

CALL FOR PROPOSALS N° GR/001/15

Support for awareness raising activities about the value of IP and the damages of counterfeiting and piracy

COMPENDIUM 2015

Introduction

The present publication is dedicated to the projects awarded in 2015 under the CALL FOR PROPOSALS N° GR/001/15 "Support for awareness raising activities about the value of IP and the damages 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. In the Compendia you will find a short description of each project, 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.

Therefore, 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 lifetime of the project. 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 indicated contact details.

11 projects were selected under this Call. The compendium gives you a brief overview of the aims and objectives. These projects have 12 months duration.

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

General objective of this call for proposals is to raise awareness about the value, benefits of IP as well as the damages of IPR infringements.

The specific objectives of this Call for Proposals are to familiarise EU citizens with Intellectual property and the value it has, as well as to inform them about the dangers of counterfeiting and piracy, show EU citizen what impact intellectual property has on their everyday lives, deconstruct myths and change mentalities towards IP and notably counterfeiting and piracy.

Results expected are to:

- Inform EU citizens and especially priority target groups such as policy makers & media, SMEs and youngsters, on IP and IP related issues, notably by improving understanding of the issues surrounding IP through a more creative and positive means of providing information, linking IP closer to the daily lives of citizens and informing of the benefits of IP in terms of innovation, creativity, growth and employment.
- Create ownership, by supporting the development of an emotional relationship to IP so that the benefits of IP are perceived at national, regional and local levels, by connecting developments in the IP field to consumer's lives.
- Change mind sets and ultimately behaviour, by contributing to challenge preconceptions and present IP through awareness raising actions through a personal interest angle.

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REFERENCE:	005-UK
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TITLE: **Real Deal Campaign for Fake-Free Markets**

DESCRIPTION: The aim of the Real Deal project is to establish IP protection as part of best practice procedures within markets and, therefore, change mentalities towards counterfeiting and piracy both within the market community and with consumers. The Real Deal campaign focuses on IP infringement at UK markets.

The general objective is to raise awareness of the value of IP, the benefits of IP protection and the damages caused by infringement, by involving those operating directly within the UK market community (including private and public sector market organisers and market traders/small business owners) as well as the wider associated stakeholders (including market shoppers/consumers, local authority councillors and officers, organisations representing town centre businesses and urban regeneration, enforcement agencies and local and national media). The specific objectives are to demonstrate to the wider public the benefits that IP protection and fake-free markets bring to their everyday lives and local communities in terms of quality assurance, fair trading, encouraging creativity, job opportunities, business growth and economic health.

The Real Deal scheme recognises, reinforces and rewards good IP practice at markets across the UK. The scheme encourages market operators and local authority trading standards services to jointly sign the Real Deal Charter as a public declaration that they are working together to ensure fake-free markets. By signing the Real Deal Charter, the market operator agrees to a code of practice, by which they recognise their ongoing responsibility for being aware of who is trading at their markets and what they are selling, to prevent the sale of IP infringing products and to provide information and work with their local Trading Standards service as necessary.

At the date of submission 60 trading standards authorities in England, Wales, Scotland and Northern Ireland have adopted the Real Deal Charter within 83 local councils and covering 371 markets, which provides a direct channel of communication to an estimated 33,390 market traders/SME businesses. By May 2016 that number should increase

The Real Deal campaign will use a range of media and approaches to reach its target audiences, such as Face-to-face presentations; media relations through partnership press releases and photo opportunities with local authority press offices. Also, initiating national media interest; Social Media: to drive traffic to the Real Deal website as well as other partner organisations' websites; Direct communications through regular e-bulletins; Display at Real Deal markets including A-board posters, weather-proof banners, individual trader name signs, plus artwork for markets to brand their own materials with the Real Deal message.

Target groups are:

Private Market Operators

Market Traders (SMEs)

Young entrepreneurs and designer/makers who are exploring market trading opportunities

Local authorities

Heads of Trading Standards Services

Individual Trading Standards Officers particularly those with responsibility for IP and Fair Trading

Consumers

Media – local and national

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PARTNERS: N/A

APPROVED BUDGET: 64,706.63 €

MAXIMUM GRANT: 50,000 €

PROJECT

DURATION: 12 months

REFERENCE:	032-BE
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TITLE: **Anti-counterfeiting awareness campaign around 2016 sport season**

DESCRIPTION: The aim of the project run by FESI , the European Sporting Goods Industry, is to inform youngsters/ EU citizens about the dangers of buying counterfeit goods and draw their attention to be more careful when purchasing potentially fake sporting goods, especially online.

It is based on creation of a funny informative social media campaign against counterfeit products in sporting goods categories which follows the sporting seasons and focuses on several areas aiming to change consumers' behaviour, especially of younger generations online. The project is designed to contribute to challenge preconceptions and present IP through awareness raising actions through a personal interest angle.

The campaign will concentrate on telling online in a clear and funny way, through animated short stories, how bad counterfeit products are. Short stories will focus on different products categories, types of consumer, per gender, per season, etc. It will aim to influence factors on both emotional and rational sides of the consumer. Health, safety, and financial consequences of counterfeiting will be shown from personal point of view. Consumers will be informed about risks of accidents and injuries when using counterfeit sporting goods; risk when sharing personal data, including credit card details, when buying from criminals who are involved in supplying counterfeit goods; finally, they will be informed about goods that could potentially contain toxic substances.

The campaign will be centred on a website and communication in social networks, which will include but are not limited to, Facebook, Instagram and Twitter.

FESI will pool the (digital) communication tools of its member brands and associations to maximise the outreach representing the interests of approximately 1, 800 sporting goods manufacturers. A "wrap-up" session will be launched at a major conference directed at press and the "IP Community" towards the end of the project.

The campaign will target EU Members States and is designed in a way it can also be directed to education. Interactive elements will be build-in project, e.g. "design your own movie", "win genuine products", etc.

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PARTNERS: N/A

APPROVED BUDGET: 69.568,83 €

MAXIMUM GRANT: 50.000,00 €

PROJECT

DURATION: 7 months

REFERENCE:	037-RO
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TITLE:	(Y)OUR PROPERTY
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DESCRIPTION: The general objective of the project is to raise the awareness of the young people from Cluj-Napoca, Romania and Europe about the value of intellectual property, the role of IP in everyday life, and the importance of respecting IP in any acquisition and consumption of creative products and services. The aim of this project is to create a changed attitude at community level towards intellectual property and become a pioneer in Romania and Central and Eastern Europe.

The fact that Cluj-Napoca is 2015's European Youth Capital helps to make the offline and online community more engaged in the topic of intellectual property and to raise the general awareness about IP's role in the economy and development.

Project activities are as follows:

- Workshop that involves 30 participants coming from the design and architecture domain focused on design and programming.
- Launching conference and Launching online direct mailing.
- Online campaign that will involve several interactive games and apps and will use social media as the main communication channel. The campaigns will be organized in several shorter sessions in order to achieve a bigger impact at community level.
- Institutional promotion, with FAKEN WEEK that will promote fake products in order to underline the need for and quality of original creative products.
- INDOOR CAMPAIGNS built around the message that if one is willing to pay for a concert why does not pay for downloading music or films including campaign on public transportation buses.
- Presence at events is an extra promotional instrument. These events target an approximate number of 250.000 persons directly and 1 million through first level contacts.
- Supporting local level brands and trademarks in starting their official registration process according to Romanian law; consultations with at least 30 local brands and to convince them about the importance of registration.
- Disseminate and replicate using the following instruments:
 - Direct mailing towards European senior stakeholders: one single mail intervention targeting European level decision makers and other stakeholders. The aim is to address over 3,000 key stakeholders.
 - Direct mailing towards members of the European Youth Forum: to inform all leaders of member organizations about the model, the campaigns, results and feedback of (Y)OUR PROPERTY and will propose
 - Meetings of different networks
 - Online dissemination
 - Information webpage about intellectual property in general and about how a brand, trademark can be registered in Romania. The interactive part of the webpage will contain the opportunity to ask for online guidance for registration of trademark.
 - Y)OUR PROPERTY Cluj Conference which will gather 200 people from different fields of creative activity and decision makers from local, national and international level.

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PARTNERS: N/A

APPROVED BUDGET: 59, 145 €

MAXIMUM GRANT: 47, 145 €

PROJECT

DURATION: 12 months

REFERENCE:	040-PT
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TITLE: **Hacker Fighter – Game-based approach to fight piracy and counterfeiting**

DESCRIPTION: This project aims to change mentalities about IPR, counterfeiting and piracy among Youth. It will consist in the development of smartphone based game, connected with web social network, with the possibility to play along with friends and to contact with them in the course of the game.

The game will provide several challenges that will make players aware about IP Rights, from the perspective of the creator, consumers, and the risk of someone taking advantage of their own effort. In addition, the players can also be on the position where they will virtually achieve economic benefits by surpassing levels and winning bonus. The intellectual property will be posed as a way to solve those challenges and to make possible the progression in the game. The game will also test the perspectives and knowledge of the players about these items by posing questions and polls in the course of the game. To progress the levels of game it will be necessary to answer to some questions about the importance of intellectual property that will give information about players evolution concerning IPR.

The game will be presented in workshops about counterfeiting and piracy and will be used to have an interactive and innovative approach with the audience. The social networks, as Facebook will be used to promote the game. It is expected to reach 5000 single players in the first 3 months. 6 months after the release of the game it is expected to have more than 20.000 players across the country.

The game will be presented in workshops about counterfeiting and piracy and will be used to have an interactive and innovative approach with the audience. The social networks, as Facebook will be used to promote the game. It is expected to reach 5000 single players in the first 3 months. 6 months after the release of the game it is expected to have more than 20.000 players across the country.

The project will have 2 phases:

- 1) Development phase: In the first 9 months the web developers will work on the development of the game and IPTT Office team will create several materials to use in the second phase.
- 2) Dissemination phase: will take place in the last 3 months. It will consist in 9 workshops held in 3 higher education institutions and 6 high schools of Beira Interior Region.

This game will be developed for the Portuguese audience but, in the future, will be possible to develop versions in other EU languages.

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PARTNERS: N/A

APPROVED BUDGET: 62.532, 61 €

MAXIMUM GRANT: 50.000, 00 €

PROJECT

DURATION: 12 months

REFERENCE:	079-PL
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TITLE:	Open Door to Culture
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DESCRIPTION: Open Door to Culture is an educational-animating project which comes in the form of movies presentations (the form of a mobile cinema) combined with workshops on intellectual property protection and copyright. It promotes access to culture from legal sources and informs on dangers resulting from using culture resources from illegal sources.

The main reason for the emergence of the Open Door to Culture project is the lack of respect to intellectual property. In small and very small towns it does not result from disproportions in earnings between the well- and less-developed regions; it is the result of lack of access to culture and active participation in it. Organising presentations of movies combined with workshops on movies education the project facilitates conscious tendency to reach the cultural content during direct contact and via network, as well as makes the recipients aware of negative effects of Internet piracy. Without social approval there can be no opportunity for legal sources of culture to be created.

Main goals of the project are:

shaping the attitude of conscious participation in culture based on using exclusively legal culture sources,

shaping sense of responsibility in recipients for using culture coming from legal sources,

raising awareness on respecting intellectual property rights of artists,

creating the community of artists and culture recipients.

The following actions will be undertaken in 30 cities and towns:

- "My Culture" meetings with artists.
- "Movie Adventure" workshops with the use of plays and games for primary schools students.
- "We Are Free, If We Can Do Something Legally, It Is Worth Doing So" workshops for secondary and high school students with movies presentations. Followed by the presentation - a discussion about the role of artists, his work and rights in the light of the movie.
- "Legal Culture Is For Everyone" meetings in the form of happenings for people from multiple generations and movies presentations for local inhabitants. After the presentation - meeting with the audience combined with a commentary to the movie and a contest for the recipients.
- "Performance At One's Request" theatre or opera performances presentations with the use of modern digital recording media for older inhabitants. It will include a discussion on the performance.
- Contests for children and the youth: picture making contest for children and movie contest for the youth - all students willing to participate in the contest for movies made with mobile phones, supported by advice from students of the film school (volunteers in the project).
- Workshops for teachers - designed to discuss the lesson plans including the programme basis.

All above activities take place during the same working day in every city of the project.

The key assumption of the project is to reach the teachers and students; however, leaving out the rest of local society would be wasting the potential of people as units, of the group and of the project. It is important for the project to be directed to different generations.

A novelty this project brings about is the creation of local network of workshops and presentations participants and engagement of co-organizers and volunteers who remain in contact with one another and with the project organizers. This contact will be about constant consultations on methodology in respect to intellectual property, informing on possible dangers resulting from the use of property coming from illegal sources, sending educational materials, lessons scripts, invitations o contests and information reception from the other side

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PARTNERS: N/A

APPROVED BUDGET: 170 292, 68 €

MAXIMUM GRANT: 50 000 €

PROJECT DURATION: 5 months

REFERENCE:	083-CZ
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TITLE: **Raising Awareness about the Value of Intellectual Property in the Czech Republic and Slovakia**

DESCRIPTION: The general aim of the project is to educate students, other young people and the general public about intellectual property rights and related issues, specifically by improving their understanding of IP-related issues using more creative and positive methods to deliver information and by highlighting the benefits of intellectual property in terms of innovation, creativity, growth and employment.

This priority target group will be involved in the project through 10 seminars in 4 Czech cities and 2 Slovak cities as well as through online e-learning modules and a thematic publication. It is expected that more than 200 young people will take part in the seminars. The second target group of the project is the general public in the Czech Republic and Slovakia, who will be engaged in the project via its website including an e-learning system and through a new publication and a conference. The conference will be streamed to any member of the public with Internet access.

The project will include:

- Eight seminars/workshops focusing on the following topics related to intellectual property will be organised for this primary target group in 4 major cities in the Czech Republic (Prague, Liberec, Pilsen and Hradec Králové). In each city, an expert will visit 2 different high schools and deliver an engaging presentation to students/ young people. This presentation will include promotion of the website featuring e-learning and the linked publication. It is expected that more than 150 young people will take part in the seminars.
- In a similar set-up to Activity 1, 2 seminars/workshops will be organised in Slovakia (Bratislava and Košice). It is expected that more than 50 young people will take part in seminars.
- Creation of a functioning website with e-learning modules with clearly expressed content. The first part will present information about all project activities and a basic outline of the project's concerns. This part will be translated to English and presented for non-Czech speaking users. The second will be an e-learning tool. Each of four modules will include audiovisual material to be studied followed by a 10-question test. The questions will be generated through stored questions, and the student must receive a score of at least 80% for each test. After all tests have been completed successfully, the student will obtain a certificate. This certificate will be signed by Prof. Jakl, Head of the Department of Industrial Property at MUP and will be equivalent to 3 ECTS credits. This certificate will be valid at all universities in the EU.
- An online media campaign will be hosted on a popular information server. The media campaign will span an expected for 21 days. It will be divided into 2 parts: the first 14 days will focus on the website and e-learning launch while the last 7 days will help to publicise the conference.
- At the end of the project, a conference will be held for the general public located mostly in the Czech Republic. The conference will take place at MUP in Prague. All relevant target groups will be invited to the conference (policymakers, media representatives, SME representatives and young people).

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PARTNERS:

N/A

APPROVED BUDGET: 37 546, 25 €

MAXIMUM GRANT: 30 037 €

PROJECT

DURATION: 12 months

REFERENCE:	092-PL
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TITLE: **Open Culture - Creative Europe**

DESCRIPTION: “Open Culture – Creative Europe” is a project which responds to growing need to raise awareness of open licensing as a tool for better understanding of intellectual property among key audiences that participate in culture: young adults, owners and employees of SMEs in creative industries as leaders and employees at cultural institutions in Poland.

This objective is going to be reached through methods proposed:

- Knowledge management: structuration, integration and standardization of existing resources; preparation of missing information. Furthermore, production of new materials (guidelines about Creative Commons 4.0 license, manuals about opportunities of Creative Commons 0 license as well as Public Domain Mark, Open Licensing Culture booksprint)
- Access: development of the creavitecommons.pl website
- Engagement: engaging user/creators in adopting these models through a range of activities:
 - 3 one-day workshops for representatives of cultural institutions: at least 100 participants while at least 3000 as a target group exposed to information about the events; (preparation of a workshop toolbox)
 - RE: Creative Commons three-days action carried out during “Woodstock” Festival which will show young people how handy CC licensing is if one wishes to legally share creative content. At least 750 000 number of people exposed to the action and at least 400 directly involved in the action and at least 1000 social media engagements with photos
 - 2 co-creation (1 in Warsaw and 1 in Krakow) workshops for creative industry SMEs’ representatives: to show how the usage of open content can become a core element of their business. At least 50 participants while at least 2000 as a target group exposed to information about the workshops.

10 Anniversary of Creative Commons’ presence in Poland – a debate with invited guests from Europe and the US at least 150 participants and at least 700 target group exposed to information.

The communication strategy will focus on mapping open licensing as an integral factor in advancement of creative activity in personal and professional dimension. It will focus on practical applications of the licensing appealing to specific needs of target audiences. The objection will be reach by a broad usage of various media outlets (mainstream media, social media) and cooperation with partners to inspire third-party content.

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PARTNERS: N/A

APPROVED BUDGET: 62 427, 27 €

MAXIMUM GRANT: 49 871, 24 €

PROJECT

DURATION: 12 months

REFERENCE:	105-IT
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TITLE:	TRUE HUNTERS
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DESCRIPTION: The project TRUE HUNTERS aims to pursue the goal of raising awareness, through the development of a web based serious game. It is addresses to young generations (teenagers aged 14 to 16). Nevertheless, the secondary target is teachers involved as tutors. They will have to become familiar with the main topics of the project, developing their own knowledge and awareness about IP and counterfeiting. The idea of TRUE HUNTERS serious game is based on studies which highlight the importance of new ways of teaching. Learners are more motivated when the instructional design generates curiosity and interest about the content and learning context.

The game will adopt storytelling approach to build realistic stories in which the target group can identify themselves and think about potential problem taking decisions and learning consequences on their choices. TRUE HUNTERS will handle the issue of counterfeiting through the stories of a group of friends. It will be based on a modular structure in which each game is unrelated to the others, giving the player the possibility to choose the one he prefers. The project TRUE HUNTERS will consist of four phases:

- 1- Preparatory activities: when the targets knowledge and awareness about the subject matters and their learning needs will be evaluated. The aim of this is to define the most suitable model and to develop serious game's narrative structure.
- 2- Design and development of the serious game.
- 3- Sensitization activities and direct involvement of the targets: it is a testing phase when a group of students will play TRUE HUNTERS and provide the first useful feedbacks on the product and its strengths and weaknesses. During this process the students will be led by a group of teachers who will have the task to promote the reflections.
- 4- Dissemination activities: is aimed at promoting the objectives and main topics that characterize the project. In order to reach a wider group of stakeholders among European countries a website will be launched in Italian and English.

In order to be sure to reach the maximum number of subjects, dissemination will be mainly performed by using ICT media and channels as Facebook, newsletters and mailing list. The communication and dissemination campaign will be realized during the project.

After its official conclusion, LINK Campus University will develop the Project Handbook, an e-book that will have the aim of facilitate the understanding and the reuse of the developed.

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PARTNERS: N/A

APPROVED BUDGET: 11.540,00 €

MAXIMUM GRANT: 45.700,00 €

PROJECT

DURATION: 12 months

REFERENCE:	117-IT
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TITLE: **Autenticittá, Authenticity, Autenticidad, Authenticité, Autenticidade**

DESCRIPTION: The aim of the project is to raise awareness of the citizen on the impact of the phenomenon of counterfeiting, both in terms of direct and indirect, especially at the market with proven organized crime infiltration, stratified according to different targets, as well as to improve the understanding of the scope and impact of infringements of intellectual property rights, including industrial property rights and the understanding of the value of intellectual property. Finally, the project aims to create ownership, by supporting the development of an emotional relationship to IP and change mind sets through awareness raising actions.

The objectives will be reached through identification of an EU network of “virtuous” cities responding to several engagement points required to diffuse the concepts of IP, to foster the enforcement as well as to cooperate with brands in the transfer of information and competencies, and to disseminate the positive role of the IP in local schools, measuring the result of the activities with pre and post meeting questionnaires.

The concept of the local campaign will be the same for all the municipalities involved in the network to better customize the message to the local culture. The project will have the kick-off in Rome and from there the network will be expanded with Spanish and French cities. (e.g. Paris, Alicante)

In all the cities involved the target will be the citizen as well as the tourist.

The communication message will be “NAME OF THE CITY_loves originals” - very simple and effective, will have the City as protagonist, building a dialogue with citizens and tourists on its role to care IP as driver of future.

The duration of the local campaign in Rome is fixed approximately in 7 month, from March to September 2016 (to intercept the flow of tourists arriving in Rome for spring/summer in the Jubilee’s Year). On September, for the back-to-school , the campaign will be focused on typical counterfeiting for the period, so scholar accessories as well as toys and similar.

There are some ways that helps people to reduce the implications of immoral actions like moral justification. The identification of these dynamics allows having an overview of the major barriers that may be encountered, and enables to prevent the justification process that subjects put in place. Awareness campaigns can work through direct and indirect pathways to change the behaviour of whole populations. During the campaign many activities will take place, e.g.: training in schools with the involvement of high schools in Rome, law enforcement training in Police Stations, booster event: theatre show, Guerrilla Marketing in the city centre, below the line materials, point of Sale materials, out of home advertising, digital platform.

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PARTNERS: Unifab (Union des fabricants, the French association for the anticounterfeiting)
Andema (asociacion de marcas, the Spanish association for the anticounterfeiting)
The economic development Ministry of Italy, in the Italian Patent Office, direction for the fight against counterfeiting (MISE/UIBM/DGLC)

APPROVED BUDGET: 76.000 €

MAXIMUM GRANT: 50.000 €

PROJECT

DURATION: 7 months

REFERENCE:	119-GR
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TITLE: **Greek Copyright School – Raising awareness about copyright protection in primary and secondary education in Greece**

DESCRIPTION: The project’s main objective is to raise awareness among youngsters about the importance and benefits of copyright protection for culture and society and warn them about the damages of piracy. Students will be informed about copyright restrictions, especially regarding the use of works on the Internet.

They will learn about the value of copyright not only from an ethical point of view. Furthermore, it will help children develop an emotional relationship to copyright by encouraging them to create their own works and see in practice the rights and the obligations which derive in relation to original works and creativity. The project will use as a basis the educational program with the title “Copyright and Related Right” that was created by the HCA, in cooperation with a group of primary school educators in 2014. The HCO supports the idea that the value of copyright is something that should be taught from an early age.

Target groups are primary and secondary school teachers and students (ages between 9 and 14 years old).

Key Performance Indicators (KPI):

- HCO plans to organize seminars in at least seven major Greece cities and expand the coverage of the project in the country.
- HCO expects as average of 30-40 teacher and advisors to participate at the seminars.
- During the projects’ implementation a number of approximately one thousand sets of informative printed material on copyright is expected to be distributed among school teachers, advisors and students.

A website will be developed and will host all the information that concerns the activities of the project. The HCO with this project intends to take further the campaign in support of the educational program for the following school year (2015-2016). It intends to expand the program to teachers on areas that were not covered with last year’s seminars.

During that campaign the HCO will involve more artists into the seminars by organizing mission of authors and/or performers that will volunteer to visit schools. The HCO also plans to make use of modern media platform and tools. The objective is to make copyright education for children amusing with the use of e-games, puzzles, quizzes, videos, etc. Moreover the HCO plans to make a short video about copyright protection that will also be available in popular web platforms. Finally, the HCO is to grant permission to other EU countries to translate and make use of all the educational content that will be produced in this project.

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PARTNERS: N/A

APPROVED BUDGET: 48.170 €
MAXIMUM GRANT: 38.536 €

**PROJECT
DURATION:** 12 months

REFERENCE:	128-SK
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TITLE: Value of IP and the damages of counterfeiting and piracy projected on comics

DESCRIPTION: The main goal of this project is to change the mind sets of young people regarding IP and creating their positive relationship to IP rights, thus improving their skills in protecting their own and other people's IP right in the future. More specifically enhance their knowledge of technical and institutional tools that can be used to prevent and combat piracy. The project will also collect and spread good practices and new developments in IP rights throughout the society at national and international level.

Project Value of IP and the damages of counterfeiting and piracy projected on comics will be created on the basis of social demand, as there is no sufficient educative material that would comprehensively address the issue of IP rights protection to young people in Slovakia. Main target group of the project are young people. Secondary target are teachers and youth workers who will use the tool to promote the topic of IP to youngsters.

These tools will include interactive comics booklet as a means appealing to young people in form of a hard copy and an e-book and also a webpage dedicated specifically to the project. The e-book of the booklet will also be accessible on the IPO SR related websites (www.upv.sk, www.patentovat.sk) for free and the printed booklet will be distributed also during workshops. The booklet will be translated into English.

The story line of the comics will comment on everyday situations. Particular issues will be also illustrated by real examples and good practices from Slovakia and abroad. It will use common and slang language and the humorous characters will underline and strengthen expected impact on young people. The story lines will include activities enhancing the experience and knowledge of young people. It will also explain the terminology and will offer summary of the technical tools to prevent and combat IP rights. The booklet will conclude with tips and rules, since the main goal of the project is to change the mind set of young people with regard to IP rights as a whole.

The booklet will be published in number of copies 6 000 and will be distributed to schools for free. In form of an e-book it will be available for download from an online platform. E-book will be also translated to English to be accessible to wider audience.

The launch and distribution of the project will be supported by promotion media campaign run online and offline. To ensure impact of the project, eSlovensko will prepare a special event to launch the project. Following it, eSlovensko will organize workshops for young people.

ORGANISATION: eSlovensko

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PARTNERS: N/A

APPROVED BUDGET: 48 000 €
MAXIMUM GRANT: 38 400 €

**PROJECT
DURATION:** 12 months