



*Ministero dello Sviluppo Economico*

DIREZIONE GENERALE PER LA LOTTA ALLA CONTRAFFAZIONE – UIBM

# EDUCATIONAL TOOLS FOR BUILDING RESPECT FOR IP IN ITALY: «SMALL AND BIG INVENTORS» IDEA COMPETITION

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# DG FOR THE FIGHT AGAINST COUNTERFEITING ITALIAN PATENT AND TRADEMARK OFFICE

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# DG FOR THE FIGHT AGAINST COUNTERFEITING ITALIAN PATENT AND TRADEMARK OFFICE



- National authority for the definition of anti-counterfeiting policies
- National office responsible for the registration of patents, trademarks, designs and models
- Secretariat of the National Anti-Counterfeiting Council (CNAC)

# WHAT YOUNG PEOPLE THINK OF IP

- How young people make purchase choices:
  - *Quality vs economy*
  - «*You can judge a book by its cover*»
  - *The brand is the substitute of the «desired self»*
- IP: a difficult concept, but...How would the world be like without IP?
  - *A world made of “sharks”*
  - *A world devoid of originality*

*Source: Research Study on the economic and social impact of counterfeiting in Italy, Ministry of Economic Development in collaboration with Censis Foundation, 2014*

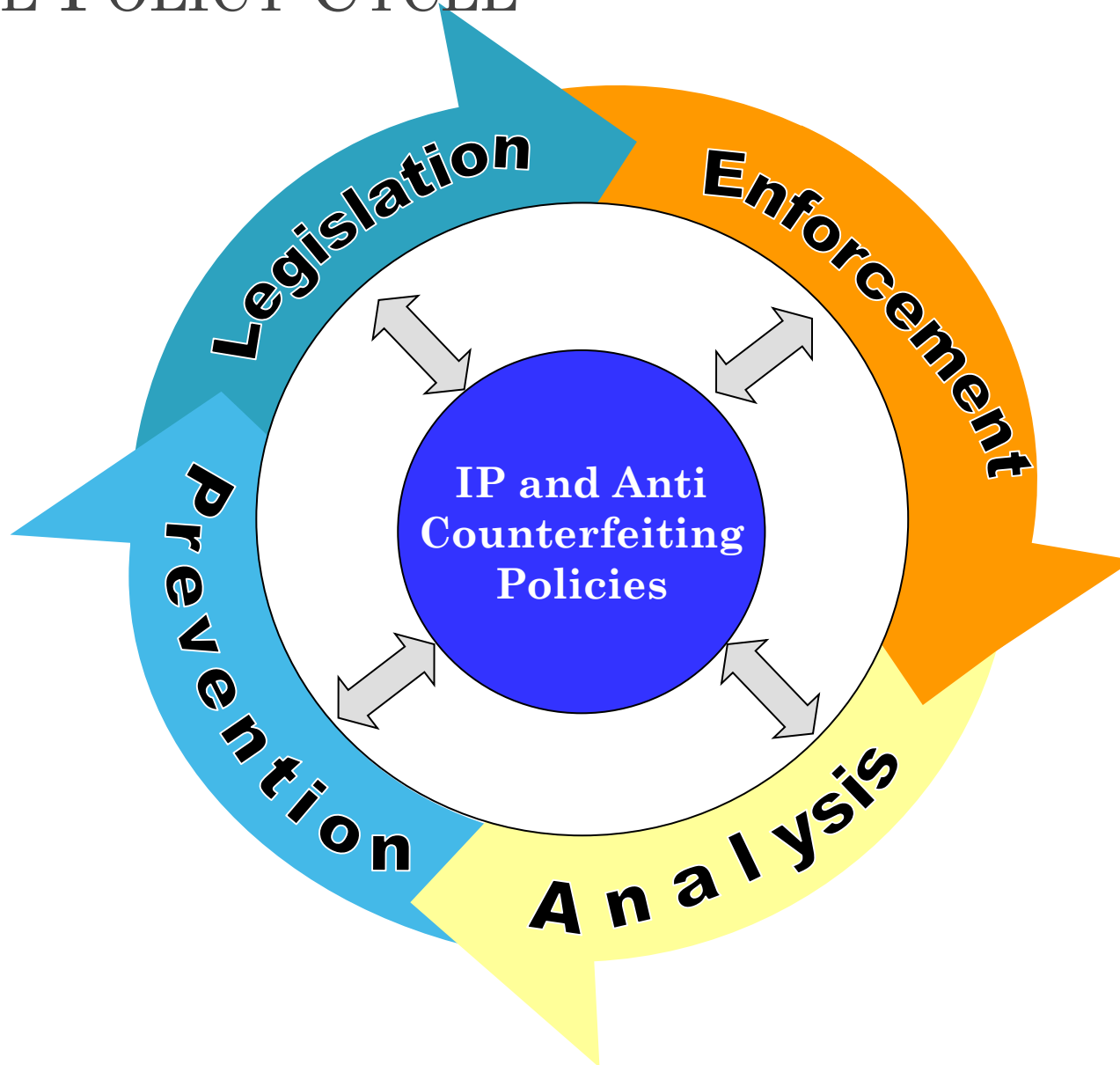
# WHAT YOUNG PEOPLE THINK OF COUNTERFEITING

Opinions	val. %
Counterfeits are less expensive than original goods and with the same amount of money you can buy more goods	50,8
It's better to buy real goods because they are more reliable and safer than fake goods	49,2
Total	100,0
Buying fake products which are identical but less expensive than the original ones makes you feel happy	59,1
You can always detect a fake good and if you use one you make a bad impression on people	40,9
Total	100,0
Buying fakes is a common behavior: everybody does that	66,5
When buying a fake good people should remember that the purchase of counterfeit goods is a crime	33,5
Total	100,0
The price of branded goods is too far above their intrinsic value	76,1
The price of branded goods is justified by the investment that companies make on innovation, the development of new ideas, materials, processes, etc.	23,9
Total	100,0
If police checks were more frequent, there would be fewer fakes around	36,1
I think that police should give priority to more serious crimes	63,9
Total	100,0

Source: Research Study on the economic and social impact of counterfeiting in Italy, Ministry of Economic Development in collaboration with Censis Foundation, 2014

# IP PROMOTION AND PROTECTION

## THE POLICY CYCLE



# PREVENTION

## BUILDING RESPECT FOR IP

- Raising awareness on the importance of IP protection and the consequences of counterfeiting, targeting different audiences
  - National and local communication campaigns, addressed to citizens at large
    - "*Protect industrial property, let your ideas grow*" campaign
  - Special initiatives in collaboration with consumers' associations
    - "*Io sono originale*" campaign
  - Special projects with primary and secondary schools
    - "*Small and big Inventors Idea Competition*"
    - "*Teach the teachers*" initiative

# «SMALL AND BIG INVENTORS» IDEA COMPETITION 2004-2011

	2004-2005	2006-2007	2007-2008	2009-2010	2010-2011
Seminars	28	51	48	55	42
Students participating in seminars	725	1,508	1,747	1,100	1,082
Applications (number of projects sent by schools)	130	157	209	202	207



# «SMALL AND BIG INVENTORS»

## IDEA COMPETITION – 2013-2014

- Total number of educational institutions exposed to the information campaign: *5,000*
- *80* institutions applied, sending *207* project proposals
- 3 projects were awarded a prize
  - TRI-Bì, a baby bottle containing 3 different types of drinks (for instance, milk, water and camomile tea)
  - WV system, a «wavevoltaic» system
  - *Bloccalacci*, a shoelace blocking device
- Among the others, 6 projects deserved a «special mention»

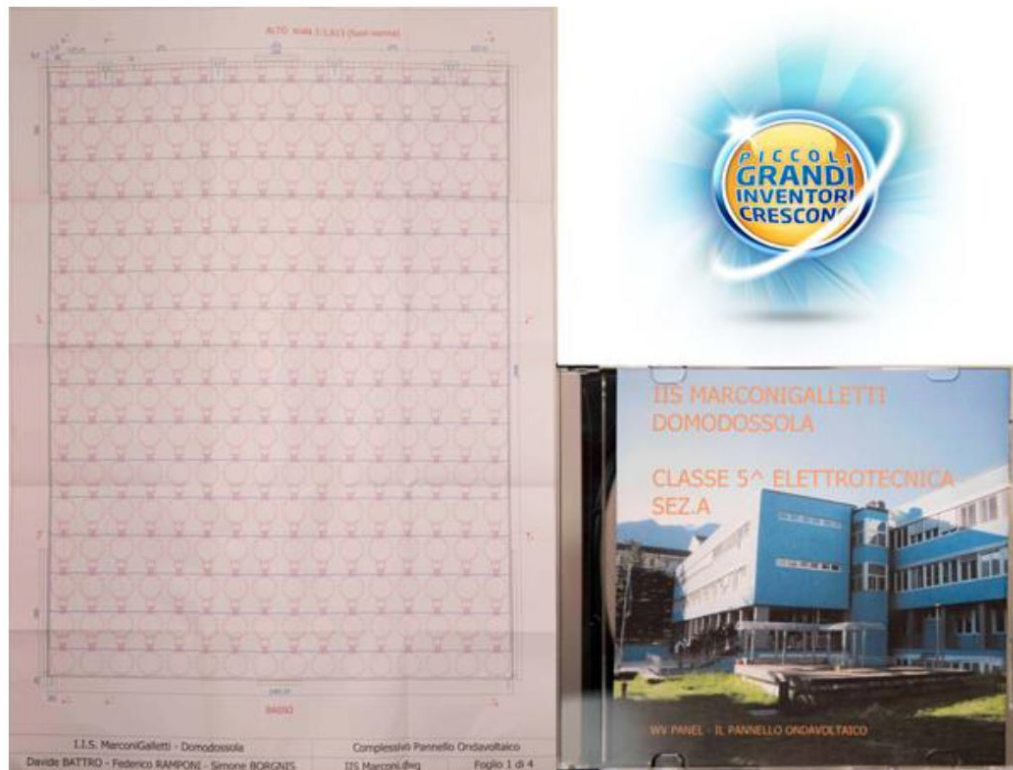
# «SMALL AND BIG INVENTORS» IDEA COMPETITION – 2013-2014

- TRI-Bi (baby bottle containing 3 different types of drinks)



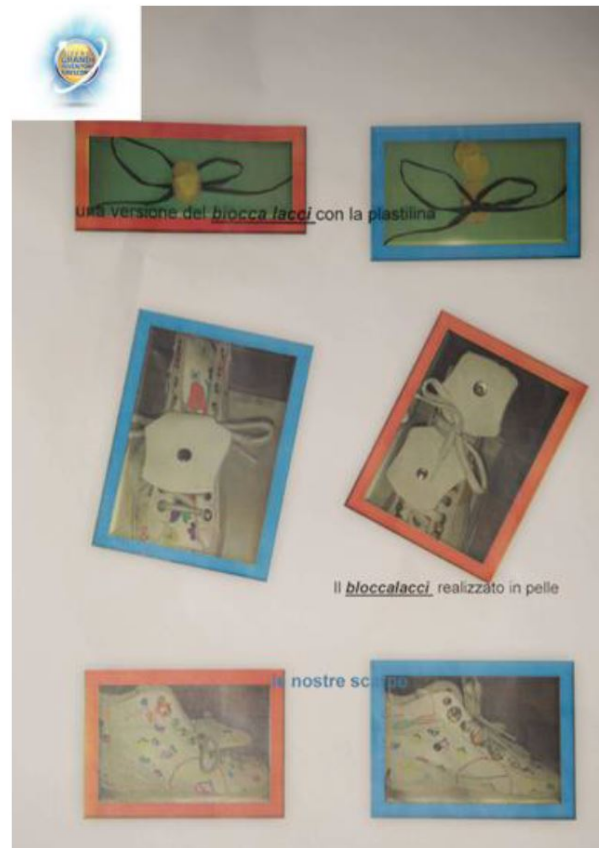
# «SMALL AND BIG INVENTORS» IDEA COMPETITION – 2013-2014

- WV system («wavevoltaic» system)



# «SMALL AND BIG INVENTORS» IDEA COMPETITION – 2013-2014

- *Bloccalacci* (shoelace blocking device)



# «TEACH THE TEACHERS» INITIATIVE 2014-2015

- MoU between the Ministry of Economic Development and the Ministry of Education
  - Blended learning programme dedicated to teachers of primary and secondary schools all over Italy
    - 343 teachers trained
    - belonging to 138 educational institutions
    - in 15 Italian regions (out of 20)

# THANK YOU!



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