

## EXHIBITION

# RESPECT FOR IP AND TOURISM

Advisory Committee on Enforcement (ACE)

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## **The Hungarian experience in raising public awareness at summer festivals**

Since 2008, the National Board Against Counterfeiting (NBAC) has been operating as a common platform for all the authorities and private stakeholders interested in the protection of intellectual property rights in Hungary.

One of the main areas of the NBAC's activities is to make customers and internet users better informed in order to stop counterfeiting and piracy, together with decreasing the offer of fake and pirated products.



The NBAC has been present in Hungarian summer festivals to reach people on their holidays at these events and make them familiar with the phenomenon of counterfeiting and piracy. In the past

few years, the NBAC took part in Sziget Festival in 2014, VOLT Festival in 2015 and 2016 and the Valley of Arts in 2014 and 2016.

The Sziget and VOLT festivals are amongst the highlights of the European summer festival calendar, and are held every year in Budapest and near the city of Sopron, on the Hungarian-Austrian border.

In 2014, Sziget Festival attracted **415,000 visitors**, while this year 148,000 people attended the VOLT Festival.

Most of the visitors to the festivals are young people, while the Valley of Arts rather attracts families and the older generation. In 2014, 140,000 visitors were registered.

The NBAC's programs include interactive skills and knowledge-based games, short questionnaires, discussions with musicians, logo quizzes, music contest and also surveys on consumer behavior.

Counterfeit goods are also presented and visitors are made aware of useful hints that enable them to avoid buying fakes.

The fair and ethical use of copyright material available online is also discussed, highlighting the effect of consumers' decisions on the creative industries and authors.

Informative material on Intellectual Property (IP) and the effects and consequences of counterfeiting and piracy is on display supported by eye catching and sometimes shocking photos.





**“One of the most effective approaches to fight against counterfeit goods”**

Some say “Counterfeit goods are cheaper than genuine ones” and others say “Imitation and copy products are being sold openly through the internet”.

Hence, in order to educate people on counterfeiting and piracy and raise awareness of considering carefully before purchasing them, it is necessary to promote educational activities.



According to a survey conducted by the Japanese Government, a lot of Japanese respondents consider that Customs enforcement is one of the most effective approaches to

fight against counterfeit goods. To struggle with increasing counterfeiting and piracy, Japan Customs implements various public awareness activities as follows:

- Magazine advertisements, and posters in the public areas such as airports lobbies and train stations;
- Customs Website and social media;
- Press releases of Customs seizure results presenting seized products;

- Campaigns, for example for passengers at airports;
- Displaying goods infringing Intellectual Property Rights (IPR) during campaigns and at Customs Visitor Centers;
- Open destruction operations of counterfeit products; and
- Seminars together with right holders for traders.

These activities have enabled wider dissemination of the issues of counterfeit goods and Customs' efforts to fight against them. Moreover, understanding and cooperation of citizens, deepened through these educational activities, enable Japan Customs to conduct much more effective enforcement.





An information site  
on counterfeiting  
and piracy

**NORWAY**

## **The Norwegian Network Against Intellectual Property Rights (IPR) Infringement – Awareness initiatives aimed at tourists and Norwegians traveling abroad**

On assignment from the Ministry of Trade Industry and Fisheries, the Norwegian Industrial Property Office (NIPO) in 2015 established a Governmental Network Against Intellectual Property Rights Infringement. The network consists of nine different authorities, including the police, the customs, the Ministries of Culture and Justice.

Together with the Customs and the Ministry of Culture, NIPO is also responsible for the establishment of an information website on piracy and counterfeiting called “Buyreal.no” <https://www.velgekte.no/en-GB/>.



Last year different authorities in the Network against IPR Infringement carried out several awareness raising initiatives. The target group was especially Norwegian tourists and these traveling abroad.

The reason for choosing the target groups was that Norwegians are often exposed to counterfeits on vacation, when they have plenty of time with shopping. Many people believe that buying counterfeits is a victimless crime. We wanted to raise awareness on the negative

consequences that people often are not aware of, and encourage people to “bring real holiday memories back home”.

## **Awareness campaign at Oslo Airport Gardermoen**

On Anti-Counterfeiting Day in June 2015, NIPO held an awareness raising campaign at Oslo Airport Gardermoen together with the Customs and the Norwegian Anti-Counterfeiting Group (NACG), which represented the right holders.

Representatives from NIPO, Customs and NACG handed out luggage tags at the airport-train stations and before check-in at the airport. The luggage tags had the text “Bring real holiday memories back home”. The idea was to make people curious and we only handed out luggage tags at this stage.



After check-in and security, 12 representatives from Customs, NACG and NIPO struck up conversations with travellers. Having cleared security, people have more time and are more relaxed and willing to talk. We distributed flyers, displayed real versus fake goods and talked about why you should avoid counterfeits.

One of our main objectives was that the campaign should receive media coverage, and should reach out to as many people as possible with our message. We therefore worked actively to achieve this with the campaign. Both TV and newspapers covered the campaign, which was reported on prime time evening news.



## RÉPUBLIQUE DÉMOCRATIQUE DU CONGO

### **Faire naître la confiance dans la propriété intellectuelle pour les entreprises et les voyageurs : “Made in Congo”**

Produire et vendre des contrefaçons, c’est :

- Voler les détenteurs de marques et leurs salariés en profitant indûment de leur travail, de leurs investissements ainsi que de leur réputation ;
- Tromper les consommateurs en leur faisant croire qu’ils achètent un produit original et authentique ;
- Mettre en danger les utilisateurs dans les cas où les produits contrefaisants présentent des risques (jouets, cosmétiques, électroniques, médicaments, etc.).

Notre objectif : fournir aux consommateurs une estimation du risque encouru, même pour un produit à vil prix. Deux moyens sont disponibles afin d’obtenir une estimation du risque :

➤ Lorsqu’un acheteur a un doute sur un produit de commerce mis en vente en ligne, il lui suffit de téléphoner à un numéro vert mis en service par le Ministère de l’industrie ou bien de copier-coller l’adresse URL du site en question sur le moteur de recherche du site indiqué et de lancer la recherche. Une note de risque lui sera fournie en seulement quelques secondes.



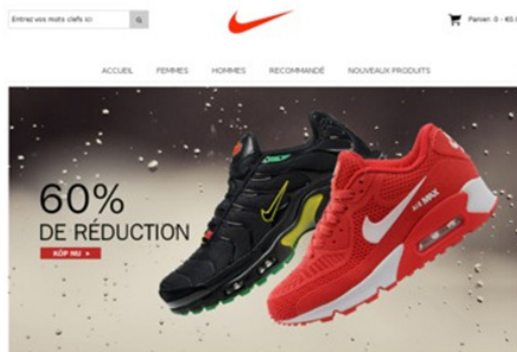
➤ Un outil automatique : l'extension pour navigateur. Le fait d'installer l'extension pour navigateur permet d'engendrer un audit de tous les sites visités à l'aide de ce navigateur. Le résultat s'affichera alors en haut à droite du navigateur.

## La plateforme sociale de lutte contre la contrefaçon des produits

Le Ministère de l'Industrie délivre une note de confiance aux acheteurs potentiels et internautes. Cette note est le résultat d'un audit technique du site.

Lorsque l'internaute initie l'audit d'un site via la barre de recherche ou via l'extension pour navigateur, un groupe de sondes est lancé et confère des notes intermédiaires qui sont pondérées et agrégées en une note de confiance. Ce score peut aller de 100 à 0. La note 100 signifie que le site est totalement fiable tandis que la note 0 indique que la confiance pour ce site est très faible.

Si la contrefaçon touche à la fois les consommateurs et les entreprises, ses répercussions affectent également l'économie dans son ensemble. Ainsi, selon le Ministère de l'Industrie, ce fléau représente aujourd'hui près de 10% du commerce mondial, ce qui constitue un coût annuel de 200 à 300 milliards d'euros pour l'économie mondiale (12 % du marché national des jouets et 10 % du marché national de la parfumerie et des cosmétiques).





## Activities by the Trinidad and Tobago Intellectual Property Office regarding its “Building Respect for Intellectual Property and Tourism” Program

The Trinidad and Tobago Intellectual Property Office (IPO) requested and obtained technical assistance from the Building Respect for Intellectual Property Division of the World Intellectual Property Organization (WIPO) to enable it to design and implement a “Building Respect for Intellectual Property” (BRIP) program in Trinidad and Tobago.

The program’s main objective is to reduce the levels of piracy and counterfeit activities among tourists and locals in Trinidad and Tobago. To achieve its goals, the IPO established a BRIP function and assigned an officer dedicated to manage the program.

It involves an education, information and training strategy. A minibus, ICT equipment and communication materials as well as TT\$700,000 from the Public Sector Investment Program budget have been assigned to this program.



The program activities and associated multimedia campaign are packaged as a roving Intellectual Property (IP) exhibition and clinic labelled “IP-MOBILE”. IP-MOBILE provides a facility to meet and talk IP with the various members of the public. IP-MOBILE hardware comprises a colorful minivan, two outdoor tents fitted with tables and chairs to host visitors and house the exhibits, complemented by ICT equipment for accessing the Internet and playing videos and other presentations.



IP-MOBILE journeys throughout the country, reaching many members of the public: primary and secondary school and university students, academia, industry, business, government and the general public through their organizations and at event locations, including tourist hot spots. The services provided range from the distribution of IP-related flyers and posters, audiovisual presentations and discussions on IP issues.

The IPO also introduced the “Building Respect for Intellectual Property and Tourism” poster competition for secondary school students in Tobago. The competition serves to create awareness of the harmful effects of piracy and counterfeiting among the Tobago youth. With an increasing demand for its services, the IPO will continue to raise awareness of IP on a sustainable basis.



**Be a Responsible Traveller: a UNWTO, UNODC and UNESCO anti-trafficking campaign**  
**#traveldonttraffick**

#traveldonttraffick  
**YOUR ACTIONS COUNT**  
**BE A RESPONSIBLE TRAVELLER**

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**HUMAN TRAFFICKING**  
 Human trafficking is a heinous crime that is common. When visiting a foreign country, don't fall for the lure of promising income. If you believe that someone is being forced to work against their will, report it to the authorities.

**ILLICIT DRUGS**  
 Drug trafficking is a global problem. Don't buy or use drugs. If you see someone selling drugs, report it to the authorities.

**WILDLIFE AND FAUNA**  
 The trade in wildlife and fauna is a growing problem. Don't buy or sell wildlife products. Don't buy or sell products made from wildlife.

**COUNTERFEIT GOODS**  
 Counterfeit goods are a global problem. Don't buy or sell counterfeit goods. Don't buy or sell goods that are made from illegal materials.

**CULTURAL ARTIFACTS**  
 Cultural artefacts are a global problem. Don't buy or sell cultural artefacts. Don't buy or sell goods that are made from illegal materials.

[www.bearesponsibletraveller.org](http://www.bearesponsibletraveller.org)

The World Tourism Organization (UNWTO), the United Nations Office on Drugs and Crime (UNODC) and the United Nations Educational, Scientific and Cultural Organization (UNESCO) have joined forces to promote a global campaign urging travellers to support the fight against a number of forms of trafficking.

“Your Actions Count – Be a Responsible Traveller” raises awareness about the most common illicit goods and services that tourists might be exposed to while travelling.

The campaign provides guidance to recognize possible situations of trafficking in persons, wildlife, cultural artefacts, illicit drugs and counterfeit goods, and invites travellers to take action through responsible consumer choices.

Tourists are global citizens and with over one billion tourists travelling the world each year they can be a force for good. Making the right ethical choice as consumers reduces the demand for illegal products and contributes to preserve natural and cultural assets that form an invaluable part of the heritage of the communities and people of the countries we visit.



Counterfeit goods, a major violation of intellectual property, are estimated to generate US\$ 250 billion a year for criminals and many products are neither safe nor ethically produced. Yet, they often appeal to tourists which are not aware of this reality. The Campaign alerts tourists that, though they may think that they are helping a small market or a street seller when buying what seems to be a great bargain, behind this there are often criminal interests, even coercing or exploiting sellers, as well as a clear crime against intellectual property. Through the campaign tourists are invited to “Avoid putting your money in the hands of organized crime and purchase ethically while abroad”.

“Your Actions Count – Be a Responsible Traveller” aims to contribute to the UN goal of combating organized crime as well as upholding the UNWTO Global Code of Ethics for Tourism. The campaign receives the support of Marriott International and Sabre Holdings, who brought the message to the attention of tourists using their services.

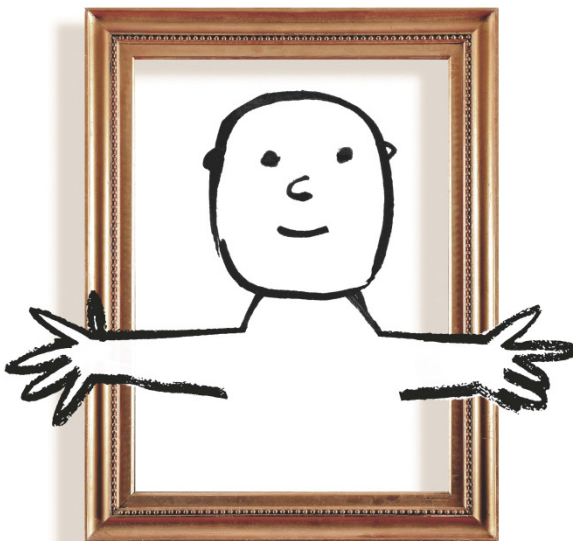
More information on: [www.bearesponsibletraveller.org/](http://www.bearesponsibletraveller.org/).

**Awareness campaign: A response to growing illicit traffic of cultural property**

Comité Colbert is an association of French luxury-goods manufacturers and cultural institutions. It works to promote creativity and, since 1995, to protect intellectual property by working with French customs in anti-counterfeit campaigns.

In response to the growing illicit traffic of cultural property, particularly in the Middle East, efforts have focused on raising public awareness. Campaigns target the youth especially and send a two-part message: creativity is a social driver, particularly for development, and cultural heritage needs to be safeguarded, as it is critical to building collective memory.

**#COMMITTED  
TO HERITAGE  
AND CREATIVITY**



**STAND UP FOR THEIR PROMOTION  
STAND UP FOR THEIR PROTECTION**



A CAMPAIGN LED WITH THE SUPPORT OF THE FRENCH CUSTOMS

On June 23, 2015, a campaign was launched by UNESCO and Comité Colbert, in collaboration with French customs and with the support of the JC Decaux company.

The campaign hashtag, **#Committed to heritage and creativity**, is accompanied by a Serge Bloch drawing. It shows a person inside an empty picture frame, from which a cultural work has been stolen or looted.

The message raises the issue and aims to deter consumers from purchasing counterfeit goods and objects that may have been stolen or looted from countries experiencing conflict.

The poster campaign was displayed throughout the summer on more than 450 advertising hoardings in French airports and across Paris. Since March 2016 it has switched to social networks [www.engages-patrimoine-et-creativite.org/](http://www.engages-patrimoine-et-creativite.org/), where it invites users to share the message and become actors in protecting heritage and promoting creativity.

Despite originating in France, the campaign has an international scope. It will be rolled out in 195 UNESCO Member States over a period of five years.

