AGEPI Launched the Pupil Awareness Campaign “Stop Piracy and Counterfeiting”

On March 26, the State Agency on Intellectual Property (AGEPI) launched the Campaign on Raising Awareness of Pupils from Pre-Graduate Institutions of the Republic of Moldova: ”Stop Piracy and Counterfeiting”, 2nd stage.

The action is organized by AGEPI, in partnership with the Ministry of Education, Culture and Research and with the support of the Technical Assistance Project “Support to Enforcement of Intellectual Property Rights in the Republic of Moldova”, funded by the European Union.

The start of the campaign was given at the Theoretical Lyceum “Petre Stefanuca” from Ialoveni. Approximately 200 pupils were present at the event.

In the opening of the launching event, AGEPI Director General Lilia Bolocan thanked the administration of the Theoretical Lyceum “Petre Stefanuca” for opening and noted that “The purpose of this action is to raise awareness of the society, especially of the young generation, regarding the negative effects of the phenomena of counterfeiting and piracy on the economic, social and cultural development of the country.”

In turn, Kenneth Wright, deputy team leader of the EU Technical Assistance Project “Support to Enforcement of Intellectual Property Rights in the Republic of Moldova”, said that “Protection of intellectual property rights is a priority for the European Union. This Pupil Awareness Campaign, representing one of the Project’s target groups, will shape and develop the young generation to raise awareness of the negative effects of counterfeiting and piracy.”

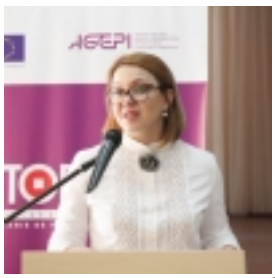
Furthermore, AGEPI specialists demonstrated to the pupils from the Theoretical Lyceum “Petre Stefanuca” from Ialoveni an interactive lesson on the negative effects of the phenomena of counterfeiting and piracy and familiarized pupils with some counterfeit and pirated products offered by the Customs Service.

Also, a survey was conducted among pupils on intellectual property and perception of the phenomena of piracy and counterfeiting, based on questionnaires coordinated with the Ministry of Education, Culture and Research. The survey results will be cumulated by AGEPI in a Consolidated Report that will be presented publicly at the end of the campaign.

In 2018, the organizers have planned to unfold the campaign “Stop Piracy and Counterfeiting” in over 60 pre-graduate education institutions of the Republic of Moldova, in which at least 6,000 pupils from the 9th to 12th grades will be trained.

We should mention that the first stage of the Campaign “Stop Piracy and Counterfeiting”, organized by AGEPI in partnership with the Ministry of Education and the Directorate General of Education, Youth and Sports of Chisinau municipality, took place during 2014 and covered 60 pre-graduate education institutions from Chisinau municipality, with 6,400 pupils being trained.

Video snapshots of the launch event of the Pupil Awareness Campaign “Stop Piracy and Counterfeiting” can be viewed
here: https://www.privesc.eu/Arhiva/80521/Lansarea-Campaniei-de-sensibilizare-... [1]


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