

Advisory Committee on Enforcement (ACE)

Tenth Session

Geneva, November 23 to 25, 2015

EDUCATIONAL TOOLS FOR BUILDING RESPECT FOR IP IN ITALY: SMALL AND BIG INVENTORS AND THE COMPETITION OF IDEAS

*prepared by the Directorate General for the Fight Against Counterfeiting – Italian Patent And Trademark Office (DGLC-UIBM), Ministry of Economic Development of Italy**

ABSTRACT

The document presents the “Small and Big Inventors are Growing” competition, of which the Ministry of Economic Development of Italy, through the Directorate General for the Fight Against Counterfeiting – Italian Patent And Trademark Office (DGLC-UIBM), has organized six editions so far. Young students (and their respective schools) compete for the best drawings and handmade items either of new objects, considered as useful inventions for their day-to-day activities, or of already existing objects to which they confer new functions and new shapes. Targeted at students of primary and secondary school and their teachers, the competition aims to raise awareness of the importance of industrial property rights and the consequences of buying and distributing counterfeits. It is accompanied by educational information and learning activities about the value of creativity and innovation, the appropriate tools to protect industrial property and the dangers originating from counterfeiting and targeted seminars. The impact of the event is strengthened through printed materials, online information and project presentations in institutional events, public events, seminars and trade exhibitions.

* The views expressed in this document are those of the author and not necessarily those of the Secretariat or of the Member States of WIPO.

1. The need to strengthen the overall competitiveness of the national economy imposes a dual strategy: on the one hand to produce innovation and transfer it to the territory, using the scientific knowledge to create development and restart the engine of economic growth; on the other hand to stimulate inventive activity and trigger the right attitude and interest in creativity as a key factor for socio-economic growth.

2. Creativity and adequate support to the relevant skills and abilities are strategically important to pursue these objectives and essential to face the evolution of the current economic system and direct it to a full realization of the knowledge economy through a training process for the production and dissemination of knowledge.

3. Based on this analysis, the Ministry of Economic Development (the Ministry), through the Directorate General for the Fight against Counterfeiting – Italian Patent and Trademark Office (DGLC-UIBM), has a long established practice of carrying out national activities aiming to promote the value and importance of invention as a vehicle of scientific knowledge and instrument of technological innovation at educational institutions.

4. More specifically, the Ministry launched two business activities to raise awareness in the school system (2004-2014):

- Seminars on the protection of Industrial Property and Innovation, focused on enhancing creativity and innovation and the fight against counterfeiting;
- The competition of ideas “Small and Big Inventors are Growing” for the best drawing and/or handmade item of new objects or existing objects that give new functions and forms.

5. These projects were initiated with the aim:

- To raise awareness among young people about the role of inventions and patents;
- To convey in a simple and innovative way how an idea or an invention can be transformed into the capital of a company and the heritage of the community; and
- To raise awareness of the value of conscious purchases and consumption and the negative impact of counterfeiting.

6. More precisely, the seminars and the competition of ideas have been organized in order to:

- Increase among children and adolescents awareness of and respect for the importance inventive activity and to stimulate the students' creativity through a revision of the knowledge gained from the training program;
- Educate young people to buy legal products and inform them about legal or administrative actions against counterfeit products, taking into consideration the consequences both in terms of economic impact and consumer protection;
- Reduce the distance between the Government and the consumers (especially young people, teachers, families) with whom relations are generally less intense.

7. In the framework of these activities, the Ministry carried out 147 workshops and met approximately 4,000 students across the country. In 2009, the Ministry organized 60 seminars in Rome.

8. During the first three editions of competition of ideas 490 works were examined and admitted.




*Ministero dello Sviluppo Economico
Dipartimento per la Regolazione del Mercato
Direzione Generale per la Proprietà Industriale
Ufficio Italiano Brevetti e Marchi*

“PICCOLI E GRANDI” INVENTORI



CONCORSO DI IDEE PER LA PROMOZIONE DELLA PROPRIETÀ INDUSTRIALE

TERZA EDIZIONE

Bando di concorso per la partecipazione degli allievi delle scuole primarie
Il Direttore Generale della Direzione Generale per la Proprietà Industriale - UIBM

BANDISCE

NELL'AMBITO DEL PROGRAMMA 2007 DI PROMOZIONE DELLA PROPRIETÀ INDUSTRIALE

Un concorso per l'assegnazione di un premio da riconoscere a giovani allievi - ed alla relativa scuola di appartenenza - in grado di realizzare i migliori disegni e lavori manuali di oggetti nuovi, che i ragazzi ritengano possano essere invenzioni utili per le loro attività quotidiane, o di oggetti già esistenti a cui attribuire nuove funzioni e nuove forme.

Il premio intende stimolare nei ragazzi la capacità inventiva e creativa, favorendo lo scambio interpersonale e il confronto reciproco. I prodotti potranno essere realizzati da singoli allievi o da piccoli gruppi (fino ad un massimo di cinque allievi).

L'iniziativa, che si avvale della collaborazione dell'Istituto Guglielmo Tagliacarne di Roma, oltre a favorire un sano spirito di competizione, **vuole contribuire a sviluppare nei ragazzi la percezione del valore dell'innovazione e a far comprendere l'importanza della tutela dell'attività inventiva.**

I premi saranno riconosciuti ai giovani allievi, ed alla scuola di appartenenza, sulla base del giudizio espresso da un'apposita Commissione - composta da esperti del settore e pedagogisti nominati dalla Direzione Generale competente in materia del Ministero dello Sviluppo Economico - che valuterà l'originalità dell'idea e l'abilità creativa di rappresentazione dell'idea stessa espressa nei lavori.

I premi consisteranno in:

- giochi educativi, libri e riviste per l'allievo o il gruppo di allievi vincitore del concorso
- un computer per la scuola di appartenenza del vincitore.

Al concorso possono partecipare allievi delle classi a partire dal terzo anno delle scuole primarie di tutto il territorio nazionale.

Al termine del concorso i lavori realizzati saranno esposti presso la sede dell'Ufficio Italiano Brevetti e Marchi. I materiali inviati non saranno restituiti.

La domanda di partecipazione al concorso, contenente i dati degli allievi, della scuola, il nominativo del capo di istituto e l'indirizzo, dovrà essere accompagnata:

- dall'apposito modulo di partecipazione (www.tagliacarne.it)
- dai prodotti originali realizzati dagli allievi (disegni rappresentativi dell'idea, modelli progettuali e manufatti).

Le domande di partecipazione al Premio ed i lavori realizzati dovranno essere inviati all'Istituto Guglielmo Tagliacarne - Via Appia Pignatelli, 62 - 00178 Roma - **entro il 15 maggio 2008**; farà fede la data del timbro postale di partenza. Sulla busta dovrà essere espressamente indicato: Rif. Concorso di idee 2007/SE - UIBM.

Roma, 24 gennaio 2008

IL DIRETTORE GENERALE
Maria Ludovica Agrò



2010 Award on the Occasion of World IP Day

9. The 2011-2012 editions included a business program of 40 meetings to be carried out throughout the country to promote inventive activity and the fight against counterfeiting (introduction to patents, values of trademarks and the importance of buying legal products). At these meetings, the topics were addressed through business practices, the presentation of inventions and the showing the difference between counterfeit and original products. The history of inventions, patents and trademarks was presented through educational materials, such as videos and stories, and questions were answered.

10. During the period 2013-2014 the Ministry (DGLC-UIBM) and the Ministry of Education, University and Research organized the sixth edition of the competition of ideas "Small and Big Inventors are Growing" aimed at awarding a prize for the best entry by a student in primary and secondary education.

11. A Memorandum of Understanding was signed on September 12, 2012, between the Ministry (DGLC-UIBM) and the Ministry of Education, University and Research of Italy (Directorate General for Students, Integration, Participation, Directorate General for School Systems and School System Autonomy, Directorate General for Education, Secondary Technical Training and Relations with the Education Systems of the Regions). This Memorandum was intended to start a dialogue between the parties on issues of Intellectual Property such as training and information.



2013/2014 Competition Poster



12. The sixth edition, in line with previous competitions, aimed to stimulate the ability in children to analyze reality and to solve technical problems, to prompt their inventiveness and creativity and to foster the interpersonal exchange and mutual comparison.

13. The “Small and Big Inventors are Growing” award established a connection with schools on issues of Industrial Property and the fight against counterfeiting, allowing children and young people to learn about patents, the value of invention and its protection and the protection of the label “Made in Italy”.

[End of document]