

A Review of Awareness Building Activities
as a Means of Building Respect for Intellectual Property Rights

Proposal by Group B
Advisory Committee on Enforcement

1. With regard to developing a work program for the Ninth Session of the Advisory Committee on Enforcement (ACE), Group B sees a benefit to returning to a theme that was first suggested by the Secretariat at the First Session of the ACE (Paragraph 13 of document WIPO/ACE/1/1): “education and awareness building activities.” The issue of education and awareness-building was adopted as the theme for the Third Session in 2005 (Paragraph 21 of document WIPO/ACE/2/13), and among the conclusions adopted was stressing the importance of continued education and awareness raising. (Paragraph 11 of document WIPO/ACE/4/2).
2. At the thirty-second session of the WIPO General Assemblies, Member States unanimously expressed their appreciation of the choice of this theme for the Third Session of the ACE, and encouraged the Committee to continue its work. (Paragraph 2 of document WIPO/ACE/3/2; Document WO/GA/32/FI). Accordingly, we believe it is timely for us to re-visit this theme.
3. As noted in responses from Member States and Organizations collected by the International Bureau, to a survey proposed at the First Session of the Advisory Committee on the Enforcement of Industrial Property Rights (Paragraph 1 of document WIPO/ACE/1/4 Annex): “a perceptible heightening of awareness among the general public and government agencies as to the importance of adequate intellectual property rights protection for the economic development and well-being of the country” is crucial “to achieve results in the fight against counterfeiting and piracy.” In this respect, intellectual property education and awareness programs can serve to educate and inform the public about the benefits that a strong intellectual property system can have for their economy. (Paragraph 23 of document WIPO/ACE/1/4 Annex). The survey further noted that: “[t]o achieve this goal, Member States could work with private sector partners to create outreach enforcement programs, involving the media and using the Internet, street presentations, and the like.” (Paragraph 25 of document WIPO/ACE/1/4 Annex).
4. One area in particular that is likely to reap benefits in the short and long term is awareness raising among school-age children and students of the importance of intellectual property in achieving developmental goals and the harm – economic and health and safety – to societies that counterfeiting and piracy can pose. Accordingly, we propose that the International Bureau undertake a study that identifies the existing initiatives targeted at school age students, and presents said study at the 9th Session of the ACE.

5. Moreover, we recognize that Member States have continued to work in this field of awareness-raising, and we believe it would be valuable to have an interchange regarding such efforts for the Ninth Session of the ACE, which could complement the findings of the study.

[Annex V follows]