

LESSONS LEARNED



New skills to deal with
the risks of
counterfeiting in
consumer goods for
children



Co-funded by the
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of the European Union

www.counterrisk.eu



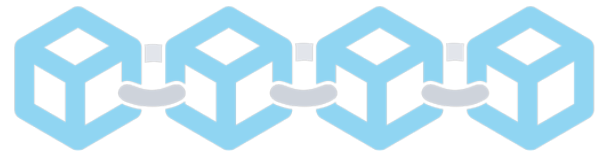


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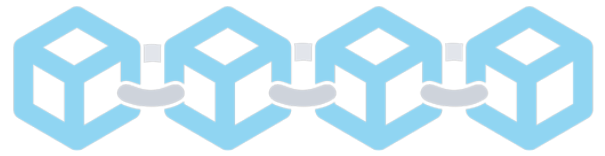
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Foreword

Counterfeiting is both economically damaging to business and to the health of consumers. In the case of children's products, counterfeits pose a serious health risk to the most vulnerable consumers, such as children. According to the EUIPO study "Qualitative Study on Risks Posed by Counterfeits to Consumers. 2019", 80% of unsafe counterfeit products were children's products.

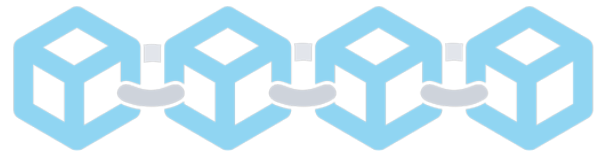
CounterRisk is a transnational project, funded by the European Commission's Erasmus+ Programme, which aims to develop ICT open educational resources on how to fight against counterfeiting in children's products, addressing the protection of intellectual property rights, children's products safety and how new technologies such as blockchain can help protect products and improve their safety.

The project is principally aimed at two key target groups:

1. professionals from children's product companies, especially SMEs, and
2. technical staff of consumer organisations, as a key target group that reaches people who buy consumer products for children, both online and in physical shops.

However, it is also addressed to other beneficiaries such as staff of public authorities in charge of market surveillance and consumer education activities, teachers and students of disciplines related to the project themes and individuals in general.

The ultimate aim of the CounterRisk project is to help improve the key competences of professionals (SMEs and consumer associations) to protect themselves from counterfeiting through increased knowledge of intellectual property and children's product safety and how the implementation of new technologies in products can be instrumental in ensuring their authenticity to authorities and consumers.



To achieve this aim there have been developed within the project's framework two intellectual outputs:

1. NOOC for consumer organisations

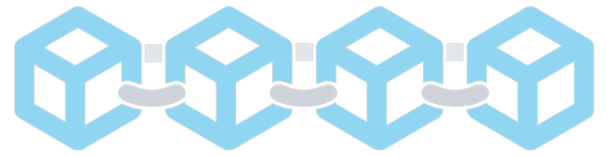
Free and open online course in NOOC format, specifically designed for the staff of consumer associations and other professionals involved in consumer awareness and education activities on why and how to avoid buying counterfeit products for children.

2. NOOC for businesses in children's products sector

Aimed at the staff of companies in the sector, especially SMEs on how to protect your product and your company through intellectual property, product safety and new technologies.

In this document are gathered the reflections made by the five European entities that carried out the CounterRisk project. Lessons learned are the documented information that reflects the positive experience throughout the project, but also the difficulties found in its implementation and how they were faced. They represent all organizations' commitment to project management improvement and the opportunity to learn from the experiences and successes.

Lessons learned may be used to identify project management process improvements and the strengths of the project. We learn from failures and difficulties as well as from successes, and not reflecting and learning about them leads to repeating similar situations, or missing the opportunity to implement practices or processes to complete current or future projects. With this document, we wanted to share our experience with other stakeholders.

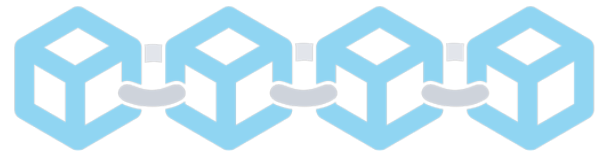


Lessons learned

Project management

- ✓ The project coordinator plays a key role in the proper management and implementation of the project. Building trust between the partners is essential in any cooperation.
- ✓ In project management, when making decisions that may affect people's physical and mental well-being, it is essential to take into account different sensitivities and to find a compromise solution.
- ✓ At the end of a project, it is very positive for the consortium to consider together the difficulties encountered, how they have been dealt with and the strengths that the project has allowed to discover. This exercise of evaluation is essential in order to learn and transfer the lessons learned to others.
- ✓ To elaborate a multilingual tool with different materials and formats (videos, interfaces, infographics, feedback, etc.) it is essential to establish a management system for the different translations to be done by the members that form the consortium.
- ✓ Projects in the field of vocational education have an added value if they address issues that connect with the people and challenges that society is facing.

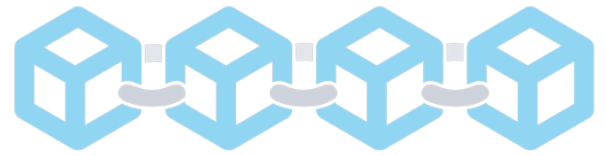




Dissemination

- ✓ It is very effective to establish a clear communication path at the beginning of the project, with a set of key messages for the different target groups and both groups. As well as the intensity of the dissemination activities for each group depending on the results achieved during the project implementation period.
- ✓ The dissemination materials created in the framework of the project and used in social networks are very valuable material for awareness raising and dissemination purposes that can be reused by the target groups. They should therefore be made available to the project beneficiaries.





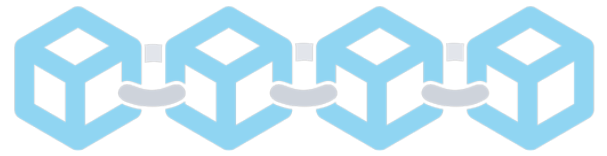
Technical aspects

- ✓ When an ICT tool is design, the starting points needs to be the tool itself.
 - Limitations of the tool.
 - Definition of supports and their characteristics (audiovisual materials that the tool can host, duration and style of videos, images, typology and number of activities, etc).
 - Development of training materials.

- ✓ Use of augmented reality. Adjustment of the definition of the products and 3D models to the possibilities of the technique, the budget and to the experience that the user needs for learning.

- ✓ Validity of the training content. Intellectual property, product safety and new technologies are in a continuous process of change, so it was important to adopt a content design that would remain valid beyond the project. In this sense, the CounterRisk team agreed that the value of the course was not only to introduce the user to a specific field according to the current state of the art, but also to address legislative trends and developments as well as to mention official sources (European Commission websites, European agencies, case law databases, etc.) where the student could find key information in the different areas of knowledge. Therefore, the materials include lessons covering legislative trends and in each of the lessons, additional material is provided with open resources and links to official sources of information.





Conclusion

- ✓ A successful project is a project from which new collaborations, ideas, contacts, new projects emerge and above all, a successful project is a project capable of generating new opportunities for its participants, beneficiaries and other stakeholders.

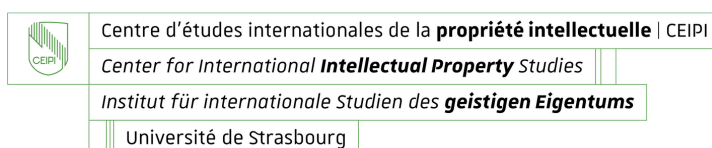


CounterRisk is a project carried out by a European consortium, led by the Technological Institute for Children's Products and Leisure AIJU (Spain), with the Centre for International Intellectual Property Studies, CEIPI, of the University of Strasbourg (France), Lucentia Lab (Spain), the Association for the Promotion of Child Safety (Portugal) and the Czech Toy Association (Czech Republic).

counter risk



LUCENTIA LAB



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