

CALL FOR PROPOSALS N° GR/001/17

Support for awareness raising activities about the value of intellectual property (IP) and the effects of counterfeiting and piracy

COMPENDIUM 2017

Introduction

The present publication is dedicated to the projects awarded in 2017 under the call for proposals No°GR/001/17 'Support for awareness raising activities about the value of IP and the effects of counterfeiting and piracy.'

The Compendia are part of the Office's contribution to a better dissemination of information about ongoing projects and networking among project coordinators. The projects are divided into three lots:

Lot 1: Reaching children through educational activities for schools

Lot 2: Reaching young people

Lot 3: Reaching policy and decision makers

In the Compendia you will find a short description of each project and the contact details of the beneficiary and coordinating organisations. Please also note that project descriptions included in this compendium are provided by the applicants at the application stage.

The present compendium reflects the state of projects at the end of the selection stage, which means that data such as duration, coordinators or contact details may change during the project's lifetime. Please also note that project descriptions included in this compendium are provided by the applicants at the application stage. For further updated information please use the contact details indicated.

19 projects were selected under this call. The compendium gives you a brief overview of the aims and objectives. These projects have an average term of 12 months.

In order to complete the picture, below you will find a brief overview of the aims and objectives of the call.

The call for proposals aims to raise awareness about the benefits of intellectual property as well as the damage caused by IP rights infringement.

The specific objectives of the call are to:

- 1) increase knowledge of the value of IP as a tool to protect creativity and innovation by providing concrete and objective knowledge about IP in this context and increasing knowledge of the damage arising from IP infringement;
- 2) engage priority audiences on these issues taking into account relevant leverage possibilities and especially how audiences expect to be addressed on these questions (non-patronising, objective and neutral) with the view to changing behaviour and reducing the appeal for counterfeiting and piracy.

Through this call, the Office expects to:

- reach the identified targets;
- engage relevant influencers such as bloggers and artists or multipliers such as media, public authorities or youth associations, to reach the target audiences through a clearly defined process;
- ensure the sustainability and scalability of the results of the project.

Table of Contents

LOT 1	6
REFERENCE:	162 — IT 6
TITLE:	PEERS SAY NO — peer recommendations for a more respectful attitude towards IP 6
REFERENCE:	165 — PT 8
TITLE:	BRAIN IDEas..... 8
REFERENCE:	174 — DE 10
TITLE:	Originale gestalten Zukunft / Shape the future with originals..... 10
REFERENCE:	178 — DK..... 12
TITLE:	Nudges promoting respect for IP (NUDGEIP)..... 12
REFERENCE:	194 — NL 14
TITLE:	Building Awareness of Copyright at School (BA©AS) 14
REFERENCE:	213 — SI..... 16
TITLE:	In Case You Didn't Know 16
REFERENCE:	241 — BG..... 18
TITLE:	Imagination Made Real 18
LOT 2	20
REFERENCE:	77 — IT..... 20
TITLE:	THEOREM — youTH intEllectual prOpeRty Education prograM 20
REFERENCE:	154 — PT 22
TITLE:	Cascais Get Real..... 22
REFERENCE:	222 — PL..... 24
TITLE:	Culture on View 24
REFERENCE:	231 — BG..... 26
TITLE:	Imagination Legal Protection of IP: Who Needs It? Why? 26
REFERENCE:	243 — IT 28

TITLE:	Engage the Society on the Rights of Intellectual Property	28
REFERENCE:	245 — IT	30
TITLE:	IP at 360°	30
REFERENCE:	259 — BG.....	32
TITLE:	EYE (European Youth Empowerment) ‘You Are an Author too! And You Can Benefit from it!’	32
LOT 3		34
REFERENCE:	168 — BE	34
TITLE:	High-level conference ‘A balanced approach to copyright law for Higher education and research in Europe and beyond – How to address rights, effective protection and quality?’ <i>Conference in Brussels, 11/04/2018</i>	34
REFERENCE:	187 — IT	36
TITLE:	Invention-Disclosure-Evolution-Ability (IDEA) FORUM, <i>ROME IDEA FORUM: May 2018 & Poland — Foundation Institute for Eastern Studies: 5-7 September 2018</i>	36
REFERENCE:	221 — FR	38
TITLE:	European Forum of IP, <i>Paris, 5-6 April 2018</i>	38
REFERENCE:	236 — BG.....	40
TITLE:	3P for IP: Public-Private Partnership in favour of IPR Enforcement <i>Conference in Sofia, June 2018</i>	40
REFERENCE:	240 — PL.....	42
TITLE:	International Content Protection Summit — Warsaw 2018.....	42

LOT 1

REFERENCE: 162 — IT

TITLE: PEERS SAY NO — peer recommendations for a more respectful attitude towards IP

DESCRIPTION: The aim of the project PEERS SAY NO is to provide schools and teachers with didactic tools, an innovative work methodology based on peer education techniques, specific competencies and a good awareness of the matter as part of the civic education programme in the Italian school system.

The voice of consumer organisations is perceived as reliable, impartial and close to people's needs and interests. Suggestions on how to purchase goods and services in a safe and really cost-effective way are often welcome and heard. Since 1987, Adiconsum has carried out successful information campaigns to encourage a conscious and socially responsible approach to consumer spending.

These concepts should be introduced early in the education process, as part of the citizenship programme, to create awareness and to build up a solid basis of respect for IP in the same way as we build respect for other people, private property, human and civil rights and law and social rules.

Students will be encouraged to reflect on the creation processes of their favourite cartoons and heroes, on the importance of industrial and scientific patents and appreciate the huge amount of work and risky investments that research teams need to make: for example, what was the average life expectancy before the invention of medicine? They will be encouraged to take part in a creative labs and to produce peer to peer education works, whose acknowledgement of paternity (also dealing somehow with IP) may led them to fame and personal satisfaction during the course of the project's campaign.

Both theoretical education (delivered in a user-friendly way) and practical training (learning by doing) will deliver the distinctive aspects of copyright compliant sources needed to access, download, use and reproduce the content they love. The main online tools and services will be explained in detail, by pointing out their differences and legal issues, showing revenue mechanisms for their providers and the existence of criminal organisations in the control chain of piracy and counterfeiting. Among them, for example, stream-ripping, the process of turning music and video on the internet into files, which is now the 'fastest growing form of piracy' on the web and is increasingly used by young people (namely teenagers).

Target groups are:

- primary and lower secondary schools (students aged between 6 and 15).

ORGANISATION: Associazione Difesa Consumatori e Ambiente

Largo Alessandro Vessella, 31

Rome 00199

Italy

PARTNERS: Skuola Network Srl

CONSUMEDIA SCARL

ISTITUTO COMPRENSIVO 'VIA PIETRO ANTONIO MICHELI'

APPROVED BUDGET: EUR 59 866.50

MAXIMUM GRANT: EUR 60 000

PROJECT DURATION: 12 months

REFERENCE: 165 — PT

TITLE: BRAIN IDEas

DESCRIPTION: ‘BRAIN IDEas’ is a project that will be promoted by DECO — the Portuguese Association for Consumer Protection — that aims to raise awareness of the value of intellectual property (IP) and the damage caused by IP rights infringement and to increase young people’s knowledge and respect for IP, not only as consumers but also as creators. Ultimately, the project aims to change behaviour and decrease interest in counterfeiting and piracy.

DECO will develop an interactive online quiz that teachers can use in school awareness sessions as a tool to promote the benefits of IP and the damage caused by IP infringement.

The proposed action will target primary level students (aged between 10 and 14 approximately) and it will be developed and implemented in accordance with the Children’s Narrative, which will be provided by the European Union Intellectual Property Office (EUIPO).

DECO’s aim is to engage children and to make them think about the value and importance of IP, not just from the consumer’s point of view but also from the creator’s, making them aware of the consequences of not respecting one’s own and others’ ideas. The project’s name, ‘BRAIN IDEas’, reflects the ability that every child has to produce new ideas and to create something of their own; furthermore, as owners of ideas they must learn how to protect them and also how to respect the ideas of others. IP is everywhere and it is important that children understand the value of IP in today’s society.

The interactive online quiz will empower children with the knowledge of how they can protect creativity, innovation and entrepreneurship.

Target groups are:

- as a priority: school children (primary level – between 10 and 14 years approximately);
- teachers (primary level);
- stakeholders.

ORGANISATION: Portuguese Association for Consumer Protection (DECO)

Rua da Artilharia Um, 79-4º

1269-160 Lisbon

Portugal

PARTNERS: N/A

APPROVED BUDGET: EUR 45 935.20

MAXIMUM GRANT: EUR 60 000.00

PROJECT DURATION: 11 months

REFERENCE: 174 — DE

TITLE: Originale gestalten Zukunft / Shape the future with originals

DESCRIPTION: This project aims not only to make young people aware of the importance of IP at an early stage, but also to raise their awareness of its value and to inform them about the consequences of abuse.

Due to the rapid development of technology and especially digital media, it is increasingly easy to copy and distribute originals. As a result, distinguishing the original from a forgery is often difficult for consumers and the easy access to these counterfeits reduces awareness of the value of IP even further. Whether consumers order products by well-known brands online, strike a bargain on holiday or watch films via streaming services — the choice of a product is often determined by its price rather than whether your bargain might be a poor or pirated copy. At the same time, children and young people in particular benefit from the advantages of digitalisation and the increasing prevalence of new media.

Schools, in particular, provide an ideal environment for disseminating sensitising measures to the target group. This is achieved by compact 90-minute, interdisciplinary teaching modules and intensive project days within class. Furthermore, the accumulated experience from teaching units and project days will be compiled in a training book and distribution concept and passed on to schools throughout Germany via the State institutes for school development in teacher training.

To ensure the project's public impact, communication channels to stakeholders in both politics and business will be implemented and social media formats will be developed for the target group itself.

To raise awareness among children and adolescents of the protection of IP, specific learning scenarios are utilised. During these scenarios, the target group will be sensitised to the value of IP by experiencing the long way from an idea to the marketable product, enabling them to reflect on their own way of dealing with IP.

Target groups:

- teachers from a wide range of subjects will be addressed as multipliers;
- secondary school students (Classes 5-12) throughout Germany;
- stakeholders in politics and business (using a highly focused communication strategy);

- young people (via Facebook).

ORGANISATION: Förderverein für Jugend und Sozialarbeit e. V. (fjs e. V.)

Marchlewskistr 27

Berlin 10243

Germany

PARTNERS: Aktionskreis gegen Produkt- und Markenpiraterie e. V. (APM)

APPROVED BUDGET: EUR 47 760.00

MAXIMUM GRANT: EUR 60 000

PROJECT DURATION: 12 months

REFERENCE: 178 — DK

TITLE: Nudges promoting respect for IP (NUDGEIP)

DESCRIPTION: The aim of the project, run by RettighedsAlliancen, is to raise awareness of the benefits of IP. More specifically, NUDGEIP targets children in secondary school with an overall objective to promote respect for IP online through blocking illegal sites and with educational materials.

NUDGEIP's awareness campaign consists of behavioural design activities that include blocking illegal sites. Furthermore, it draws on knowledge from a prior awareness campaign 'Share with Care' (www.sharewithcare.dk), sponsored and developed by RettighedsAlliancen (the Danish 'Rights Alliance') in collaboration with the Danish Ministry of Culture and the Telco Industry since 2012.

The concept is based on technology that can be integrated into a school's internet system/network, rendering it possible to block illegal sites (illegal by court orders) and detect the extent of illegal activities. By implementing educational activities in the blockings, NUDGEIP builds on best practice from the 'Share With care' campaign, using the same list of illegal sites to filter the traffic on the school's network (the list of infringing sites is restricted to sites ruled illegal by Danish courts). NUDGEIP also uses the same concept of activating a blocking sign when someone tries to access one of the listed sites from the school's network.

To be sustainable the blocking activity needs supporting educational activities, which NUDGEIP will provide along with the blockings. When trying to access an illegal site, the student will reach an educational platform instead; this is the ideal moment to seize the attention of the target engaged in an 'illegal action.' By utilising the short moment of attention, we can explain that the site is illegal, why it is illegal and work on the opportunity of guiding them to other, legal sites. At the beginning of 2018 the 'Share with Care' campaign will introduce new search tools that will make it possible to search for specific titles and see instantly where it is possible to find them legally. This tool will also be important in the communication of NUDGEIP.

Finally, online activity will be backed up by traditional classroom teaching, based on materials provided by NUDGEIP, making it easy for teachers to be on top of the 'digital' situation. The educational materials on the web page as well as the materials for classroom teaching will be developed in collaboration between behavioural scientists (iNudgeyou), a publisher specialised in educational material (Alinea) and the applicant (RettighedsAlliancen).

Target groups:

- primary schools (children aged 12-17, i.e. tweens/teenagers);
- school administrations and teachers.

ORGANISATION: RettighedsAlliancen
Vesterbrogade 15, 1.
1620 København V
Denmark

PARTNERS: N/A

APPROVED BUDGET: EUR 59 800.00

MAXIMUM GRANT: EUR 60 000.00

PROJECT DURATION: 12 months

REFERENCE: 194 — NL

TITLE: Building Awareness of Copyright at School (BA©AS)

DESCRIPTION: The general objective of the project is to address several copyright issues that are even relevant to very young children, as most of them are already capable users of the internet and social media.

Each lesson starts with a funny video of the ever resourceful ‘vlogger Tobias,’ who is confronted with copyright issues when putting his next awesome idea into practice. Teachers can use the video to spark off a classroom discussion about the purpose and usefulness of copyright. The programme ‘Dossier Auteursrecht’ consists of six lessons (one hour each) and is intended for 7th and 8th graders (aged 10-13).

Nearly all Dutch teachers, according to MediaMasters, pay attention to media literacy in the classroom. A large majority of teachers indicate that MediaMasters make a positive contribution to learning about using media wisely, both at home and at school.

The most relevant topic is said to be ‘cyberbullying’, but copyright is also pointed out as relevant. Copyright as such is a rather difficult subject to fit in the educational programme, but the attention for media literacy has proven to be a good opportunity to enhance respect for creative makers and their copyright.

The Federation has chosen a positive approach to the subject: copyright is of interest to the pupils as creative authors. Children aged between 10 to 13 years old can understand the basic rules of copyright and are receptive to its underlying values. They can learn about the need to respect creative makers and their work, both as authors and as users of creative content made by others. For children this age, ‘profile rights’ is an important aspect in the issue of cyberbullying and abuse of their profiles in social media.

Target group:

- children aged 10 to 13 years old.

ORGANISATION: Stichting Federatie Auteursrechtbelangen

(Dutch copyright Federation)

Lange voorhout 86/12

2514 EJ, The Hague

The Netherlands

PARTNERS: Vereniging van Organisaties die Intellectueel eigendom Collectief Exploiteren
(VOICE)

APPROVED BUDGET: EUR 60 000.00

MAXIMUM GRANT: EUR 60 000.00

PROJECT DURATION: 12 months

REFERENCE: 213 — SI

TITLE: In Case You Didn't Know

DESCRIPTION: In terms of content, the project IN CASE YOU DIDN'T KNOW (ICYDK) will focus on improving the understanding of IP and its value. Furthermore, it will strive to raise awareness about the meaning and influence of IP, so that youngsters can better understand how the proper use of IP has a direct impact on their lives. Likewise, the project will also show how counterfeiting and piracy can negatively affect their lifestyles. In both cases, positive and proactive approaches will be used.

The priority target group will be the younger generation and the project will focus on the role of IP in their daily lives. The project observations will be based on the results of the analyses (*European Citizens and IP. Perception, Awareness and Behaviour, 2017* and *Intellectual Property and Youth – Scoreboard 2016*) carried out by the EUIPO and the European Observatory on Infringements of Intellectual Property Rights, which show a worrying trend in relation to the younger generation's understanding of IP and its role. According to this survey Slovene young people (unfortunately) scored very highly in practically all questions on piracy and counterfeiting. Through the ICYDK project and because of our previous experience we have a very good opportunity to reach the younger generation and help them understand the complexity of IP and point them in the right direction. In their own language and using activities that have meaning for them, we will explain the economic logic of IP and the social impact of infringements.

Using various activities, the project will strive to determine how youngsters come into contact with IP and how they use/abuse it (e.g. illegally downloading films, music and photographs). The direct consequences of counterfeiting and piracy will be presented. Furthermore, all the positive effects of proper IP usage will be shown.

Target groups:

- School children (5 to 18), with a particular focus on teenagers aged between 13 and 18.

ORGANISATION: Tehniški muzej Slovenije (Technical Museum of Slovenia)
Tržaška cesta 2
1000 Ljubljana
Slovenia

PARTNERS: N/A

APPROVED BUDGET: EUR 45 914.00

MAXIMUM GRANT: EUR 60 000.00

PROJECT DURATION: 12 months

REFERENCE: 241 — BG

TITLE: Imagination Made Real

DESCRIPTION: This project aims to raise awareness of the benefits of IP and the damage caused by IP rights infringement among school-age users. The value of IP and its related psychological aspects are at the core of the awareness raising campaign for the project Imagination Made Real: *how people engage in creative activity, how these processes are similar and different across substantively different fields, what motivates creative activity, whether and how the rules of IP can encourage or stifle innovation and what else might be done to cultivate innovation.*

In interactive and amusing formats and activities that are close to their interests and habits, the project will demonstrate to the children the (psychological) value of creation, the (psychological) loss of intellectual property infringement and the essence of IP rights as a tool to protect creativity and innovation, by directly involving them in such initiatives. The ultimate goal will be to make a step forward in reducing the appeal for counterfeiting and piracy among school-age children and changing their IP user behaviour.

Experience is the most powerful driver of behavioural change. We believe that engaging students with messages and activities that demonstrate the intrinsic value of creative achievements/IP to the individual and the damage of abusing this right has the capacity to change their behaviour, or at least to make school children think before choosing to ignore them.

Children have unlimited creative potential: they are curious, imaginative and open to new experiences. They express their creativity in games, paintings, problem solving and even the outfits they wear to school. This project is designed to exert influence in a cognitive, social and emotive domain. The cognitive domain means that behavioural change will be triggered through generating the target group's respect of their own and others' creations by engaging their imagination and originality, flexibility, decision making in creative activities and by interacting with their creativity.

Target groups:

- secondary school students in Bulgaria;
- teachers and the relevant institutions as stakeholders.

ORGANISATION: STRATEGMA Agency Ltd
18 Rakovski Str., Floor 4
1202 Sofia
Bulgaria

PARTNERS: N/A

APPROVED BUDGET: EUR 42 553.80

MAXIMUM GRANT: EUR 60 000.00

PROJECT DURATION: 12 months

LOT 2

REFERENCE: 77 – IT

TITLE: THEOREM – youTH intEllectual prOpeRty Education prograM

DESCRIPTION: The *THEOREM – youTH intEllectual prOpeRty Education prograM* project aims to raise IP knowledge to university researchers, future young start-uppers and entrepreneurs through a programme of awareness and training activities in Milan and the Lombardy region. The programme will be combined with already well-established activities related to supporting and mentoring start-uppers, in order to have a greater impact.

Over the last few decades the importance of ‘intellectual capital’, represented by innovation, technological development and intellectual works, has increased in each economic sector and, as a consequence, its protection, in the form of trade marks, patents, industrial designs, copyright and digital piracy, has become a major component of long-term strategy for both companies and universities alike.

In this context, the project *Youth Intellectual Properties Education Program* aims to raise awareness in young researchers and new entrepreneurs about the benefits of IP as well as the damage caused by IP rights infringement.

Currently, there are researchers who have a very limited knowledge of the patented ‘instrument’ and some even think that patenting is a serious obstacle to the dissemination of their findings within the scientific community. On the contrary, younger entrepreneurs very often challenge IP unawares, acting without any evaluation of the freedom-to-operate.

As described in the summary, the project will be developed on two levels: **live education**, through the organisation of workshops that will involve participants from the Polytechnic University of Milan campuses (Milano Leonardo, Milano Bovisa, Lecco, Como, Mantova, Piacenza) and the start-uppers from the Polihub incubator; **online education**, through the digital platform. More specifically, the platform will be open access and will guarantee the project has an impact at the national level.

Target groups:

- Italian university students;
- young Italian researchers;
- Italian youngsters involved in the launch of start-ups and already start-uppers of creative industries and high-tech start-ups (with engineering, architecture and design backgrounds and from the Lombardy Region and Milan).

ORGANISATION: Fondazione Politecnico di Milano (FPM)

Piazza Leonardo Da Vinci 32

20128 Milan

Italy

PARTNERS: PoliHub — Innovation District & Start-up Acceleration — PoliHub Servizi s.r.l.

Polytechnic University of Milan

APPROVED BUDGET: EUR 59 973.85**MAXIMUM GRANT:** EUR 60 00.00**PROJECT DURATION:** 12 months

REFERENCE: 154 — PT

TITLE: Cascais Get Real

DESCRIPTION: The Cascais Get Real project aims to raise awareness and teach young people about the inextricable link between IP and innovation, creativity and entrepreneurship. It shows the benefits and the importance of protecting and respecting IP and involving the local community, such as artists, personalities and influencers. Educational activities incorporate funny messages about the damage that counterfeiting can cause, and mobile video competitions are included in the content.

The programme is based on the principle of assuming entrepreneurship as an essential competency, which contributes to the development of the community by engaging itself as an agent of social change. It is understood that entrepreneurship is not only related to the creation of companies, but more broadly, to the way the individual intervenes in society and takes a proactive attitude. It is fundamental that the student develops a set of entrepreneurial attitudes, skills and knowledge — including IP — to be able to turn ideas into action.

The Cascais Get Real Campaign will be inserted in this context, taking advantage of the work already carried out in youth associations, schools and universities and the opportunity to reach an even larger number of people through the Cascais Council during the European Capital of Youth 2018, and respect for IP as tools for young entrepreneurship beyond their borders.

The actions developed by the Cascais Get Real Campaign will bring relevant and impactful information to young people about IP and the damage caused by counterfeiting. The actions will improve understanding of intellectual property rights (IPR), counterfeiting and the harm it causes the whole society, not just the individual rights holder.

The funny and accessible language of the Cascais Get Real Campaign, supported by artists, personalities, influencers and teachers, will seek to engage young people, bringing in the short and long term a behavioural change in relation to counterfeiting and piracy — transmitted through IP knowledge and its intense connection to innovation, creativity and entrepreneurship. The Cascais Get Real Campaign will be held during 2018, bringing immediate results, such as the growth of knowledge and importance of the rights and forms of innovation protection that IP provides and the consequent awareness and respect. In addition, the campaign will reach an important multiplier audience, such as teachers and influencers, who will be able to keep spreading these concepts over the following years, so that young people's opportunities in Europe continue to grow.

Target groups:

- young people living in the municipality of Cascais;
- secondary school students — public and private;
- teachers — as important multipliers for the following years;
- young entrepreneurs and entrepreneurs who are part of the DNA Cascais network;
- tourists and visitors.

ORGANISATION: Agência DNA Cascais (DNA Cascais)

Cruz da Popa, Ninho de empresas

2645-449 Cascais

Portugal

PARTNERS: N/A

APPROVED BUDGET: EUR 58 550.00

MAXIMUM GRANT: EUR 60 000.00

PROJECT DURATION: 12 months

REFERENCE: 222 — PL

TITLE: Culture on View

DESCRIPTION: The Culture on View project has been developed to challenge the issues related to the lack of respect for IP (mainly piracy) and antisocial behaviour as regards cultural goods, particularly by young people, who demonstrate a lack of awareness that legal sources of culture exist and that there are negative consequences of online piracy.

All of the Culture on View project activities planned aim to shape young people's attitudes through conscious participation in a knowledge society. They are based on a deep understanding of IP regulations for social, cultural and business innovations, in order to shape young people's sense of responsibility to use legal sources of digital culture and build a sense of community among the creators and the audience.

With this in mind, the project's main activity will focus on giving the target audience the most comprehensive information on accessible legal digital sources of culture — services and websites providing legal, easy, free or highly affordable digital access to contemporary culture, including music, movies and TV series, e-books, audio books, games, e-newspapers, museum and art gallery collections.

The audience will be given detailed information on a wide spectrum of web services providing easy access to high-quality digital sources of culture along with immediate access to over 1 000 pieces of art — all from legal sources. A great number of objects will be licensed for the project or provided for a substantially reduced fee by the rights holders as part of a barter agreement with Legalna Kultura. The installation/poster campaign is to encourage the younger generation and the public to use legal digital sources of culture exclusively and prove the advantages of doing so in terms of quality, accessibility, safety, fairness and benefit to the further development of the information society.

Target groups:

- public spaces, cultural institutions and the internet;
- the younger generation (aged 13-30), from cities and villages.

ORGANISATION: Legal Culture Foundation
ul. Marszałkowska 84/92 lok. 121
00514 Warsaw
Poland

PARTNERS: N/A

APPROVED BUDGET: EUR 59 861.25

MAXIMUM GRANT: EUR 60 000.00

PROJECT DURATION: 10 months

REFERENCE: 231 — BG

TITLE: Imagination Legal Protection of IP: Who Needs It? Why?

DESCRIPTION: The aim of the project, to be run by the Association for Legal Aid for Consumers from Plovdiv, Bulgaria, is to change student behaviour towards IP objects, to raise awareness about the value of original products, to respect their own creativity, innovation and entrepreneurship and to provide students with training by competent lecturers.

The experts of the Association have concluded that measures are needed to clarify the essence of IP, especially in the sphere of the internet. More than 85 % of the reported cases concern young people, primarily students in higher education institutions (HEIs) of the Plovdiv region as well as the neighbouring regions. University students are basic 'consumers' of IP: they spend their time on the internet, in libraries, they create IP objects in university labs, and they are the authors of poems, essays, short stories, even plays and musicals to be performed by university theatres.

Do they know what the legal protection of IP objects is? And what does the notion of IP mean? Are there sanctions for IP infringement? What are these sanctions?

Students from all faculties and branches should learn the risks associated with counterfeiting and piracy, since they bring security risks for consumers. It is important for them to know how to reap financial benefits of their intellectual potential, especially in the IT sector, but also in engineering.

Target groups:

- students (18-30 years old) from all faculties and branches of the university;
- other students from various HEIs in the Plovdiv, Smolyan and Kurdzhali regions (e.g. roommates and other young people sharing facilities);
- young people (18-30) involved in activities by the Association locally;
- youth leaders and workers from the target regions.

ORGANISATION: Association for Legal Aid for Consumers

93 Maritza Blvd

4003 Plovdiv

Bulgaria

PARTNERS: Association for Legal Aid for Consumers, University of Plovdiv

APPROVED BUDGET: EUR 59 990.00

MAXIMUM GRANT: EUR 60 000.00

PROJECT DURATION: 12 months

REFERENCE: 243 — IT

TITLE: Engage the Society on the Rights of Intellectual Property

DESCRIPTION: The project aims to foster the development of new models to transfer knowledge about IP, to stimulate debate around the improvements that can be made to the European regulations and to produce social impact through the dissemination of the project's results.

According to the study 'European Citizens and Intellectual Property: Perception, Awareness, and Behaviour' the general understanding of IP increases as the recognition of the role of IP in protecting the rights of the owners and the inventors grows; however, it decreases among the younger generations. Generally speaking, IP remains a largely abstract concept for the public, consequently fostering the acceptability of downloading and/or streaming from illegal sources when there is no cheap legal alternative or due to the uncertainty about what constitutes a legal or illegal source.

The objective of the project is to increase the knowledge of young people between the ages of 15 and 24 of the intrinsic value of IP and related rights. This will be done through a two-stage workshop consisting of the practical creation of a protected work by copyright and related rights and four mock trials aimed at the simulation of the EUIPO system of IPR enforcement: patents, designs, trade marks. The competitive student trial teams will compete in four different mock trials. The competitions also offer the opportunity to study and explore national IP law compared to EU law and the law of other jurisdictions, such as the UK.

TARGET GROUPS:

- young people, aged between 14 and 30 — particular attention will be given to participants willing to work in the in the cultural and creative fields, and to the new generation of workers interested in IP.

At the core of the project stands the idea of targeting the younger generation and stimulating innovation and changes to their perception of IPR matters.

ORGANISATION: Pezzilli and Company s.r.l. (P&Co.)

via Nicola Tagliaferri, 14

00135 Rome

Italy

APPROVED BUDGET: EUR 34 400.00

MAXIMUM GRANT: EUR 60 000.00

PROJECT DURATION: 12 months

REFERENCE: 245 — IT

TITLE: IP at 360°

DESCRIPTION: The aim of IP360° is to promote the perception of intellectual property towards young people and to protect the results of personal investment in creativity and innovation to allow young people to reap financial, societal and cultural benefits of such intellectual potential.

The objective is an increase in knowledge of the value of IP as a tool to protect creativity and innovation by providing concrete and objective knowledge about IP in this context and increasing knowledge of the damage of IP infringement. The knowledge will be directed towards young people of 15-30 years old.

The planned activities for the project aim to target university and secondary school students. Their age is between 15 and 24 years old. This target is crucial because it represents the youngest part of society. The project has the objective to reach young people during the most important part of their education, when they can learn the explained concepts the most effectively.

Educational activities targeting the young are crucial because they can use the information in their future businesses. In particular, the planned activities expose the main concepts of IPR, which allow an understanding of the importance of IP protection and potential guarantee for the economic development of the European Union. Students who participate in the educational activities will gain an understanding of the risks and damage to European citizens due to the practice of counterfeiting and piracy. This is particularly important as it will form part of personal consciousness and encourage people to change their mind and behaviour.

Target groups:

- high school students (between 15 and 18 years);
- university students (between 18 and 27 years);
- entrepreneurs and freelancers (between 27 and 30 years).

ORGANISATION: Officine Cantelmo (OC)

Via M. De Pietro, s.n.

73100 Lecce

Italy

PARTNERS: YouthMED, The Qube APS

APPROVED BUDGET: EUR 48 000.00

MAXIMUM GRANT: EUR 60 000.00

PROJECT DURATION: 12 months

REFERENCE: 259 — BG

TITLE: EYE (European Youth Empowerment) 'You are an Author too! And you can Benefit from it!'

DESCRIPTION: The aim of the EYE project is to enhance knowledge about the value of IP as a tool for protecting creativity and innovation by providing concrete and objective knowledge of IP and, moreover, increasing knowledge about the damage caused by IP infringement.

The specific objectives are to raise young people's awareness of the value of original products, to develop their respect for copyright, and ultimately to change their behaviour towards IP protection and infringement.

The EYE project uses the narrative 'Respect my own creativity, innovation and entrepreneurship, as well as that of others and the importance to protect them' as the main message of its campaign. By giving young audiences a close and personal perspective of copyright (*You are an author too!*), the film story emphasises the values and benefits of intellectual property as well as the damage caused by IP rights infringement.

The main message of the campaign will focus on the protection of creative works and innovations. Showing the financial, social and cultural benefits of being an author, video materials and influencers will persuade respect for copyright in the target audience.

The audience, reached through different social media, will gain knowledge of the values of original products and usage of legal sources of digital content. The influencers will emphasise the better quality of digital products, embedded in their original websites and will speak about value-for-money of the legal access to protected works. The primary goal of this campaign will be to create an attitude in young people to use legal online sources when searching for original products.

As well as communicating the value of protected works, the video materials will present the negative effects of counterfeiting and piracy, both for consumers and creators. The message will emphasise the safety and security risks for consumers by usage of piracy content and will explain how the latter deprives artists from the resources needed to create more intellectual products.

Target groups:

- young people (15-30) mainly in Bulgaria, but also in other countries of the Balkans and Black Sea regions, as well as 2 member states, namely Latvia and Lithuania. This age group, according to recent studies, shows indifference to the moral aspects of IP infringement challenges, significantly more than other age groups (Intellectual Property and Youth Scoreboard 2016).

ORGANISATION: Association for Protection of the Legal Distribution of Programs TeRaPro (TeRaPro)

47-47 B Edison St, Fl 5, Apt 33

1111 Sofia

Bulgaria

PARTNERS: Bulgarian IDLO (International Development Law Organisation) Alumni Association, Egoist.bg, New Bulgarian University, Turiba University (Latvia), MykolaRomeris University (Lithuania)

APPROVED BUDGET: EUR 60 000.00

MAXIMUM GRANT: EUR 60 000.00

PROJECT DURATION: 12 months

LOT 3

REFERENCE: 168 — BE

TITLE: High-level conference 'A balanced approach to copyright law for higher education and research in Europe and beyond – how to address rights, effective protection and quality?'

Conference in Brussels, 11/04/2018

DESCRIPTION: The aim of the one-day high-level conference is to work on a set of key messages on the topic and to transpose the outcomes of the event at grassroots level (to their respective organisations, universities, governmental authorities, etc.).

The new EU Directive on copyright must address the rights of creators and the rights of users in a balanced way and in the context of education, knowledge and research to ensure a fair and balanced approach to copyright legislation to guarantee the effective protection and respect and non-infringement of both creators and users' rights, while in parallel pointing at issues of academic freedom, quality teaching and research for the public good.

When these conditions are satisfied (which will be discussed in the 'break-out sessions') participants can try to find ways/practices of how educational unions, policymakers and governments can work together to ensure that researchers and academics are well informed about legislation and are aware of legal developments affecting their work, so that they can then boost practical ways/proposals for further improvement of the copyright legislative framework(s), as hinted in the 2017 [ETUCE statement on copyright in the digital single market](#).

The abovementioned explanation is fundamental. It will be clearly reflected in the attached draft agenda (subject to changes) and, in particular, in the 'break-out sessions'.

Target groups:

- policymakers (education and digital affairs ministry officials, advisers and policy officers);
- opinion leaders and politicians at regional/national/European level in higher education policies and programmes (e.g. ministries and governmental representatives);
- representatives from civil society organisations.

ORGANISATION: European Trade Union Committee for Education (ETUCE-CSEE)

Boulevard du Roi Albert II 5, 9

1210 Brussels

Belgium

PARTNERS: 1) EFEE, European Federation of Education Employers

2) Communia Association: an international network of IP experts and activists in education for the public domain

APPROVED BUDGET: EUR 39 996.60

MAXIMUM GRANT: EUR 40 000.00

PROJECT DURATION: 1 full day

REFERENCE: 187 — IT

TITLE: **Invention-Disclosure-Evolution-Ability (IDEA) FORUM, *ROME IDEA FORUM: May 2018 & Poland — Foundation Institute for Eastern Studies: 5-7 September 2018***

DESCRIPTION: The IDEA FORUM project aims to raise awareness of a specific target (politicians on the one hand, academics, journalists, influencers etc. on the other) in a sort of chain reaction. This target should, in turn, work with actions that are consistent with their specific expertise and areas of interest, working for the dissemination of knowledge and awareness raising of IP issues and EUIPO activities among the general public and political institutions.

The methodology employed aims to involve all the most advanced technological and IT systems of communication and audiovisual to achieve its target and hence specific objectives.

The solicitation to our target audience is to ‘network’ and provide contributions on the Forum themes, which will happen through the activation and animation of virtual personal space (newsletters, news alerts or events of major importance) or on websites and social networks. Through a tight press office, we will try to find public occasions on national media (TV, web, printed paper, radio) to keep a close eye on IP issues, on the current Italian and international regulations and on the EUIPO’s activities.

The organisation and coordination of the Forum is replicable in other countries.

The IDEA Forum project is structured so as to involve a selected public of social and institutional influencers (politicians, professors, various experts, journalists, bloggers, etc.) who are questioned on these issues at a professional and social level in an objective and neutral way.

The main objective, providing real and virtual contexts for the dissemination of concrete and objective information, is to create, at different levels, a major leverage effect on a larger scale to radically influence the common point of view of IP and to highlight its role as a tool of fundamental importance for the protection of creativity, innovation and entrepreneurship and increasing knowledge of the damage caused by infringement. The multidirectional communication activity, compact and consistent in content, aims to change behaviour, reduce the attractiveness of counterfeiting and piracy and/or limit the possibility of counterfeiting and piracy.

Target groups:

- politicians and academics;
- journalists/influencers/opinion leaders/bloggers.

ORGANISATION: FASI.biz EU Media srl (FASI)

Via Reno, 21

00198 Rome

Italy

PARTNERS: N/A

APPROVED BUDGET: EUR 39 356.00

MAXIMUM GRANT: EUR 40 000.00

PROJECT DURATION: 8 months

REFERENCE: 221 — FR

TITLE: European Forum of IP, Paris, 5-6 April 2018

DESCRIPTION: The goal of this event is to gather together every nationality in the same meeting room to express their feelings and explain the legislation currently in force in their zone as regards exportation and find ways together to make it better. The Forum is for IP professionals worldwide and also for connecting politicians at national, European and international level, opinion leaders, brand owners, intermediaries, etc.

Organised every year in Paris, it reaches all IP professionals around the world (almost 400 participants each year). Built on two days of presentations and debates, all participants and speakers are invited to share their experiences of IP issues and give some examples of good practice in their own country.

The objective also provides the opportunity to meet members of the European Parliament, European commissioners, politicians, brand owners, members of national and international governments, officials (especially European public powers such as Interpol, Europol, Magistrate school) that used to participate at this event and allows international public bodies to get together and discuss matters with private companies.

Before the event, a lunch is organised with all European opinion leaders to set out the subjects and themes that will be on the agenda.

The advantage is to know everything about IP news, the development of IP law, best practice, and new ways to discuss with consumers and cover all geographical zones with a single goal: promotion and protection of IP. The result of this is to know how to obtain the preservation of this fundamental right.

All subjects based on IP rights will be addressed to give a higher visibility to all participants.

Target groups:

- all IP professionals around the world alike;
- politicians;
- European Parliament members;
- European Commissioners;

- associations of the fight against counterfeiting at an international level;
- brand owners;
- public authorities;
- lawyers;
- students, etc.

ORGANISATION: Union des Fabricants (UNIFAB)
16 rue de la Faisanderie
75116 Paris
France

PARTNERS: N/A

APPROVED BUDGET: EUR 40 000.00

MAXIMUM GRANT: EUR 40 000.00

PROJECT DURATION: 4 months preparation and 2 days of presentations

REFERENCE: 236 — BG

TITLE: 3P for IP: Public-Private Partnership in favour of IPR Enforcement
Conference in Sofia, June 2018

DESCRIPTION: The 3P for IP project aims to engage priority audiences in Bulgaria, the Balkan countries and other EU countries, seeking stronger cooperation between authorities at all levels in the fight against IP infringement.

The project expects to initiate amendments to IP legislation and to engage law enforcement authorities in counteracting against piracy and counterfeiting. It expects to create a public-private partnership between the government authorities and stakeholders and their associations for better IP enforcement against IPR infringement.

An international conference with at least 50 participants from Bulgaria, Romania and Greece will take place in Sofia, Bulgaria in May 2018. Participants from other EU Member States will be invited too. There will be representatives from Serbia and Macedonia. The focus will be to discuss IPR enforcement problems and deficits in the Balkan region, share issues and good practice, and offer workable solutions to improve IPR protection. The target group will be decision makers and political leaders from Bulgaria, the Balkan region and EC Member States.

The conference will be followed by the formation of an expert working group including key government officials and experienced IP lawyers, who will hold at least 10 sessions, collect information, gather considerations and develop detailed recommendations for amendments to the law on IPR enforcement. Based on the discussions held during the conference, and on the working group's follow-up activities, the applicant and its partner organisations will underwrite a set of recommendations for improving the legal and administrative base for IP enforcement. A detailed report of proposals for action will be presented to the Bulgarian government.

The conference will take part during the Bulgarian presidency of the EU and will therefore attract significant international resonance with IP infringement issues and proposed solutions, including public-private partnerships' potential role for IPR enforcement.

Target groups:

- decision makers and political leaders from Bulgaria, the Balkan region and EC Member States.

ORGANISATION: Association for Protection of the Legal Distribution of Programs TeRaPro (TeRaPro)

47-47B Edison St, Fl 5, Apt 33

1111 Sofia

Bulgaria

PARTNERS: BULGARIAN IDLO ALUMNI ASSOCIATION (BIAA), ARSIS Consulting Ltd, DD Agency for Research and Public Relations AD

APPROVED BUDGET: EUR 40 000.00

MAXIMUM GRANT: EUR 40 000.00

PROJECT DURATION: 12 months

REFERENCE: 240 — PL

TITLE: International Content Protection Summit — Warsaw 2018

DESCRIPTION: The proposed project is an international conference — International Content Protection Summit — Warsaw 2018. It aims to facilitate the flow of information, as well as the exchange of experience and good practice so as to create an international network of people dealing with countering piracy.

It will be attended by 120 people, who are involved in the protection of IP, and in particular audiovisual content, as well as the fight against piracy on a daily basis.

The conference will be attended by business representatives whose operation is particularly affected by the protection of IPR (e.g. NC+, CANAL+, HBO, BBC, Fox, Discovery Channel), the representatives of organisations and associations that represent entities from various European markets in their fight against piracy, EU institution representatives, the representatives of law enforcement authorities, the media and business associations.

The conference is directed at people involved in the protection of IP, yet the information on the conference as well as the problems and challenges related to the fight against piracy will reach wide public opinion via the media, including the event's media partners.

It is particularly important at the moment, when the infringement of IPR has become a global problem and piracy on the internet burgeons despite numerous initiatives intended to curb this practice. Content theft is an international problem. Entities that acquire content illegally act on an international scale, making use of legal loopholes in the individual countries in order to monetise their activity and to obtain profits. They act at the expense of the legal market, causing losses to regular businesses as well as to the State budget.

Taking the globalisation of piracy practices as well as the failures and the valuable achievements of the individual markets in counteracting piracy into consideration, more efficient international cooperation among organisations, institutions and businesses is necessary. An exchange of experiences and the development of effective platforms for international cooperation could facilitate a more successful fight against internet piracy.

Target groups:

- representatives of anti-piracy organisations;
- representatives of anti-piracy service providers (businesses specialising in technologies and legal services);
- representatives of key people in the audiovisual market who are actively involved in anti-piracy activities (TV broadcasters and operators, film and music producers and distributors), etc.

ORGANISATION: Sygnal Association

Stlpilska 22/30

00739 Warsaw

Poland

PARTNERS: Polish Chamber of Commerce for Electronics (KIGEIT)

Polish Confederation Lewiatan

APPROVED BUDGET: EUR 39 912.00

MAXIMUM GRANT: EUR 40 000.00

PROJECT DURATION: 11 months