



Final meeting of the CounterRisk Project

The consortium that forms the European project CounterRisk met last 15th March in what was the seventh transnational meeting of the project. This meeting took place in Alicante, at the Hotel Spa Porta Maris where AIJU hosted the rest of the members as project coordinator.

This international meeting addressed issues related to the last necessary adjustments to the NOOCs developed in the framework of the project, with a view to their upcoming completion. On the other hand, the next steps to be taken and strategies for the exploitation and dissemination of CounterRisk tools beyond the project were also established.

After the technical meeting, the partners and speakers made final preparations for the multiplier event on 16 March, where the project results would be transferred to the target groups.

3D case studies

In this regard, the 3D case studies that appear in the NOOC aimed at the children's products industry were discussed. In order to make these courses interrelated, the augmented reality case studies will be the same: a soft toy elephant and a car seat.



What is new is the focus of the tasks and the elements that users will be able to visualise to verify the knowledge learned in the lessons with these case studies. Thus, in the NOOC for consumers, the case studies will focus on discovering whether counterfeit products are involved, and in the case of the NOOC for industry, they will focus more on what aspects manufacturers can protect in terms of intellectual property and industrial property.

The use of new technologies is one of the main lines of work of the COUNTERRISK project, which is why it seeks to promote learning through interactive and innovative tools for users, which they can use at any time from their mobile or tablet.



The CounterRisk project prepares its final event

On 16 March 2023, the final multiplier event of the European CounterRisk project organised by AIJU took place in Alicante.



The event was attended by more than 100 participants from companies in the children's products sector, consumer authorities, consumer organisations and staff from local consumer offices.



The event involved speakers from the European CounterRisk consortium, led by AIJU, and from other institutions such as the European Commission's Product Safety Unit, the Service of Inspection SOIVRE of the Spanish Ministry of Industry, Trade and

Tourism and the Spanish Patent and Trademark Office.

The conference was structured around three key areas of knowledge for consumer products:

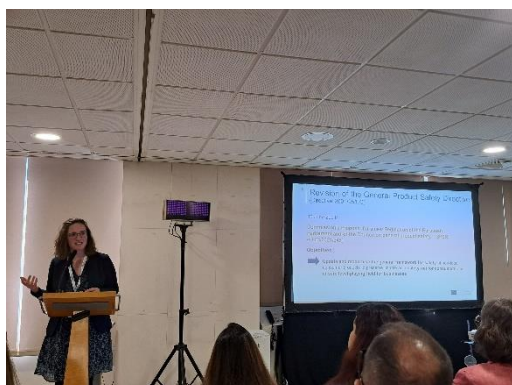
- Consumer protection
- Legal framework for product safety
- Intellectual property and application of new technologies for brand protection.

Within the consumer protection block, Sandra Nascimento from APSI (Portuguese Association for the Promotion of Child Safety) and Encarna Alemañ from AIJU highlighted the need to raise the awareness of consumers to identify counterfeit products and to be able to understand the risks that they entail. In addition, Jiri Stastny from SHH (Czech Toy and Play Association) addressed the impact of counterfeits on the industry; and the importance of communication from business to consumers, highlighting the benefits of choosing safe and authentic products.

In the second block, Myriam Denieul from the European Commission presented the new innovations of the general product safety regulation and its implications for the sector of children's products not subject to harmonised legislation. On the other hand, Vicente Tasa, from the Service of Inspection SOIVRE, explained the market surveillance activities that they carry out in border control; and Luisa Marín from AIJU commented on the approach

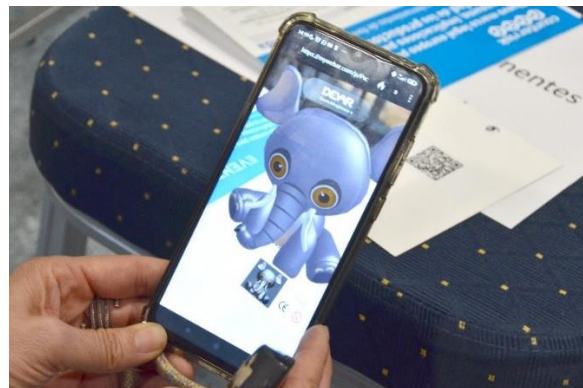


of the current revision of the Directive on toy safety.



In the final block of the event, on intellectual and industrial property and new technologies, Julie Dagher and Natasha Mangal from the University of Strasbourg, experts in these fields, indicated what can be protected in our products and how. Alexander Sánchez, from Lucentia Lab, spoke about the benefits and innovations of blockchain technology for the children's products industry.

Finally, the event ended with the presentation of the CounterRisk training tools. These tools are free and open online nano-courses aimed at consumer organisations and companies in the children's products sector, with mini training pills in the form of videos, infographics or texts with key content to address the dangers of counterfeit products from the perspective of child consumer.



We would like to thank the participants, speakers and organisers for their collaboration in the event. It was a unique opportunity to learn about CounterRisk training tools and the latest training content on product safety and intellectual property issues, essential for all those involved in the safety of children's products: consumers, companies, regulators and market surveillance authorities. The materials of the conference will be available on the project website www.counterrisk.eu in a few days.

In conclusion, we can say that the event was a success in terms of organisation, relevance of the contents for the professional development of the attendees and overall satisfaction. Proof of this is the echo of the national and regional media that covered the event, aware of the importance of the fight against counterfeiting by consumers, companies and authorities.



Results of the satisfaction survey of the final multiplier event

Following the CounterRisk event, and in order to improve for future events and trainings, a short satisfaction survey was prepared to obtain feedback from speakers and attendees.



At the event, all stakeholders involved in the safety of children's products, companies, consumers, authorities and regulators were represented.

Of particular note was the rating given to the organisation of the event, with 90% of respondents being totally satisfied. As for whether the topics and the event could be interesting for the development of the attendees' professional practice, these

were also rated very positively.

On the other hand, among the topics of interest to respondents for future events or training, the ones related to new European regulations, new technologies or product safety stand out.

In general terms, we observed a high degree of satisfaction in all the issues raised, highlighting the organization and relevance of the topics addressed.



CounterRisk NOOC Application

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

The CounterRisk project launches two mobile applications that users can download from the App store on IOS and Android. These are the two intellectual results of more than two years of work on the CounterRisk project.

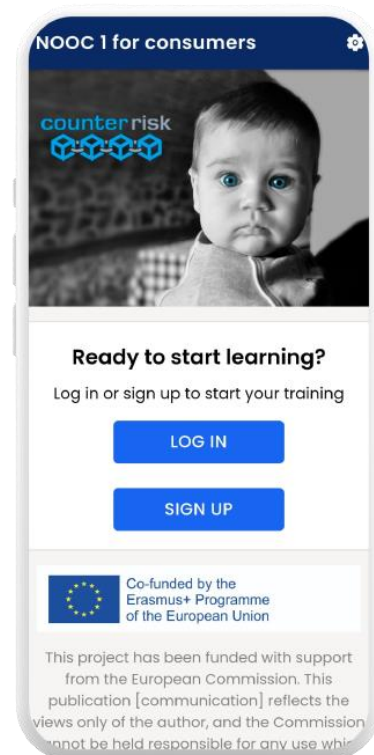
Users of these applications will be able to choose what to learn and when, thanks to the NOOC (nano open online courses) format. The training pills offered by the courses are short, concise and on topics of interest to consumers and the children's products industry. Thus, through videos, infographics and short texts, the user will be able to complete the lessons until they obtain their final certificate.

New learning technologies

The novelty of the CounterRisk courses lies in the application of new technologies in their learning methodology.

As the user completes the lessons, they will earn tokens, learning rewards needed to access the 3D case studies where they can put the knowledge acquired into practice.

On the other hand, blockchain technology is also implemented, which guarantees the immutability, non-transferability and personalisation of the final course certificate.



More information about CounterRisk courses
at www.counterrisk.eu and
proyectosseguridad@aiju.es



Multiplier event organised by SHH in Prague



Pozvánka

na seminář o boji proti padělkům hraček a prezentaci
projektu CounterRisk, který se bude konat

30. 3. 2023, od 13. hod.

v přednáškové místnosti Umělecko průmyslového
muzea v Praze 1, ul. 17. listopadu č.2



The Czech Association for Toy and Play SHH is preparing a multiplier event that will take place on 30 March 2023 in the conference hall of the Museum of Decorative Arts in Prague, Czech Republic.

The event will have a national character, so the language of the event will be Czech. The target audience is toy producers and traders, members of the association and members of the Czech trade inspection service. It is also aimed at customs authorities, representatives of consumer associations, students and teachers of toy design.

In total, an estimated fifty to sixty participants are expected to attend.

Among the topics to be discussed are the presentation of the CounterRisk training courses created in the framework of this European project; data from the Czech Trade Inspection on the fight against counterfeit toys; information on the participation in fairs and conferences and the announcement of the project "The right toy".

CEIPI launches a podcast on intellectual property

The Centre for International Intellectual Property Studies has launched "*R2PI - le podcast de la propriété intellectuelle*", a podcast supported by the Centre and created by its members.

What is R2PI about? It is about talking about intellectual property through different content and topics, in six different formats.

The podcast, which is broadcast on different platforms, features a new episode every



Source of the image: R2PI - le podcast de la propriété intellectuelle in LinkedIn



week where they talk about interesting facts and curiosities about intellectual property..

Aimed at anyone with an interest in the field of intellectual property, this podcast is in the hands of a team made up of both qualified teacher-researchers and PhD students. Whether through a debate or an interview, R2PI's ambition is to listen to all professionals who want to talk about intellectual property.

Modern, dynamic and scientific, R2PI aims to enter the era of intellectual property to present in a different way the many issues that we are sometimes forgetting so rapidly.

APSI starts the " Friday without fakes " campaign on its social networks

As a result of the knowledge acquired during the development of the CounterRisk project, on March 17, APSI launched the heading (fortnightly) "Fridays Without Fakes".



The day begins with the proposal of a challenge on the subject of counterfeiting, to the followers of APSI's Instagram page, whose response is revealed at the end of the afternoon, taking the opportunity to indicate that more detailed information will be published in the feed of the page in the evening.

In a dynamic and uncomplicated way, it is intended to draw attention to the problem of counterfeiting and all the risks that this entails in the most diverse areas. At the same time, we make known the CounterRisk project, as a way of obtaining knowledge and the tools developed in it, as a way to combat the problem.



AIJU participa en el grupo de trabajo Public Awareness en las instalaciones de la EUIPO



On 23 March, AIJU attended the meeting of the European Public Awareness working group of the EUIPO Observatory. On this day, the projects carried out and in which AIJU participates in the field of training and awareness-raising on the importance of intellectual property and the risks that counterfeit children's products can pose to the health and safety of children and their families were presented. For instance, the SafeOrFake project www.safeorfake.eu and the European CounterRisk project www.counterrisk.eu were presented.

This is an opportunity to present the projects carried out by AIJU to the members of this working group, which is made up of representatives of the public sector from EU Member States, representatives of the private sector, representatives of civil society and observers.

