



▪ SHORT-TERM TRAINING EVENT FOR THE COUNTERRISK PROJECT STAFF – C1

From 10 to 12 May, a knowledge and expertise exchange event was held among the staff of the organisations that are developing the courses. It took place at the Centre for International Intellectual Property Studies (CEIPI) of the University of Strasbourg (France).

This training activity was focused on key knowledge for companies in terms of protecting their products and their brands. Among the topics addressed were the legal aspects of intellectual and industrial property, the blockchain applied to product and company protection, children's product safety regulations that economic operators must comply with and how companies can build consumer trust, with the sale of their original products.





Participants in the C1 event

On the first day of the event, the participants conducted a study visit to the Museum of Counterfeiting in Paris, where original and counterfeit products of all kinds of articles are exhibited, such as toys, clothes, bags, shoes, works of art, motor vehicle spare parts or simple products such as pens. During the visit, the participants were able to see that the protection of intellectual property is not new. Since the 17th century, societies have implemented regulations and mechanisms to protect the economies of

the countries through IP protection, and France was a pioneer in this field.



www.counterrisk.eu



On the second day, legal aspects of IP were addressed, not only for children's products, but also for the websites where these products are sold. Product traceability is a key issue for both IP protection and product

safety management, as some companies were involved in the seizure of counterfeit products, when those products were not manufactured by the company.



On the third day the main theme was the potential of new technologies as a guarantee for both the consumer and the company, and how companies can build consumer trust.

The results and conclusions of this training event will be publicly shared on the project's website: www.counterrisk.eu.



■ PROGRESS IN THE EUROPEAN COUNTERRISK PROJECT

Training tools to improve consumer organisations and companies' skills to tackle counterfeit children's products

Project progress

The European consortium led by AIJU is progressing in the development of NOOC (nano open online courses), totally free online courses focused on issues such as intellectual property, children's product safety or blockchain for product protection and safety in the area of consumer goods for children, among others.

Through several working meetings, the made progress in the design of educational contents and the structure of the courses, aimed at consumer organisations on one hand, and to the industry and especially SMEs on the other hand.

NOOCs
(nano online open courses)

Key issues of counterfeit children's products

- Intellectual property •
- Risks to the children's health •
- How to identify counterfeit products •
- European regulations •
- Blockchain for intellectual property and safety protection •

Recipients

Consumer associations

Children's products businesses

Authorities

NEW SKILLS TO FACE THE RISKS OF COUNTERFEITING IN CONSUMER GOODS FOR CHILDREN

CounterRisk NOOCs
(nano online open courses)

- Free training tools
- Take the training pill you need at any moment
- Accessible from any smartphone or tablet
- Fun case studies designed in augmented reality
- 5 languages: Spanish, English, French, Czech and Portuguese

www.counterrisk.eu



28 April

meeting: we finalized the programme of the internal training event

aimed at the members of the consortium, organised by the Centre for International Intellectual Property Studies (CEIPI) of the University of Strasbourg (France). This joint training activity for the exchange of knowledge between AIJU (Spain), CEIPI (France), Lucentia Lab (Spain), the Portuguese Association for Child Safety Promotion and the Czech Association for Toy and Play is a unique opportunity to improve the knowledge of the participants, the skills of the organisations and it contributes to achieving the project's objectives.

7 June meeting: we work on establishing the NOOC competences for the industry through the e-Learning Lean Design methodology. We identified more than 60 competences sorted into six major groups:

1. How to identify counterfeit children's products B2C
2. How to protect IP in companies
3. What to do if your product is being counterfeited
4. How to avoid IP infringements
5. Funding mechanisms and support for SMEs in IP issues

6. Children's product safety
7. How to build consumer trust
8. How new technologies can help protect IP and product safety

28 June meeting: we work on the contingency plan to mitigate the potential deviations detected in the assessment of the progress report presented in February 2022. We decided to give more visibility to our results on the project website (www.counterrisk.eu).

The online courses that are being developed in the framework of the project will be completely free and accessible from any mobile device or tablet. These courses will include different elements to facilitate learning such as videos, infographics, reading materials, activities, exams, etc. Users will learn about blockchain technology as they progress through the course, and they will have to obtain "tokens" to access new resources and assess their abilities after finishing the course. Besides, the course proposes case studies designed with augmented reality that will help users to identify counterfeit products and their risks to children.



Which one is the counterfeit toy?



In this stage of the project, the companies that are interested can participate in the validation of the competences required by the industry staff to protect their products and company.

If you are a company in the children's products sector and are interested in participating in the project, contact us at proyectosseguridad@aiju.es

If you work in education and raising awareness among consumers, check this out

<https://www.youtube.com/watch?v=yDB2vgJcXi8>



▪ AIJU PRESENTED THE COUNTERRISK PROJECT AT THE EUROPEAN CONFERENCE ON SAFETY AND INJURY PREVENTION EU-SAFETY 2022

On June 23, AIJU presented the CounterRisk project at the EU-Safety 2022 conference. This year the theme was safety in a digitalized and fast-changing world and how technology can help prevent injuries, under the title “*SAFETY IN A DIGITALIZED AND FAST-CHANGING WORLD. HOW SMART WILL INJURY PREVENTION GET?*”

At 11:00 on the first day of the event, María Cruz Arenas was in charge of the presentation *CounterRisk New skills to deal with the risks of counterfeiting in consumer goods for children* to all the participants with the objective of introducing them to the project and link it to the theme of the conference itself.





The conference was organised by EuroSafe in collaboration with the Austrian Road Safety Board (KFV), and co-sponsored by WHO/Europe.

The main European actors in terms of research, policy and practice in the area of accidents and injury prevention were present at EU-Safety 2022. The conference discussed, among other issues, how digital solutions can be a support in terms of injury

prevention, such as child safety, the elderly, sports and leisure activities or consumer goods.

With more than 150 participants from over 60 countries, EU-Safety has become an essential date for everyone who is researching and working to improve child safety.



■ COUNTERRISK PROJECT DISSEMINATION OF THE INTELLECTUAL PROPERTY (IP) IN EDUCATION NETWORK MEMBERS

On May 19 we attended the IP in Education Network meeting to disseminate the CounterRisk project. The meeting was held in Paris and organised by the French National Institute of Intellectual Property (INPI). 50 people attended in person and almost 60 online. The Network, made up of representatives from the education ministries of the EU Member States, national IP offices and other relevant bodies in education, is working to introduce IP

concepts in the different educational stages of EU countries and to share good practices for IP teaching. Encarna Alemañ from AIJU presented the CounterRisk project at the event. The meeting's agenda also included a visit to the Musée de la Contrefaçon of the Union des Fabricants (UNIFAB) and an informal social event for the exchange of ideas and good practices among Network members.



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■ MULTIPLIER EVENT IN TORRE JUANA



**Do you work in a consumer
organisation or conduct awareness
campaigns? Are you interested in
topics related to child consumer
protection ?**

Join us on September 28 in Torre Juana (<https://ost.torrejuana.es/>), where we will talk about the new challenges for consumers and the risks that counterfeit products pose to the health of the most vulnerable consumers. Presentation of the CounterRisk training tools.

More information at
proyectosseguridad@aiju.es.

Event organized by Lucentia Lab in collaboration with the Université de Strasbourg (France), the Technological Institute for Children's Products and Leisure AIJU (Spain), the Associação para a Promoção da Segurança Infantil APSI (Portugal) and the Association for Toy and Play SHH (Czech Republic)

