



Sixth transnational meeting of the CounterRisk project

The European project COUNTERRISK consortium held on 22nd November their sixth transnational meeting. For this occasion, the meeting took place in Prague, in the offices of the Czech Association for Toy and Play SHH. This partner brings his vision and knowledge to the project from the point of view of the companies and manufacturers in the sector.

Regarding the dissemination of the project, we are aware that Christmas is a particularly important time to promote the project materials. At Christmas, the presence of counterfeits in the market is increased due to the lack of stock of authentic products, so it is particularly important to raise awareness about the risks of counterfeit children's products, in particular toys, as they are the most purchased goods at this time of the year. It has therefore been agreed to launch national press releases to promote NOOC1 to consumers and consumer



organisations and to promote the objectives of the project.

Augmented reality

Within this course, users will be able to learn how to differentiate counterfeit products and test the knowledge they have learnt by means of 3D models. The use of new technologies is one of the main lines of work of the COUNTERRISK project, and that is why two 3D models have been selected to learn through augmented reality. Users will be able to visualise a toy elephant as an example of a counterfeit product, while a car seat will be the original. Students will have to find out whether the product is original or not from the information provided.



Czech Toy Association SHH organises a seminar for manufacturers and traders



The Czech Toy Association SHH is part of the CounterRisk consortium as an expert partner for industry and business relations in the toy sector. Based in Prague, it offers its expertise on the impact of counterfeiting on industry and manufacturers.

In line with the same idea, on 1 December, the Association organised in the hall of the Art and Industry Museum in Prague the seminar *SME support programmes and presentation of the CounterRisk project*. At this seminar, the Association shared the project with leaders of the toy trade and manufacturing sector. They presented to 45 attendees, including members of the Association, the lines along which the European CounterRisk project is working and the training tools that are being developed.

For SHH, the application of NOOC for industry is of special interest and relevance as they work directly with the industry, so the promotion of these nano open online courses NOOC is especially relevant in events like this. The balance of this seminar is a success in terms of promoting the CounterRisk objectives.



CounterRisk final multiplier event



Do you work in a company belonging to children's products sector? Are you a staff member of a consumer organisation or are you interested in new trends in European legislation concerning safety?

The fight against counterfeit children's products and the awareness-raising about the risks that they pose are the main pillars of the CounterRisk project. These worries are of a special relevance if we take into account that these counterfeit products pose risks for children and their family's health and safety, and have a negative impact on the environment and society as a whole.

Based on these statements, on 16th March 2023 there will take place the final multiplier event of the project "**New European legal framework for consumer products. Implications for children's products safety**" where we will present the CounterRisk tools.

The event will be divided in three thematic blocks: 1. CONSUMERS 2. PRODUCT SAFETY 3. INTELLECTUAL PROPERTY AND NEW TECHNOLOGIES

The conference will conclude with the presentation of the nano courses in NOOC format developed throughout the project.



In this way, attendees at the conference will learn about the risks of counterfeit children's products; they will be informed about new legislative trends in children's product safety, as well as about the value of intellectual and industrial property and the application of new technologies to improve safety and brand protection.

If you work in the consumer products sector or in the field of consumer education and awareness, this event is of interest to you:

When? On the morning of **16th MARCH 2023**

Where? **Hotel Spa Porta Maris in Alicante**, Plaza Puerta del Mar 3.

Free of charge, limited to the room's capacity. Simultaneous interpreting English-Spanish available.

Programme and registration now available at:
<https://bit.ly/3wqGq5N>

For more information, please write to us:
proyectosseguridad@aiju.es

EVENT

New European legal framework for consumer products. Implications for children's products safety

Presentation of CounterRisk training tools

16 march 2023

09:15 - 15:00 h.

Hotel Spa Porta Maris
Pl. Puerta del Mar 3, Alicante

Info/Register

Target groups

- Children's and consumer products businesses (manufacturers, importers, distributors, online platforms)
- Consumer organizations
- Consumer authorities
- Local authority responsible for consumer affairs
- Consumer educators
- University students and professors
- Consumers in general

Available simultaneous interpreting English/Spanish

Agenda

Event's moderator: M^a Cruz Arenas
CounterRisk Project Manager, Technological Institute for Children's Products & Leisure - AIJU

09:15 - 09:55	Registration
10:00 - 10:10	Opening Manuel Aragonés, General Director, Technological Institute for Children's Products & Leisure - AIJU
10:10 - 10:30	Uncovering the hidden risks of counterfeit children's products. Encarna Alenxai, Project Manager, Technological Institute for Children's Products & Leisure - AIJU
10:30 - 10:50	Consumer protection and empowerment against counterfeiting. Sandra Nascimento, Technical Director, Portuguese Association for Child Safety Promotion APSI
10:50 - 11:05	Impact toys counterfeiting on producers, how to defend yourself? Jiri Stastny, Toy Czech Association SHH
11:05 - 11:15	Questions and discussion
11:15 - 11:45	COFFEE BREAK
11:45 - 12:10	The General Product Safety Regulation: which novelties for children's products Myriam Denard, Legal and Policy Officer, Product Safety and Rapid Alert System unit, European Commission
12:10 - 12:25	Toy Safety Directive revision: new approach. Alexandra Segura, Project Manager, Technological Institute for Children's Products & Leisure - AIJU
12:25 - 12:50	Market Surveillance Regulation 2019/1020 Vicente Tasa Roig, Toy area coordinator, Official Service of Inspection, Surveillance, and Regulation of Exports (ISOIRE) Ministry of Industry, Trade and Tourism
12:50 - 13:10	Questions and discussion
13:10 - 13:30	Importance of IP in the industry Natalia Manal, Associate Professor of Law, Julie Dagher, Assistant Researcher, University of Strasbourg
13:30 - 13:50	Blockchain: a new approach to children's product safety and brand protection Alexander Sánchez, PhD, Data Scientist, Lucientia Lab
13:50 - 14:10	CounterRisk tools presentation Encarna Alenxai, Project Manager, Technological Institute for Children's Products & Leisure - AIJU
14:10 - 14:20	Questions and discussion
14:20 - 14:25	Closing
14:25 - 15:00	COCKTAIL LUNCH

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

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www.counerrisk.eu



The CounterRisk project makes progresses with new advances

Training tools to improve the skills of consumer organisations and businesses to fight counterfeit children's products

Project advances

15 November meeting

The partners of the European CounterRisk project met online on 15 December 2022 for a follow-up meeting on the progress of the project. At this meeting, they reviewed progress so far and set out the next steps to be taken as the project enters the final stage of the project.

Progress in the development of NOOC courses

Furthermore, the consortium members agreed to disseminate a list of NOOC competencies for consumers and consumer associations, in an informative and attractive way for future users and for communication purposes. To contribute to the dissemination of the project, it was also agreed to launch a press note and an article to be published in a consumer magazine.

The list of competences for communication purposes is available on the project website in the Materials section. See: <https://bit.ly/3l3SFfi>

Nooc validation progress

CounterRisk partners have agreed to approach the validation process of NOOC



courses. This process will be carried out with real users that will assess the pilot version in order to achieve a final version as suitable as possible for the end users. Pilot users belong to business from children's products sector, and it will be validated in different languages according to CounterRisk working languages. Validation is an effective tool in terms of evaluating the functioning, the usability, the utility level, etc. From this pilot test, partners will be able to amend and adjust the NOOCs.

19 January meeting

The project partners met on 19 January 2023, the first meeting of the year, online. It was a follow-up and monitoring meeting to evaluate the objectives achieved with respect to the approved budget. The partners agreed on a



working methodology for the elaboration of the final report.

26 January meeting

On 26 January 2023, an online meeting via Microsoft Teams was held to allow partners to update each other on technical issues. This meeting has been dedicated to the follow-up of tasks related to the NOOC for industry. In addition, partners have been encouraged to use the NOOC competencies communication material for dissemination purposes.

On the other hand, they approached the organization of the two multiplier events foreseen in the framework of the project in March, organised by SHH and AIJU. In these events, they will present CounterRisk NOOCs.

The final results of the CounterRisk project will be submitted in Prague and in Alicante in March 2023 within the above mentioned events.

In Spain, the event organised by AIJU ***New legal framework for consumer products. Implications for children's product safety***, which will take place on 16 March 2023 at the Hotel Spa Porta Maris, in Alicante.

The date and venue in Prague will be announced soon.



AIJU takes part in Babykid Spain 2023 fair

Between 26th and 28th January, the Babykid Spain 2023 fair was held in Valencia, Spain. As a reference in the sector of children's products and leisure, AIJU participated with a stand where the CounterRisk project was also present. This is the largest exhibition of children's products in Europe, with the presence of professionals from more than forty countries. AIJU was at the exhibition to present the latest developments in terms of testing, projects and regulations related to the safety of children's products.



Babykid Spain is a window for professionals in childcare, children's fashion and related products, making it the ideal setting to promote CounterRisk tools and encourage attendance at the multiplier event organised by the project.

