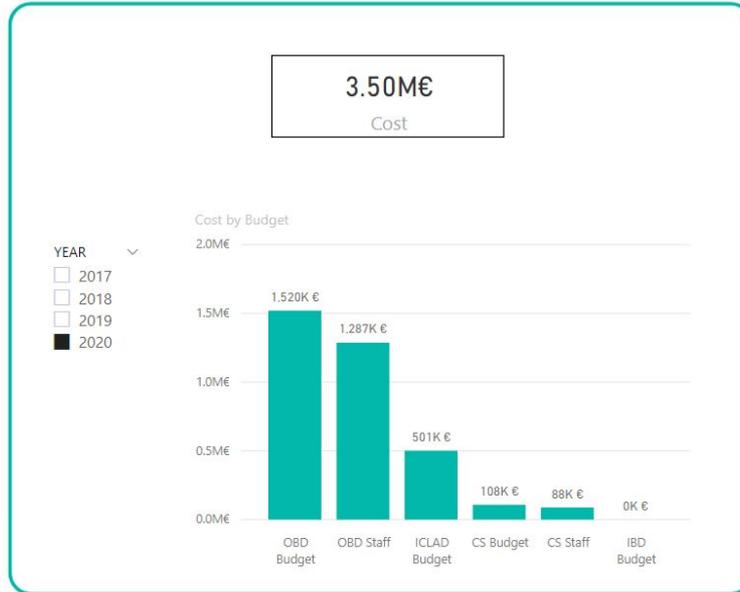
Event	2017	2018	2019	2020	2021	Total
0507 OBS IP in Education Network Meeting				100%		<b>100%</b>
1106 OBS IP in Education network meeting				100%		<b>100%</b>
How to use Intellectual Property to boost your business - IP conference for SMEs			97%			<b>97%</b>
Teachers training pilot in Bucarest			99%			<b>99%</b>
<b>Total</b>			<b>98%</b>	<b>100%</b>		<b>99%</b>



\*Reach of Instagram stories neutralized

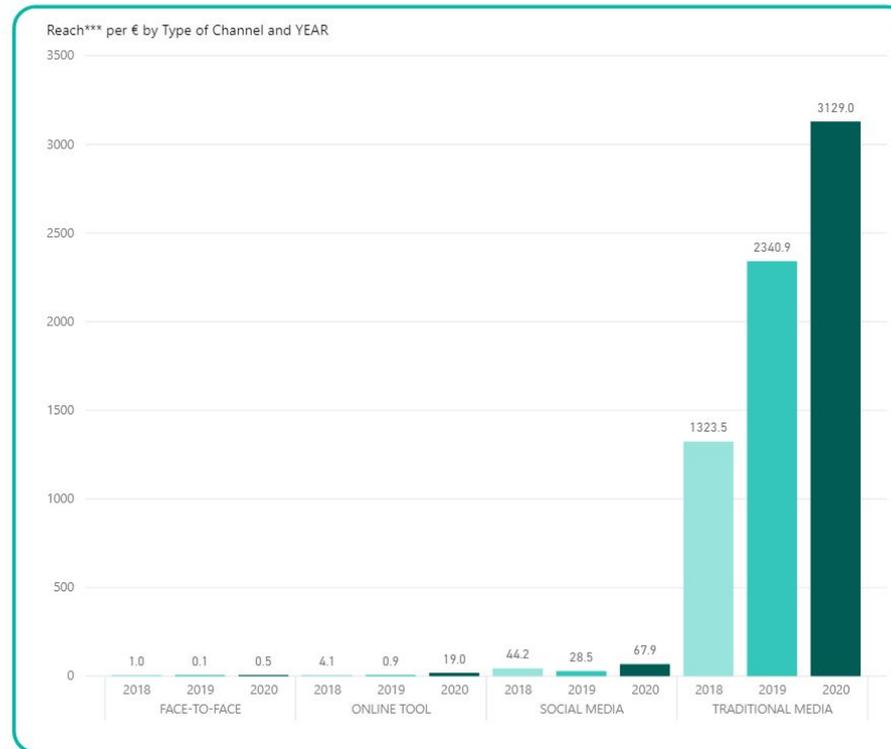
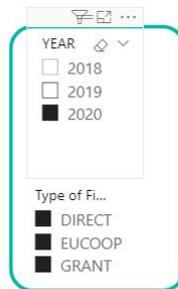
# AWARENESS ACTIVITIES RESULTS AND IMPACT

## REACH COSTS AND EFFICIENCY\*



# AWARENESS ACTIVITIES RESULTS AND IMPACT

## REACH EFFICIENCY PER TYPE OF CHANNEL\*\*\*



\*\*\* ONLY DIFFUSION COSTS, SME AREA EXCLUDED



ARISE+

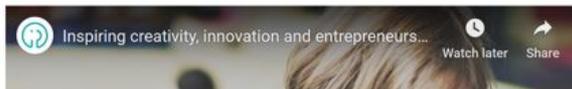
# IP in Education: Ideas powered@school



IDEASPOWERED@SCHOOL

IP AWARENESS DAY

TEACHER TRAINING





**[www.ariseplusipr.eu](http://www.ariseplusipr.eu)**

**Twitter: @EUIPcooperation**

**Facebook: EUIPcooperation**

**LinkedIn: EUIPcooperation**

**YouTube: EUIPcooperation**

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**THANK YOU**



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