



## Fifth transnational meeting of the CounterRisk Consortium

On September 27th, the fifth transnational meeting of the European CounterRisk project took place at the Lucentia Lab headquarters located in the OST Torre Juana in Alicante (Spain).

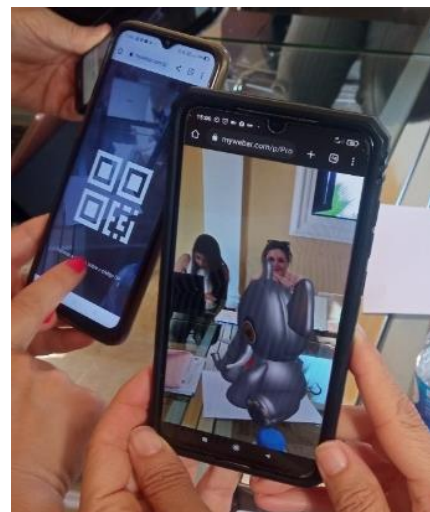
During the meeting, progress was made on the development of the NOOC course for the children's products industry and the organisation of dissemination and exploitation activities for the next period.

CounterRisk training courses are part of a free mobile app that rewards learning through tokens, as the user progresses through the lessons in a dynamic way with short training pills, videos and activities.

The user will learn about the risks of counterfeiting not only for the child consumer, but also on an environmental and economic level, and how blockchain technology can help companies to protect their brand or product and manage security.

### Augmented reality as a learning element

During the meeting, the project partners realized the potential of augmented reality as a gamification element for learning. Users who collect a certain number of tokens will be able to visualise 3D models and use their knowledge to identify counterfeit children's products.





## NOOC promotional video for industry is now available

Counterfeit products are a serious problem for all of us as consumers, for the environment and for the economy, but from an industry point of view, this problem is magnified for SMEs due to the limited resources they have to deal with the counterfeiting problem.

The NOOC for industry is designed for SME staff in the children's products sector. In this video, you can learn about key aspects of CounterRisk training for the industry.

<https://youtu.be/lebG3FbRysE>

## Progress in NOOC development

**Training tools to improve the capabilities of consumer organizations and companies to combat counterfeit children's products**

### Project progress

The European consortium led by AIJU is advancing in the development of NOOC (nano open online courses), completely free online courses, which it is developing on topics such as intellectual property, child product safety or blockchain for product protection and their safety in the domain of consumer products for children.

Through the different working meetings, the working team is making progress in the design of the pedagogical content and structure of the courses, on the one hand, for consumer organizations and, on the other hand, for the industry, especially for SMEs.

### August 30th meeting

At this meeting, the agenda for the multiplier event to be held at Lucentia Lab's headquarters on September 28 was finalized. This training event will include the participation of all CounterRisk consortium partners in different presentations, and will also include the NOOC presentation to consumer organizations and consumer educators.

The meeting discussed the procedure for the validation of NOOC competencies by real industry users, training and advisors on the main topics of the course.

At the same meeting, the possible 3D case studies to be incorporated into the NOOCs were discussed.

The CounterRisk project website [www.counerrisk.eu](http://www.counerrisk.eu) includes a "Materials" section where the results of the project's events and activities will be published.



## NOOC2 Competency Validation Results for Industry

20 real users belonging to the target group validated the key competences established by the CounterRisk team in the different workshops. Validation was carried out through electronic questionnaires and interviews with the participants, and it was found that the hypotheses formulated by the researchers are valid, regarding the competencies or skills

required. The validation results show the degree of interest in the different topics, which made it possible to fine-tune the course structure and the number of lessons dedicated to covering the different skills. It should be noted that the industry interest in vital topics such as IP, children's product safety or blockchain applied to child products to improve safety and brand protection is reinforced.

## First multiplier event of the project in Alicante

On September 28, the CounterRisk project multiplier event took place at the Lucentia Lab headquarters located in the Open Space Technology Torre Juana, in Alicante.



This training activity was aimed at consumer organizations; companies related to new technologies, students and educators and was attended by more than 60 participants.

The event was divided into short presentations related to the safety of children's products and the risks they pose, how to identify these products and how industry and authorities can help consumers combat them. The role of intellectual property in counterfeiting and how to choose a good place to shop were also discussed, as well as the role of new technologies, in particular blockchain, in protecting these children's products.

Participants had the opportunity to learn about the m-learning training tool NOOC1, which helps to improve skills in intellectual property protection, child product safety and how new technologies can be allies of the consumer and the industry in demonstrating authenticity and product safety.





NOOC is a free online nanocourse where users can choose what to learn and when through small training pills composed of videos, graphic material, images, etc. and their corresponding activities.

The programme and presentations of the event will soon be available on the website <http://www.counerisk.eu>



Free assistance

New technologies and mechanisms to protect child consumers from counterfeiting. What consumers need to know

Co-funded by the Erasmus+ Programme of the European Union

<p><b>OPENING</b></p> <p><b>Event 2</b> 10:35</p> <p><b>How to identify fake products for children: key tips.</b></p> <p>Sandra Kaschmirc, Technical Director of APS, Portuguese Association for Child Safety Promotion</p> <p><b>COFFEE BREAK</b></p> <p><b>Event 4</b> 11:45</p> <p><b>Reducing counterfeit risk using blockchain and self-sovereign identity.</b></p> <p>Alexander Stecher, Researcher and developer in Lucentia Lab</p> <p><b>Event 6</b> 12:45</p> <p><b>CounterRisk training tools. NOOC for consumer organizations and consumer educators.</b></p> <p>Patricia Cruz Arenas, Project Manager of Aiju, Technological Institute for Children, Products and Leisure</p>	<p><b>Event 1</b> 10:00</p> <p><b>Counterfeit children's products: hidden risks. What consumers need to know.</b></p> <p>Encarna Aremall, Project Manager of Aiju, Technological Institute for Children's Products and Leisure</p> <p><b>Event 3</b> 11:00</p> <p><b>How producers can help consumers to choose the right products</b></p> <p>Ali Sazdovitch, Project Manager of Aiju, Czech Toy Association</p> <p><b>Event 5</b> 12:15</p> <p><b>Why intellectual property should matter to the European consumer?</b></p> <p>Julie Bogher and Natascha Mangal, Assistant researcher and Associate Professor of Law of CEPI (Strasbourg University)</p> <p><b>CLOSING</b></p>
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28 de Septiembre  
10:00 - 13:30h.  
Torre Juana, Alicante. Av. Pintor Perez Gil 16.  
[www.lucentialab.es](http://www.lucentialab.es)



## The CounterRisk project joins the European Erasmus Days 2022 initiative

A new edition of Erasmus Days took place on the 13th, 14th and 15th of October. In 2021, more than 60 countries joined the initiative to celebrate, promote and value the benefits of the Erasmus+ Programme.

As a beneficiary of the program, the CounterRisk team joined Erasmus Days with the webinar “New horizons in product safety in the EU. Implications for children's products. Fake products: a serious problem for the health of the little ones”. This webinar was taught by the Technological Institute for Children's Products and Leisure AIJU, as coordinator of the CounterRisk Project.

This webinar aimed to introduce participants to the new European framework on product safety from a child consumer perspective and its impact on counterfeiting children's



products. It also introduced the new free CounterRisk training tools to improve the skills of staff in business and consumer organizations to deal with the risks of counterfeit children's consumer products.

The webinar materials are publicly available [at www.counterrisk.eu/materials/](http://www.counterrisk.eu/materials/).

## We attended DesignEuropa Talks 2022

AIJU staff, involved in the development of the intellectual products of the CounterRisk project, attended the first edition of the DesignEuropa Talks organised by the European Union

Intellectual Property Office (EUIPO) on 20th October.

The event brought together more than 400 people at the EUIPO headquarters in Alicante



to discuss the present and future of design, how it drives our economy and how it influences our society.

Among the topics discussed at the conference were design and education, intellectual property, innovation and sustainability. The different speakers expressed ideas on design focused on the search for more solutions and less products, from an environmental point of view; on the need to understand design in a social context; and on the fact that, through good design, companies are able to transmit their fundamental values.

