Awareness Campaigns in the European Union

Claire Castel | 29 April 2021

Promoting Intellectual Property Rights in the ASEAN Region
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....

- Have key reliable data
- Bring human/emotional messages (Case studies, interview partners)
- Importance of story-telling
STEP 1: DEFINE MESSAGES ....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
- 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
- AVE reached in total: 8,272,274 €

27 EU Countries Targeted, including:
- Italy
- Poland
- Belgium
- Netherlands
- Portugal
- Ireland
- Denmark
- Sweden
- Finland
- Austria
- Czech Republic
- Slovakia
- Estonia

Over 8,720,000 euros
Over 750 million people
Over 8,720,000 euros
Over 4,000,000 euros
Over 420 million people
SUCCESS STORY: SOCIAL MEDIA AND INFLUENCERS
Ideas Powered Youth Event 2019 at LEAP SUMMIT

Workshop 5 sessions

1st 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

3rd Guest speaker (Marcin Olender from Google)

4th Q&A with IP lawyer in regards to past experiences

5th Creation of elevator pitch concerning awareness activities
Ideas Powered Youth Event 2019 at LEAP SUMMIT

2 days, 1 stage & 4 panel discussions

Expert from Customs

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
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
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 💯 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
SUCCESS STORY: EVENT

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
CERTIFIED AUTHENTICITIES: SOFIA (NOVEMBER 2020) & PLOVDIV (DECEMBER 2020)
International IP Enforcement Summit

- 4th 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)
AWARENESS ACTIVITIES RESULTS AND IMPACT

REACH: QUALITY

TRADITIONAL MEDIA: % Reach in Tier 1

<table>
<thead>
<tr>
<th>Channel</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>Total</th>
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<tbody>
<tr>
<td>TV</td>
<td>100%</td>
<td>100%</td>
<td></td>
<td></td>
<td>100%</td>
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<tr>
<td>PRESS ONLINE</td>
<td>20%</td>
<td>77%</td>
<td>92%</td>
<td>81%</td>
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<tr>
<td>RADIO</td>
<td>43%</td>
<td>48%</td>
<td>87%</td>
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<tr>
<td>PRESS PRINTED</td>
<td>11%</td>
<td>54%</td>
<td>41%</td>
<td>50%</td>
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<td>Total</td>
<td>20%</td>
<td>74%</td>
<td>91%</td>
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ONLINE TOOLS: Not Bounce rate

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<th>2021</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>EUPO ORPHANWORKS WEBSITE</td>
<td>96%</td>
<td>93%</td>
<td>98%</td>
<td></td>
<td>95%</td>
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<tr>
<td>EUPO AGORATIMA WEBSITE</td>
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<td>44%</td>
<td>50%</td>
<td>52%</td>
<td>61%</td>
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<tr>
<td>IDEASPWRPOWERED SCHOOL WEBSITE</td>
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<td>50%</td>
<td>53%</td>
<td>52%</td>
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<tr>
<td>IDEASPWRPOWERED WEBSITE</td>
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<td>39%</td>
<td>35%</td>
<td>29%</td>
<td>37%</td>
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<tr>
<td>EUPO OBSERVATORY WEBSITE</td>
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<td>26%</td>
<td>25%</td>
<td>18%</td>
<td>24%</td>
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<tr>
<td>Total</td>
<td>27%</td>
<td>28%</td>
<td>27%</td>
<td>20%</td>
<td>27%</td>
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EVENTS: Satisfaction rate

<table>
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<tr>
<th>Event</th>
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<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>Total</th>
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<tr>
<td>0507 OBS IP in Education Network Meeting</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>100%</td>
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<tr>
<td>1316 OBS IP in Education network meeting</td>
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<tr>
<td>How to use Intellectual Property to boost your business - IP conference for SMEs</td>
<td>97%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>97%</td>
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<tr>
<td>Teachers training pilot in Bucarest</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>99%</td>
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<tr>
<td>Total</td>
<td>98%</td>
<td>100%</td>
<td>100%</td>
<td></td>
<td></td>
<td>99%</td>
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SOCIAL MEDIA: Number of Followers

<table>
<thead>
<tr>
<th>Source</th>
<th>2016</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
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<tbody>
<tr>
<td>FACEBOOK IDEASPWRPOWERED</td>
<td>52.6K</td>
<td>42.8K</td>
<td>56.9K</td>
<td>59.9K</td>
<td></td>
</tr>
<tr>
<td>INSTAGRAM IDEASPWRPOWERED</td>
<td></td>
<td>8.9K</td>
<td>10.1K</td>
<td>15.8K</td>
<td>39.0K</td>
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<tr>
<td>TWITTER IDEASPWRPOWERED</td>
<td></td>
<td>4.7K</td>
<td>10.4K</td>
<td>10.4K</td>
<td>9.5K</td>
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<tr>
<td>Total Number of Followers</td>
<td>52.6K</td>
<td>42.8K</td>
<td>56.9K</td>
<td>59.9K</td>
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SOCIAL MEDIA: Engagement Rate*

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<tr>
<th>Source</th>
<th>2021 Qtr 1</th>
<th>2021 Qtr 2</th>
<th>2021 Qtr 3</th>
<th>2021 Qtr 4</th>
<th>Avg. Engagement</th>
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</thead>
<tbody>
<tr>
<td>FACEBOOK IDEASPWRPOWERED</td>
<td>12.0%</td>
<td>12.0%</td>
<td>12.0%</td>
<td>12.0%</td>
<td>12.0%</td>
</tr>
<tr>
<td>INSTAGRAM IDEASPWRPOWERED</td>
<td>5.8%</td>
<td>5.8%</td>
<td>5.8%</td>
<td>5.8%</td>
<td>5.8%</td>
</tr>
<tr>
<td>TWITTER IDEASPWRPOWERED</td>
<td>9.4%</td>
<td>9.4%</td>
<td>9.4%</td>
<td>9.4%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Avg. Engagement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9.4%</td>
</tr>
</tbody>
</table>

*Reach of Instagram stories neutralized
AWARENESS ACTIVITIES RESULTS AND IMPACT

REACH COSTS AND EFFICIENCY*

3.50M€
Cost

Reach per Euro by YEAR

Cost per Reach (in € Cents) by YEAR

* ALL CREATION AND DIFFUSION COSTS
AWARENESS ACTIVITIES RESULTS AND IMPACT

REACH EFFICIENCY PER TYPE OF CHANNEL***
www.ariseplusipr.eu
Twitter: @EUIPcooperation
Facebook: EUIPcooperation
LinkedIn: EUIPcooperation
YouTube: EUIPcooperation

Promoting Intellectual Property Rights in the ASEAN Region

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

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