



## First newsletter of the CounterRisk project.

In these publications we will inform you about the project activities and progress made. In the first issue, we explain you why we are doing this project and what we have done since its launch in March 2021 until June of the same year.



## The CounterRisk project

Counterfeit products are harmful to both companies' economy and consumers' health. In the case of children's products, counterfeiting seriously impair health of the most vulnerable consumers, children. The EUIPO's "Qualitative Study on Risks Posed by Counterfeits to Consumers. 2019" study found that the 80% of the unsafe and counterfeit products were products for children.

Hence the origin of the CounterRisk "New skills to face the risks of counterfeiting in consumer goods" European project led by AIJU that aims to develop innovative training tools approaching the protection of intellectual property, the safety in products for children and the way new technologies, such as blockchain, might help to fight against counterfeiting concerning consumer goods for children.

The project is mainly aimed to professionals of children's products sector, especially SMEs and technical staff from consumer organisations, since they are a key community that reach people who purchase consumer goods for children, either on-line or in physical stores.

The aim of the CounterRisk Project is to help improve the competences of professionals in this field and to build awareness of the economic and health risks that counterfeiting pose to society.

The CounterRisk Project is carried out by a European partnership led by AIJU (Spain), in partnership with the Université de Strasbourg (France), Lucentia-Lab (Spain), Associação para a Promoção da Segurança Infantil (Portugal) and the Association for Toy and Play (the Czech Republic)

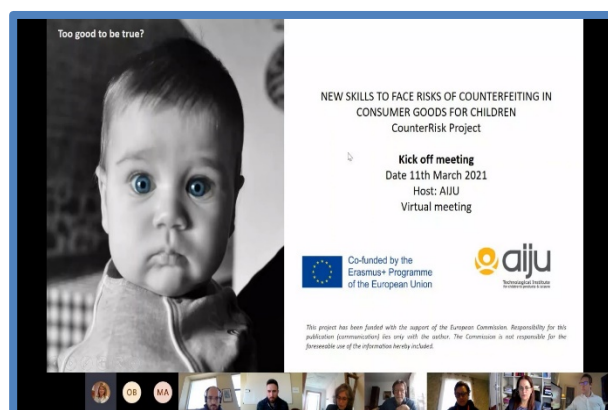


## Kick off meeting of the project

On 11th March 2021, the kick-off meeting of the European CounterRisk project took place with the presence of all the project partners. This meeting allowed the consortium members to present the work plan and the main activities and results of the Project formally. In particular, the project will develop two intellectual products, a NOOC (nano online open course) for the staff of consumer associations and a NOOC for companies in the children's products sector.

The purpose of the CounterRisk project is to help improve the skills of professionals in this field and raise awareness of the economic and health risks that counterfeits pose to society.

During the first meeting, the partners agreed to carry out a series of virtual workshops to start the process of creating training content through the e-Learning Lean Design methodology, based on the definition of the

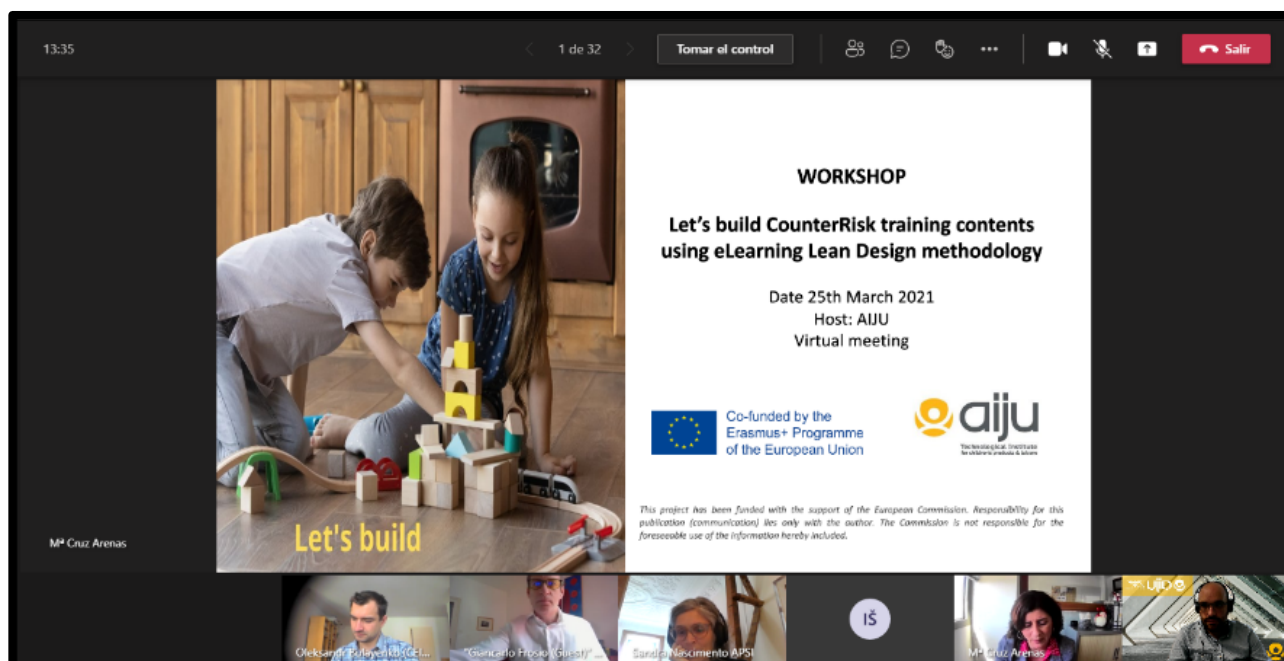


archetypes / potential users of the NOOC (nano online open course) for the consumer profile.

**Our innovative work methodology allows us to involve potential users from the beginning, so if you are interested in the project you can contact us at [proyectosseguridad@aiju.es](mailto:proyectosseguridad@aiju.es) and we will explain how to participate.**



## First workshop for the training contents development



The first workshop of the CounterRisk consortium was held on 25th March 2021. The goal of this meeting was to start the development of the first intellectual output using the e-Learning Lean Design methodology, within the CounterRisk project.

Specifically, the creation of the training content of the NOOC (nano open online course) aimed at the technical staff of consumer organizations, starting from the definition of potential users, their needs in the performance of their work, and the skills that would allow them to meet those needs.

The e-Learning Lean Design methodology consists of the application of the Lean Canvas methodology for the creation of startups, to the creation of open educational resources. This methodology helps to lead the design of the training tool, and it also encourages collaborative work and the involvement of the partners in the project activities.

This event is the first in a series of virtual meetings that will allow to work collaboratively and remotely in the CounterRisk training tools development.

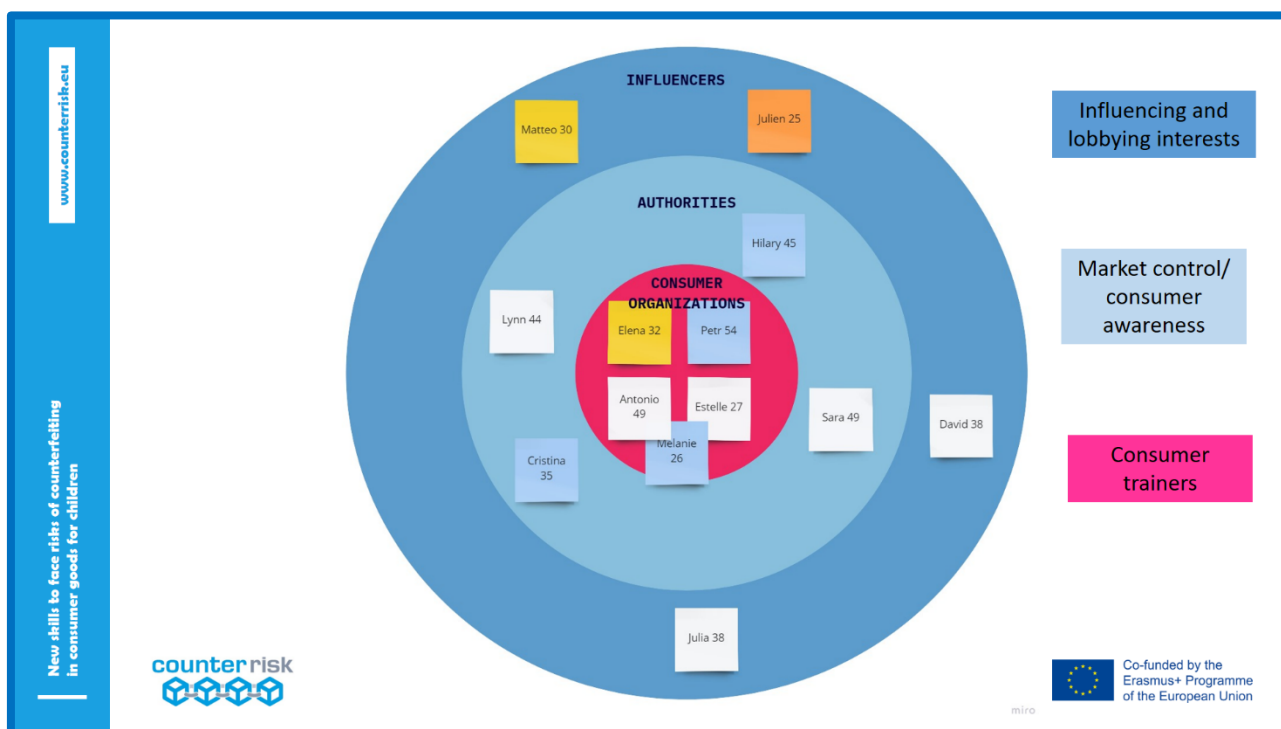


## Second workshop for the training contents development

On June 3, the second workshop on the application of the e-Learning Lean Design methodology was held. The purpose of this meeting was to continue with the training contents design for the CounterRisk NOOC (nano online open course) aimed at consumer organizations. During this second workshop, progress was made in establishing the skills that the student will acquire with the CounterRisk training tool.

As a result of the workshop, a total of 47 skills were obtained for three profiles related to consumer education, such as:

- staff of consumer organizations,
- the authorities in charge of consumer awareness and education campaigns, and finally
- those organizations whose activities have the capacity to influence practice and policies.







## The project website [www.counterrisk.eu](http://www.counterrisk.eu) is now available

Last June the project website [www.counterrisk.eu](http://www.counterrisk.eu) was launched in Spanish and English.

The website is an essential tool for communication and dissemination of both project activities and results. The intellectual products developed will be available in English, Spanish, French, Czech and Portuguese, free of charge through the

Internet, on the project website [www.counterrisk.eu](http://www.counterrisk.eu) and on the Erasmus + project results platform [https://ec.europa.eu/programmes/erasmus-plus/projects\\_en](https://ec.europa.eu/programmes/erasmus-plus/projects_en)

Currently the partners are working on the translation of the website content into other languages (French, Czech and Portuguese).





## Second transnational meeting of the CounterRisk consortium

On June 23, the second transnational meeting was held with all the project partners. During the meeting, the tasks performed and the results obtained were reviewed and the foundations were laid for the following actions. The partners ratified the agreement to hold the short-term training for the project staff in person in the first semester of 2022 at the University of Strasbourg, if the health situation allows it, and complement this training action with an online session for the knowledge exchange between all partners in September

2021. In addition, the partners agreed to continue with the technical meetings for the development of the NOOC aimed at consumer organizations and all those profiles involved in consumer education and awareness activities.

The coordinator presented the first results of the validation process of competences by potential NOOC users. The results obtained so far show that the focus of the course is aligned with the needs of this target group.

**Validation. First results**

- ✓ All general topics are of interest to our potential users
- ☐ Risks of counterfeit children's products, *there is more concern about health issues and damage to consumer rights*
- ☐ Applicable European regulations, *there is less concern about IP regulations*
- ☐ How to identify counterfeit children's products
- ☐ How consumers should act in case of buying a counterfeit product
- ☐ How new technologies can support consumers to recognize authentic products. *This issue is of interest to our respondents but maybe some competence should be reformulated to facilitate its clarity*
- ☐ Raise consumer awareness of the importance of choosing authentic products and economic operators which meet laws