



Spreading the message, building respect

A selection of IP awareness-raising tools

Intellectual property (IP) is critically important. Countries need an effective IP system to stimulate innovation and creativity, helping to ensure economic prosperity and a vibrant cultural life.

So it is important to make sure that the benefits of IP are widely understood. Consumers need to understand the importance of respecting IP rights, while innovators and entrepreneurs need to learn how to protect and exploit their IP assets.

The World Intellectual Property Organization (WIPO) is here to help.

We produce a wide range of tools to raise awareness about key IP issues, from outreach publications for children and the general public to materials to support communications campaigns by intellectual property offices and other stakeholders in our member states.

This brochure highlights just a few of our resources. You can find more information on our website: www.wipo.int.

WIPO has an array of information products about IP for a general audience.

Many of our materials are suitable for people of all ages, but we make a strong effort to develop resources for children and young people.

Among our most popular items are three **comic books** explaining the basics of copyright, patents and trademarks in a fun, accessible way.

The comics are available to download from our website in all six United Nations official languages, and there are also animated versions in English, French and Spanish on the WIPO YouTube channel: www.youtube.com/user/wipo

A fourth comic, **Honmono**, focuses specifically on the dangers of counterfeit goods. Again, it's available free of charge from our website in many languages.



Younger children will love watching the adventures of **Pororo** the little penguin.

In three animated films, Pororo and his friends create a jet-powered sled, learning all about patents and trademarks in the process.

The films are available in Arabic, English, French and Spanish and there are more language versions – and more adventures – coming soon.



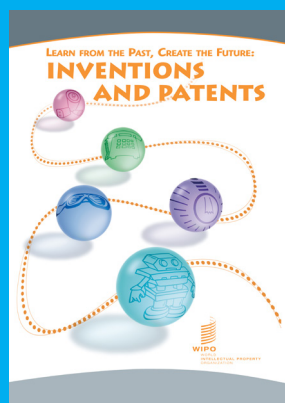
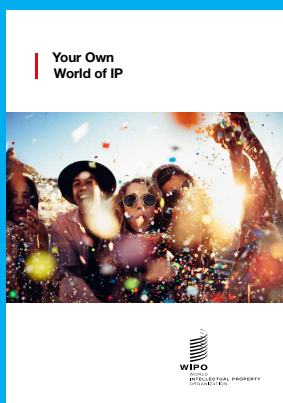
We offer rich learning materials for use in schools, including publications and online resources.

The booklet **Your Own World of Intellectual Property** provides a short introduction to IP for young people. Core concepts are explained through engaging examples – from Harry Potter to karaoke.

And for a more detailed exploration of different IP rights, try the publications in our **Learn from the Past, Create the Future** series, aimed at children aged 9 to 15.

Each book is packed with colorful graphics and stimulating activities.

All these publications are available from our website in several different languages, and member states are also very welcome to produce their own translations and adaptations.



And we have developed online resources dealing with copyright and trademarks in even more depth.

RespectforCopyright.org is designed to teach children aged 10 to 15 about the protection of authors' rights and creativity.

RespectforTrademarks.org sets trademarks in their social and economic context to help young people aged 14 to 19 understand the role of branding and the problem of fake products.

Both resources follow an activity-based learning approach and come with guidance notes for teachers.

The screenshot shows the 'Respect for Copyright' website. At the top, it says 'Resource Units Teachers' Zone'. The main content area is titled 'THAT'S MY IDEA' and features three units:

- UNIT TWO: THAT'S MY IDEA**: Aimed at 11 – 12 year olds, this unit encourages students to explore the factors that inform individual behaviour and personal morality, as well as looking beyond their own experiences to consider alternative points of view, leading students to a better understanding of creative activity and the links to intellectual property. [Read More](#)
- UNIT THREE: IT'S A FAKE!**: Aimed at 12 – 14 year olds, this unit builds on young people's awareness of branding aims to develop knowledge and understanding of the reasons why fake products are produced, where they might be sold and what problems might be associated with them. [Read More](#)
- UNIT FOUR: RIGHTS FOR ARTISTS**: Aimed at 14 – 15 year olds this unit focuses on their culture, exploring the issues young people should be aware of when downloading digital files, including music, still images and film. [Read More](#)

Each unit is accompanied by a colorful graphic: a thought bubble for 'That's My Idea', a pink brushstroke for 'It's a Fake!', and a sign for 'Rights for Artists'.

The screenshot shows the 'Respect for Trademarks' website. At the top, it says 'RESPECT FOR TRADEMARKS' and 'TEACHERS' ZONE'. The main content area is titled 'TEACHERS' ZONE' and features an 'Overall Structure' section:

Aimed at students ages 14+, this resource offers a range of activities to support your teaching about the importance of protecting intellectual property rights worldwide. The main focus of the resource is on trademarks and their role in protecting the rights of both consumers and producers of goods and services.

Throughout the resource, learning activities are enriched with video interviews with experts in the field of intellectual property rights and branding.

The resource is informed throughout by the concept of balance between the interests of the owners of rights and of consumers. It seeks to stimulate reflection as to the ways in which building respect for IP rights as a tool for development can deliver benefits both for individual creators and for the economy and society as a whole.

Overall Structure

The resource content has been designed to offer teachers a flexible approach to lesson planning. It is organised into three main sections each of which offers a different area for investigation. You can download the [Complete set of teacher's notes](#) or the individual support notes for each unit of work below.

- Tricks of the Trademark**: Unit 1: Focuses on trademarks, including their history and their purpose. [Support Notes](#)
- Brand Loyal**: Unit 2: Examines the relationship between trademarks and branding. [Support Notes](#)
- Inside the Lines**: Unit 3: Explores the importance of respecting IP law, in particular industrial design, patents and trademarks. [Support Notes](#)

Campaigns within countries or country groups are an invaluable way to raise awareness about IP.

By developing their own communications campaigns, countries can ensure that essential information about their IP systems reaches local people and industries.

WIPO resources can help national or regional IP offices, government ministries and industry groups get their message across.

The **WIPO Guide to Intellectual Property Outreach** provides a framework for effective communications.

In user-friendly language, it tells you how to run a communications campaign, from identifying your key messages and target audience to choosing tools and media, and developing and delivering your communications strategy.

You can download the Guide free of charge at: www.wipo.int/ip-outreach



At the request of our member states, we have also developed the **WIPO Consumer Survey Toolkit**.

Using a detailed survey template, you can measure consumer attitudes and behavior in relation to pirate and counterfeit goods.

Separate modules cover digital content, luxury goods and consumer goods, and the survey can be applied over the Internet or through face-to-face or telephone interviews.

The Toolkit will help you target your awareness-raising campaigns to best effect, making it the perfect complement to WIPO's *Guide to IP Outreach*.

And like all our resources, it is available for free on our website.

WIPO works closely with its member states and with public and private organizations to help build respect for IP.

Our Building Respect for IP team is available to help member states design and implement awareness-raising strategies, and we also welcome your feedback on the many resources that we provide.

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For contact details of WIPO's
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