

safe or fake?



3rd and 4th Year of Primary School

5th and 6th Year of Primary School

DIDACTIC GUIDE

UNIT 3

**Counterfeit products:
risks to society**



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Index

1. Rationale for the didactic guide	3
2. Objectives of the didactic guide	3
3. Contents, assessment criteria and competences	4
4. Worksheets	5
Annexes: materials to carry out the activities	
Annex 1. Counterfeit products: risks to society (3 rd and 4 th Level)	7
Annex 2. Counterfeit products: risks to society (5 th and 6 th Level)	13
Annex 3. "From bear to bear... and it's my turn again" game board	20
Annex 4. Cards with questions from the "From bear to bear... and it's my turn again" game	21
Annex 5. Die and counters for the "From bear to bear... and it's my turn again" game	26
Annex 6. Role Playing cards: counterfeit toys	27

1. Rationale for the didactic guide

EThis didactic guide will demonstrate how purchasing counterfeit products has negative consequences for companies, families and children.

Moreover, we will acknowledge the power that we have as consumers to change this situation and prevent the manufacturing of counterfeit products. By choosing products that are original, safe and respectful towards the environment, we are also choosing wellbeing for society and, in other words, for all of us.



Thus, the objective of this didactic guide is to give visibility and raise awareness among primary school students (8–12 years old) of the effects for society of acquiring counterfeit toys. To this end, two activities are proposed to be carried out in primary school classrooms:

- From bear to bear... and it's my turn again.
- Role playing: counterfeit products.

This document presents the objectives, contents, assessment criteria and competences which structure the didactic guide. These are extracted from the Primary Education curriculum and focus on the third, fourth, fifth and sixth years. Finally, two educational resources that can be used to develop all the aforementioned curriculum elements are also specified.

2. Objectives of the didactic guide

Among the general objectives of the Primary Educational stage that are specified in the Spanish Royal Decree 126/2014, dated 28 February, which establishes the basic Primary Education curriculum, this didactic guide will contribute to developing the following objectives:

- Become aware of and appreciate the values and rules of coexistence, learn to act in accordance with them, prepare to exercise active citizenship and respect human rights, as well as the pluralism of a democratic society.
- Develop habits related to individual work and teamwork, effort and study responsibility, as well as attitudes of self-confidence, critical thinking, personal initiative, curiosity, interest and creativity in learning, and an entrepreneurial spirit.
- Know the fundamental aspects of Natural Sciences, Social Sciences, Geography, History and Culture.
- Get started in the use of Information and Communication Technologies for learning purposes, by developing critical thinking to address the messages they receive and produce.

3. Contents, assessment criteria and competences

The contents, assessment criteria and competences that will be used as part of this didactic unit are detailed below. All of them use the curricular level of the second and third cycles of Primary Education as a reference (third, fourth, fifth and sixth years).

It is worth mentioning that this didactic unit will allow the development of contents in the areas of Social Sciences, Spanish Language and Literature and Social and Civic Values.

Before explaining the contents, assessment criteria and competences selected in each area, a list with the acronyms of the different competences of the curriculum is provided below:

LCC: linguistic communication competence.

MSTC: mathematical competence and basic competences in science and technology.

DC: digital competence.

LLC: learning to learn competence.

SCC: social and civic competences.

SIES: sense of initiative and entrepreneurial spirit.

ACE: awareness and cultural expressions.

The theory and resources of the **SAFEorFAKE? toolkit** necessary to develop this didactic unit are included in Annex 1 and 2.

SOCIAL SCIENCES AREA			
	CONTENTS	ASSESSMENT CRITERIA	COM
Unit 2. The world we live in	Human Intervention in the Environment. Sustainable development. Responsible consumption.	17.1. Explain the sustainable use of natural resources, proposing and adopting a series of measures and actions to improve the environmental conditions of our planet.	SCC LLC
Unit 3. Living in a society	The European Union.	5. Identify the structure and aims of the European Union, explaining some of the advantages of being part of the EU.	SCC LLC
	The service sector. The economic activities and production sectors in Spain and Europe.	10. Identify the activities that belong to each of the economic sectors, describe their characteristics, recognising the main economic activities in Spain and Europe.	SCC LLC
	The company. Activity and functions	14. Explain the main characteristics of a company, specifying the different activities and forms of organisation that can be developed distinguishing between the different types of companies.	SCC LLC

SPANISH LANGUAGE AND LITERATURE AREA

	CONTENTS	ASSESSMENT CRITERIA	COM
Unit 1. Oral communication: speaking and listening	Communication situations, either spontaneous or directed, using organised and coherent speech.	1. Participate in communication situations, directed or spontaneous, respecting the rules of communication: speaking time, speech organisation, listening and incorporating the responses of others.	LCC SCC
	Strategies to use oral language as a communication and learning tool: listening, gathering data, asking.	10. Effectively use oral language to communicate and learn by being able to actively listen, gather the relevant data in relation to the communication objectives, ask and ask again, participate in surveys and interviews and orally express with clarity their own personal judgement, in accordance with their age.	LCC LLC

SOCIAL AND CIVIC VALUES AREA

	CONTENTS	ASSESSMENT CRITERIA	COM
Unit 2. Understanding and respect in interpersonal relationships	Interpersonal relationships.	1. Express opinions, feelings and emotions jointly using spoken and non-verbal language.	SCC
		5. Discuss and create shared thoughts with other people in order to find the best argument.	SCC
Unit 3. Coexistence and social values	Responsibility of the people in society.	1. Solve problems by collaborating, revealing an open attitude and sharing points of view and feelings.	SCC SIES
		2. Work in teams, encouraging positive interdependence and showing supportive behaviours.	SCC SIES
		6. Understand the sense of social responsibility and social justice by using the ability to reflect, summarise and structure.	SCC
		12. Understand the importance of children's rights, assessing the behaviours that protect them.	SCC

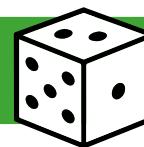
4. Worksheets

Two educational resources designed for children aged 8 to 12 are presented below:

- The first resource, aimed at children in the **3rd and 4th Year of Primary School** (8–10 years old) is an online board game, although it can also be played physically, that will allow children to review and reinforce the contents seen in Unit 3.
- The second activity, aimed at children in the **5th and 6th Year of Primary School** (10–12 years old), is a role-playing activity of social situations related to the manufacturing of counterfeit toys.

Below, each of the activities is detailed, focusing on aspects such as age, year, time, objectives, materials and on carrying out the workshop.

FROM BEAR TO BEAR... AND IT IS MY TURN AGAIN



Age	8 - 10 years old
Years	3 rd and 4 th Year of Primary School.
Time	45 - 60 minutes (depending on the participants and the development of the activity).
Objectives	<ul style="list-style-type: none"> • Learn that counterfeit toys pose a threat to health, the environment and society. • Understand the negative consequences of counterfeit products for society. • Acquire strategies to detect potential counterfeit toys.
Materials	Board, cards with questions, die and counters. Or online using this link: https://view.genial.ly/62b2f341ff3af50013c23c62/interactive-content-juego-safe-or-fake-ud3
Carrying out the workshop	<p>In order to reinforce the concepts seen in Unit 3 (Annex 1), it is proposed that children from 8 to 10 years old play a board game similar to the "Goose" game.</p> <p>The game can be played online using the previous link or physically, printing the board, the cards with questions, the counters and the die (see Annex 3, 4 and 5).</p> <p>The rules of the game are easy. Each player or team (if it has been decided to play in teams) will play a turn, in which they roll the die and move forward to the corresponding square. On each square, they will be asked a question: if they get it right, they stay on that square; but if they fail, they have to go back to where they were previously.</p> <p>If they land on the bear square, they will move from bear to bear, and play again.</p> <p>The player or team who reaches the final square first is the winner.</p>

ROLE PLAYING: COUNTERFEIT TOYS



Age	10 - 12 years old
Years	5 th and 6 th Year of Primary School.
Time	45 - 60 minutes
Objectives	<ul style="list-style-type: none"> • Understand that counterfeit toys pose a threat to health, the environment and society (families and children). • Learn that intellectual property crimes have economic and social consequences for toy companies and other companies in the primary, secondary and tertiary sectors. • Apply the super tip of the 3 P's: Price, Product and Point of sale.
Materials	Cards explaining the different Role Playing situations (Annex 2).
Carrying out the workshop	<p>Children will be divided into groups of 4 or 5 members. Each one of them will be given a card with a situation that they will have to represent, related to Unit 3 and the risks posed by counterfeit products to society (Annex 6).</p> <p>The groups will have to thoroughly read their card information and then they will have time to organise themselves: What role is each person playing? Are they preparing any material for the role? Do they need a script?</p> <p>Once the preparation time is over and when the groups are ready, they will carry out the role playing activity in front of their classmates.</p> <p>It is important that, when each group finishes, everyone reflects on each situation: What negative consequences do counterfeit products have for society? Who are the main victims? Etc.</p>

ANNEXES

Annex 1

LEVEL: 3rd and 4th Year of Primary School

Counterfeit products: risks to society

1. Introduction

Counterfeit toys constitute an intellectual or industrial property crime, depending on the case, because they break the law.

INDUSTRIAL PROPERTY

Brand: allows us to know which company manufactured the toy.

The shape and appearance of the products are protected by **industrial design**.

The hoverboards derive from the first model that inventor Shane Chen **patented** in 2012.



INTELLECTUAL PROPERTY

Copyright applies to original literary and artistic creations like music, books, video games, films or games.



DID YOU KNOW THAT... toys are one of the most counterfeited products?

Among the list of the most counterfeited products, we can find everyday articles such as clothing, toys, footwear, perfumes, cosmetics and even medicines. Toys are counterfeited as well, especially their brands and designs, so the consumer may even think they are purchasing an original product, when in reality it is a counterfeit.



DID YOU KNOW THAT... counterfeit toys that are seized in the EU include toy cars, board games, dolls and other kinds of toys?



DID YOU KNOW THAT... counterfeit toys that are seized in the EU include toy cars, board games, dolls and other kinds of toys?

You can probably think about a toy you have at home that is from a film or cartoon show.



Counterfeit toys do not respect the rights of the people and companies that made great efforts to make their toys available to children. In order to protect their products, companies register the following aspects:

- The **brand** used to market their board games
- The **patents** of their most innovative and never-before-seen toys
- The **shape** and appearance of their dolls through industrial designs

The organisations that counterfeit toys, either by copying designs or using brands without authorisation, infringe the industrial property rights owned by others, which means they are criminal organisations.

They are considered criminal organisations because counterfeit toys can:

- Cause safety problems and **injure the children** who use them
- **Damage the environment**
- **Harm** the interests of companies, families and **society in general**



CHILDREN'S HEALTH
HARM



ENVIRONMENTAL
HARM



SOCIOECONOMIC
HARM

2. Counterfeit products, what is the harm to society?

When intellectual or industrial property rights are not respected, a crime is being committed as the law has been broken. When a crime is committed, there are people behind it who get harmed, either physically, psychologically or economically: they are the victims of such crime.

Who are the victims of counterfeit toys?

Often, people are not conscious of how, behind intellectual property crimes, there are victims, just as with other kinds of crimes. For this reason, people, often due to a lack of knowledge, do not place any importance on whether a toy is counterfeit when making a purchase.

Counterfeit toys infringe industrial and/or intellectual property rights, depending on the case, and that has **consequences** for everyone:



Of course, for toy companies and other companies that provide services to these companies in order to manufacture and market their products;



For governments and the income that they receive from public services taxes (schools, hospitals, maintenance of parks, streets, school meal aids, etc.),



Children and families; in other words, all of us.

Counterfeit toys involve economic losses for companies and governments, and harm society. **How does that affect us?**

You probably think that you are not affected by the fact that counterfeit toys are sold. But let's keep going...

The SAFE teddy bear case

Let's imagine that a toy company named Bears-ForEveryone (BFE) has created the SAFEbear teddy bear. Everyone finds this teddy bear adorable, and children of all ages want to own one. The SAFEbear becomes a huge bestseller in Europe.

ORIGINAL TOY



BFE sales grow continuously, and they need to hire more people to handle all their orders, investigate the creation of new models, purchase more materials and machines to manufacture more bears, hire more shipping agencies to deliver SAFEbears to the stores.



Thus, both the profits and the number of workers at BFE increase, and they pay more taxes to the government, based on their increased turnover.

BFE employs people who were unemployed before, so the families of these people also benefit from BFE's success.

BFE uses its profits to improve the toy, allowing it to fund the research it carries out to manufacture long-lasting bears with more sustainable materials.

But one day, BFE realises that the sales rate is beginning to slow down, and they are not selling as many bears as they used to. Bears that are very similar to SAFEbear have been introduced on the market, especially on the internet, and they are even sold under the same BFE brand, but the prices are much lower in comparison to the original toy. These bears are of worse quality, the seams break, allowing access to the stuffing, and even the eyes of the counterfeit SAFEbear are easy to remove.

COUNTERFEIT TOY



The sales of SAFEBEARS decrease, and after a while...

What will happen to the BearsForEveryone company?

Can you imagine what will happen to the workers of the BearsForEveryone company?

How will it affect children and their families?

How will it affect the government? Will they receive more or less money from taxes?



We'll answer all of these questions, and you'll understand how the sale of counterfeit toys can end up affecting you.

How do counterfeits harm society? **SOCIO-ECONOMIC harm**

Counterfeit products are a threat to health and the safety of consumers and the environment, and they also harm the economy and society. What are the economic consequences of selling counterfeit toys? The sale of less toys that comply with the law involves economic and social harm for everyone.

Let's look at the **consequences** that selling counterfeit SAFEBEARS has on everyone:

1. **The BearsForEveryone company**, which manufactures authentic SAFEBEARS, sells less toys. The companies that manufacture processed products, such as toys from raw materials, belong to the secondary sector. BearsForEveryone (BFE) is a secondary sector company.



2. **Other companies** that offer services to or supply the BFE company. If less SAFEBEARS are sold, BFE will produce less and will need to purchase less from suppliers, which will have an impact on the different sectors:

Primary sector

Companies that extract the raw materials used in the manufacturing of the SAFEBEAR (oil, cotton for the fabrics or stuffing, pigments to colour the plastics, metals to manufacture the electronic components that the musical mechanisms in the SAFEBEAR are made from, etc.).



Remember that many of the plastics used to manufacture toys come from oil. Although toy companies are increasingly choosing more eco-sustainable materials.

Secondary sector

Companies that supply the semi-processed materials used to manufacture the SAFE-BEAR, for example, plastics, cardboard for the packaging, textiles to make SAFEBEAR's clothes and stuffing, batteries, etc.



Tertiary or services sector

Shipping companies that deliver SAFEBEARS to stores and consumers.

Marketing and advertising companies that create the SAFEBEAR catalogues and adverts.

Stores and warehouses that sell the SAFEBEAR toys.

Companies that provide service to the BearsForEveryone company in order to improve the environmental management of its manufacturing processes.



3. **The government.** Counterfeiting is an illegal activity, and it is more than likely that those who counterfeit do not pay taxes, so the government loses income from taxes that are destined to society; for example, to build and maintain schools, hospitals, health centres, universities, research centres, etc.



The sale of counterfeit SAFEBEARS will lead to BFE receiving less orders, meaning the company will pay less taxes. Furthermore, if BFE has less orders, it will need less workers, and jobs will be lost. Additionally, as workers contribute to the wellbeing of society by paying taxes, if those jobs are lost, the government's income will decrease.

- 4. Families.** When companies, like BFE or the companies that supply BFE, sell less than they should due to their products being counterfeited, they need less workers. Less work opportunities will lead affected families to receive lower incomes to cover the expenses of their daily lives.



Do you remember that BFE was interested in developing more sustainable materials for the SAFE-BEAR? Due to losing sales to counterfeits, the company will have a lower turnover, which will have an impact on its efforts to advance manufacturing and shipping processes that are more respectful towards the environment.

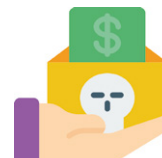
The sale of counterfeit SAFEBEARS will also put the children that play with them in danger. It may appear to be the same bear, but it is not. As you know, counterfeit products usually have toxic substances that are harmful to our health. You can't see them, but they are a real danger.

THE COMPANIES LOSE,
THE GOVERNMENT LOSES, FAMILIES LOSE,
THE ENVIRONMENT LOSES. WE ALL LOSE.

3. *Who is behind counterfeit products?*

Criminal organisations

Criminals counterfeit products to generate profits destined to other kinds of serious crimes, such as cyber attacks, drug smuggling, fraud and terrorism.



State security forces, such as the police and the Civil Guard in Spain, fight against intellectual property crimes. If you pay attention, news regarding the seizure of counterfeit toys and other products by the police are often shown on TV.

Let's look at one of these special operations in the fight against counterfeit toys, called LUDUS. It was carried out by the EUROPOL and OLAF with the help of other security forces in 24 countries, and led to the seizure of almost five million illegal toys.



<https://www.youtube.com/watch?v=lyPdxGxlxcS>

The LUDUS operation was carried out between October 2020 and January 2021, which is also the season when most toys are sold, that is, Halloween and Christmas. Children's favourite toys usually sell out during this season, which gives counterfeiting organisations the opportunity to sell their counterfeit toys.

This operation allowed the authorities to determine that most seized products were toys for babies and young children, who are indeed the most vulnerable consumers, as any safety failure of the product could seriously affect their health. Moreover, during the COVID-19 crisis a shortage of materials to manufacture toys occurred. Illegal suppliers took advantage of the situation and kept supplying stores with toys at a lower price.

The operation also revealed that the biggest toy shipments are sometimes used to hide other kinds of illegal goods, especially drugs.

4. What can you do as a consumer?

Counterfeit toys generate profits that benefit criminal organisations, behind their manufacturing, shipping and sale.

Counterfeit toys harm:

- Children's health
- The environment
- The economy of companies, administrations, families and the whole society

Now would you be able to tell who are the victims of intellectual property crimes?

As consumers, our decisions can change things. When we choose toys that are original, safe and respectful towards the environment we are also choosing health, a better environment and well-being for everyone.

Did you know that the online market has become the main distributor of counterfeit products?

The boom in the online market after the COVID-19 crisis has also meant there are even greater opportunities to deliver counterfeit products to consumers around the world. Toys are one of the products that suffer most from counterfeiting.

The online market has become the main distribution channel for counterfeit products. More than half of the counterfeit product seizures imported from the EU are related to e-commerce.

When you purchase on the internet, pay attention to the **3 Ps**.



Price. Be wary if it is too cheap...



Product. Look carefully at the toy and its box. Look for the contact details of the responsible company. If you see texts that are poorly written or in a foreign language, one that is not your own, it could be a counterfeit.



Place of purchase. We recommend choosing a trusted site and brand. In the case of online shopping, make sure that the website is not fake and the payment method is secure.

More educational resources are available on:
www.safeorfake.eu



Note: when we mention intellectual property crimes, we refer to both intellectual property as such (copyright) and industrial property. Around the world, we refer to both with the term intellectual property, following the definition of the World Intellectual Property Organization, www.wipo.int. As we have already seen in Unit 1, in Spain we have to differentiate between industrial property and intellectual property.

Annex 2

LEVEL: 5th and 6th Year of Primary School

Counterfeit products: risks to society

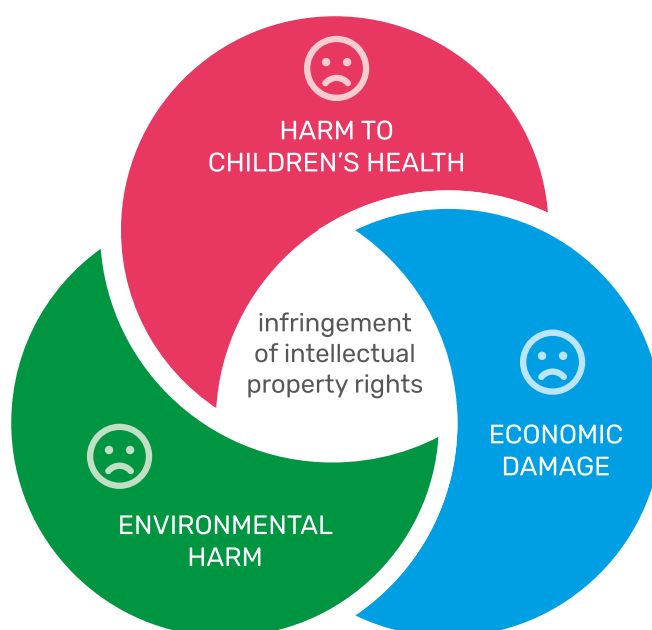
1. Introduction

Counterfeit products infringe the intellectual property rights seen in Unit 1 because they contravene (or do not comply with) the rights of the people, organisations or companies that took great pains to make their products, inventions, books and/or songs available to society. These people registered the brand used to market their dolls, the patents of their never-before-seen inventions, or the appearance of their toys and packaging through industrial designs, all with the aim of protecting their creations.

Criminal organisations that counterfeit products infringe the intellectual property rights owned by these people and companies.

Counterfeit children's products pose harm to children's health, can damage the environment and harm society economically too.

Toys are one of the most counterfeited products, followed by clothing. In 2019, toys were the fourth category of most-seized counterfeit products at the EU borders, representing 9.6% of all seized articles.

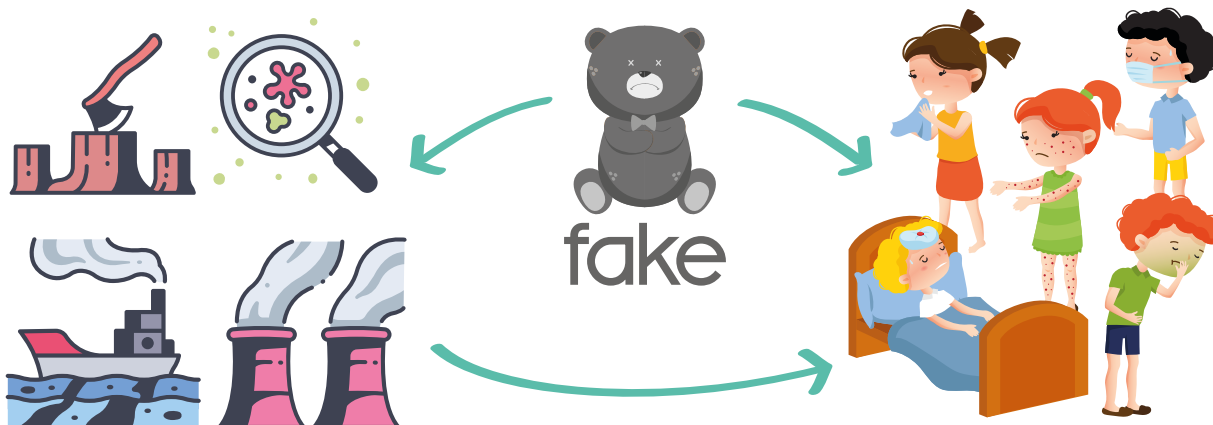


What is the most counterfeited aspect of toys? The patent? The brand? The design?

The design of toys, that is, the shape and appearance of toys, is their most counterfeited aspect. In this way the consumer purchases a product with a very similar appearance in comparison to the original one. The brand is also one of the most counterfeited elements.

As we have already seen in Unit 2, counterfeit toys are harmful to children's health. Counterfeit products do not usually comply with safety standards and pose severe risks to health, as they are manufactured with materials that contain toxic substances, small parts that might be swallowed by children, incorrect labels regarding the recommended age range of the toy, or lack the necessary safety warnings for such toys.

When economic benefits prevail, as in counterfeit products, taking care of the environment by using sustainable materials or controlled manufacturing that minimises the environmental impact is not a priority. For that reason, it is more than reasonable to establish a relationship between counterfeit products and environmental damage.



Socio-economic damage

From society's point of view, intellectual property crimes do not appear to have victims because they are not visible. For this reason, people, often due to a lack of knowledge, do not place any importance on whether a toy is counterfeit when making a purchase or on being able to detect potential cases of counterfeiting.

Infringing intellectual property rights is a crime, and it certainly affects the interests of companies. But if we go a little further, we will see that it also affects us all, and thus society as a whole.

With our purchase decisions, consumers can change things by choosing toys or products that are original, safe and respectful towards the environment. When we make decisions and choose what we purchase, we are also choosing safety, health, a better environment and wellbeing for everyone.

Infringing intellectual property rights, a crime without victims?

We say that infringing intellectual property rights is a crime because that is what our Criminal Code states; for example, when we use a brand or reproduce a design without the authorisation of the owner of that design or brand. In that code, penalties are specified for people who do not respect the intellectual property rights owned by others.

If you create a new toy and register the new design, no one can copy it without your consent, otherwise they would be committing a crime.

Counterfeit products cause economic damage to companies, governments and families. Can you see the relationship?



COMPANIES



FAMILIES



GOVERNMENT

You may probably think that you are not affected by the fact that counterfeit toys are sold. But let's keep going...

The case of PlayIT: the board game of the year



Let's imagine a toy company has created the board game of the year called PlayIT. Everybody wants it, and thousands of toys are being sold around the world. This board game is very popular among children aged 8 to 12 years old, as there is also a TV show about this game.

The company was created by two colleagues from the school of design, Ian and Taylor, that is why it is called PlayIT, and now they are receiving more and more orders every day through their website. Their sales are increasing and they need to hire more people to manufacture the game and form the various work teams: marketing, customer services, etc.

As they get more orders, they need more workers to meet the demand. Of course, their profits also increase.

Ian and Taylor are paying taxes to the government based on their income and number of workers.

Ian and Taylor's company employs people who did not have a job or who wanted to improve their employment situation, so the families of those people also benefit from the success of the PlayIT game in some way.

Furthermore, the extra income generated by the company after selling more products allows Ian and Taylor to improve the product with new more environmentally sustainable materials. They can also implement measures to minimise the environmental impact of the manufacturing process. The company obtains its first award as an environmentally friendly company. Ian and Taylor could not be happier!



The success of the PlayIT game continues, and they need to increase the number of workers in their work teams.

Of course, Ian and Taylor have registered their brand as a company that markets the board game of the year, and they have protected the design as well. The texts with the game rules are also protected by copyright. No one can copy their description with the game rules or the model that has become so successful.

However, after a year of success, they realise that orders are beginning to decrease, and they are manufacturing less PlayITs. There are more and more counterfeit PlayITs on the market, and their prices are six times lower in comparison to the original toy, although their quality is worse. Ian and Taylor can't compete with such low prices.



Can you imagine what happens to Ian and Taylor and the workers of the company?

How are children and families affected by it?

How does it affect the government?

Once you know what is behind the criminal organisations that counterfeit products, you will be able to answer these questions.



DID YOU KNOW THAT... counterfeit toys seized in the EU include toy cars, board games, dolls and other kinds of toys?



DID YOU KNOW THAT... counterfeit toys often imitate toys based on popular children's TV programmes?

2. How do counterfeits harm society? Socio-economic damage

We already know counterfeit products are a threat to health and the safety of consumers and the environment, and they also harm our economy, both for companies and for the countries and the people living there.

In 2019, imports of counterfeit and pirated products reached 119,000 million EUR, representing a 5.8 % of all the goods entering the European Union.

Counterfeits not only harm the economic interests of companies but also the interests and wellbeing of countries and citizens.

What are the economic consequences of selling counterfeit toys? The sales of toys complying with the law decrease and that implies ECONOMIC LOSSES for:

- 1. Toy companies** which manufacture products that comply with all the laws and requirements, as they sell less toys.

People or companies that manufacture processed products, such as toys from raw materials, belong to the secondary sector.



- 2. Other companies** that offer services to or supply toy companies. If the sale of toys decreases, companies will produce less and will need to purchase less from suppliers, which will have an impact on the different sectors:

Primary sector

Companies that extract raw materials used in the manufacturing of toys (oil, metals, wood, pigments to colour plastics, metals to manufacture the electronic components that are part of toys, etc.).



Remember that many of the plastics used to manufacture toys come from oil. Although toy companies are increasingly choosing more eco-sustainable materials.

Secondary sector

Companies that supply the semi-processed materials used to manufacture toys such as, for example, plastics, cardboard for the packaging of the toys, pigments to colour plastics, textiles to make dresses for dolls, the stuffing of teddy bears, batteries, cells, etc.



Tertiary or services sector

Shipping companies that deliver toys to stores and consumers.

Marketing and advertising companies that create toy catalogues and adverts.

Stores and warehouses that sell original toys.

Companies that provide services to companies in order to improve the environmental management of their manufacturing processes.



3. The government. Counterfeiting is an illegal activity, and it is more than likely that those who counterfeit do not pay taxes, so the government loses income from taxes that are destined to society; for example, to build and maintain schools, hospitals, health centres, universities, research centres, etc.

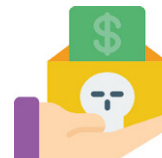


4. Families. When companies, either toy companies or the companies that supply toy companies, sell less than they should due to their products being counterfeited, they need less workers. Less work opportunities will lead affected families to receive lower incomes to cover the expenses of their daily lives.



3. Did you know that behind the intellectual property rights infringement there are other serious crimes?

Intellectual property crimes often entail other crimes such as money laundering, document fraud, cybercrime, fraud, drug production and trafficking and terrorism.



Some organised criminal groups produce fake documents to sell their counterfeit products as legitimate. In other cases, criminals counterfeit products to generate profits destined to other kinds of serious crimes, such as drug smuggling or terrorism.

Security forces fight against intellectual property crimes. If you pay attention, news regarding the seizure of counterfeit toys and other products by the police are often shown on TV.

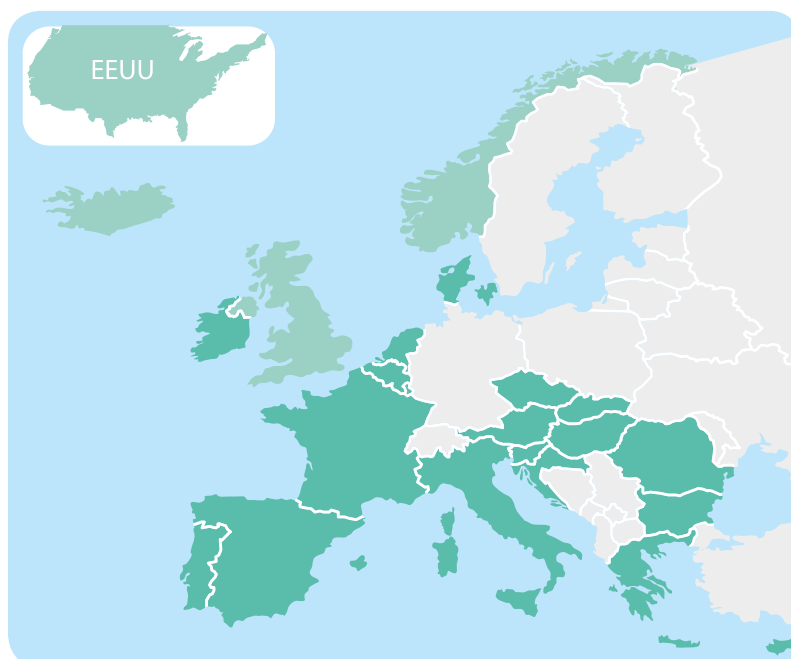
Let's look at one of these special operations in the fight against counterfeit toys carried out by the EUROPOL and OLAF with the help of other security forces in 20 EU countries and 4 other countries.

 <https://www.youtube.com/watch?v=lyPdxGxlxcS>

The LUDUS operation

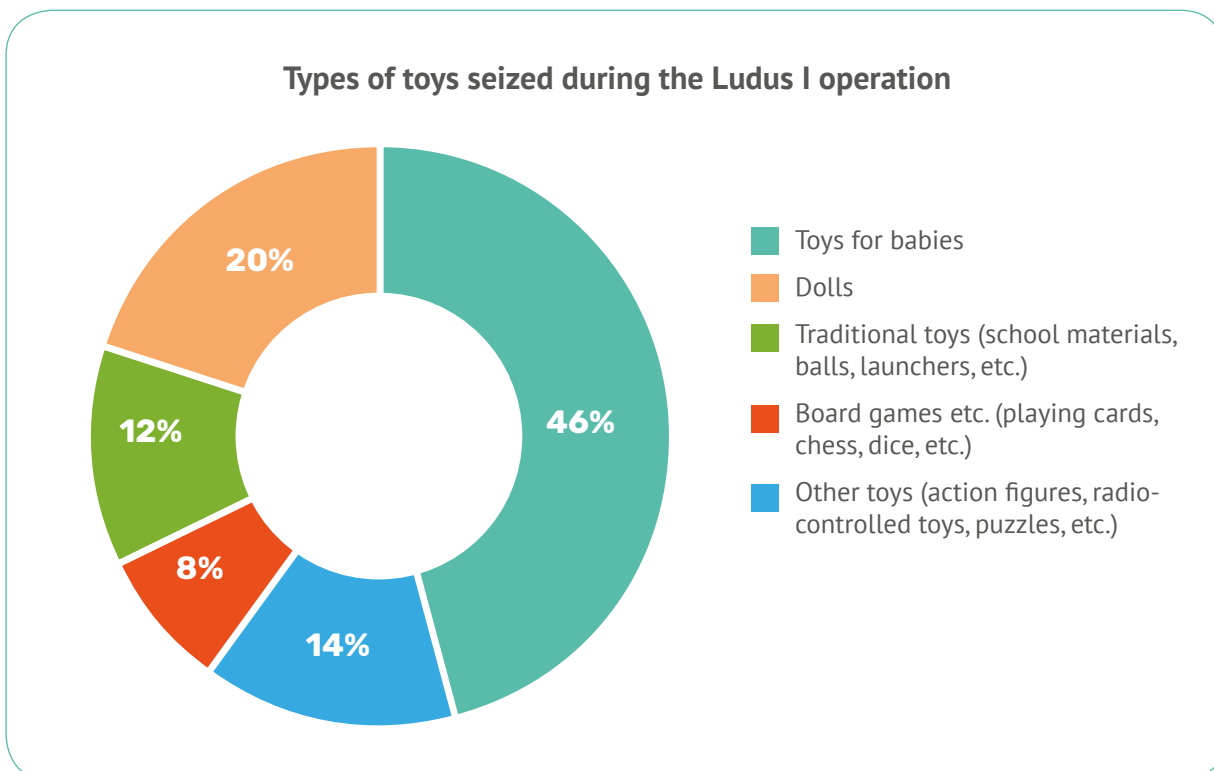
- *Participating EU countries:* Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, France, Greece, Hungary, Ireland, Italy, Latvia, Luxembourg, Netherlands, Portugal, Romania, Slovak Republic, Slovenia and Spain.

- *Other participating countries:* Iceland, Norway, United Kingdom and United States.



This operation was carried out between October 2020 and January 2021, which is also the season when the most toys are sold, that is, Halloween and Christmas. Children's favourite toys usually sell out during this season, which gives counterfeiting organisations the opportunity to sell their counterfeit toys.

This operation allowed the authorities to determine that most seized products were toys for babies and young children, who are indeed the most vulnerable consumers, as any safety failure of the product could seriously affect their health. Moreover, during the COVID-19 crisis a shortage of materials to manufacture toys occurred. Illegal suppliers took advantage of the situation and kept supplying stores with toys at a lower price.



The operation also revealed that the biggest toy shipments are sometimes used to hide other kinds of illegal goods, especially drugs.

4. Conclusion

Counterfeit toys generate profits that benefit the criminal organisations behind their manufacturing, shipping and sale. This jeopardises toy companies and the companies that work for them, workers and their families, as well as society as a whole.



Would you be able to say who are the victims of intellectual property crimes now?



DID YOU KNOW THAT the online market has become the main distributor of counterfeit products?

Online gift purchasing for children already constitutes 43% of all purchases. Early childhood toys aimed at children aged 0 to 2 years old lead the list of the most purchased online in the toy category, representing 60% of all purchases, according to the data from a study included in the AIJU Guide 2021–2022.

In fact, the online market has become the main distribution channel for counterfeit products. More than 50% of the counterfeit products seizures imported into the EU are related to e-commerce, according to a study by EUIPO and the OECD.¹

The boom in the online market has also meant there are even greater opportunities to deliver counterfeit products to consumers around the world. Toys are one of the products that suffer the most from counterfeiting.

When you purchase on the internet, pay attention to **the 3 Ps**.



Price. Be wary if it is too cheap...



Product. Look carefully at the toy and its box. Look for the contact details of the responsible company. If you see texts that are poorly written or in a foreign language, one that is not your own, it could be a counterfeit.



Place of purchase. We recommend choosing a trusted site and brand. In the case of online shopping, make sure that the website is not fake and the payment method is secure.

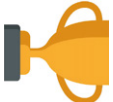
Note: when we mention intellectual property crimes, we refer to both intellectual property as such (copyright) and industrial property. Around the world, we refer to both with the term intellectual property, following the definition of the World Intellectual Property Organization, www.wipo.int. As we have already seen in Unit 1, in Spain we have to differentiate between industrial property and intellectual property.



More educational resources are available on:
www.safeorfake.eu



Annex 3. “From bear to bear... and it’s my turn again” game board.

**START**

12

11

10

9

8

22

21

20

19

18

17

16

15

14

13

1

2

3

4

5

6

7

23

24


25

safe or fake?


BOARD GAME

SAFE OR FAKE


COUNTERFEIT PRODUCTS:
RISKS TO SOCIETY



GOAL



And remember,
if you land on
the bear square:
**FROM BEAR TO
BEAR, AND
ROLL AGAIN!**



Choose a
piece, roll the
die and try to
reach the final
square first.
Good luck!

Annex 4. Cards with questions from the “From bear to bear... and it’s my turn again” game.

<p>What should you look out for when you purchase a toy?</p> <ol style="list-style-type: none"> 1. The information provided in the store or on the internet. 2. The price and the product. 3. The price, the product and the point of sale. 	<p>safe or fake?</p>
<p>Where is the safety of toys tested?</p> <ol style="list-style-type: none"> 1. In children’s homes. 2. In stores. 3. In laboratories. 	<p>safe or fake?</p>
<p>Why are original toys safer?</p> <ol style="list-style-type: none"> 1. They comply with strict safety rules. 2. Their safety is tested before putting them up for sale. 3. Both previous answers are correct. 	<p>safe or fake?</p>
<p>What do you think counterfeit toys are?</p> <ol style="list-style-type: none"> 1. Toys similar to the original ones, manufactured with authorisation from the creators. 2. Toys similar to the original ones, manufactured without authorisation from the creators. 	<p>safe or fake?</p>

(cut, fold and paste)

Are toys sold in Spain as safe as those sold in Germany?

1. Yes, because they comply with the laws established by European authorities.
2. No, because each country has different regulations.

safe
or fake?



If we purchase toys on the internet, what should we look out for?

1. The website seems authentic and coherent.
2. The website starts with www.


safe
or fake?



In what kind of stores should we purchase toys?

1. In stores we trust.
2. In stores that sell toys.
3. Only in stores located in your neighbourhood.

safe
or fake?



Counterfeit toys are more expensive than the original ones:

1. True.
2. False.

safe
or fake?



Do original toys comply with safety standards?

1. Yes
2. No.

Besides safety, companies care about their toys being...

1. Fun.
2. Respectful towards the environment.
3. Both previous answers are correct.

Do you remember what are the most counterfeited products nowadays?

1. Toys, clothes, medicines and cosmetics.
2. Toys, food and clothes.
3. Toys, clothes and household appliances.

There is a counterfeit stuffed animal with a tiny bow which can be removed easily. Why is it dangerous?

1. A child could cut him or herself on the bow's fabric.
2. A child could prefer the bow over the stuffed animal.
3. A child could put the bow in their mouth and choke.

safe
or fake?



safe
or fake?



safe
or fake?



safe
or fake?



When a company starts to sell less, what happens to their workers?

1. They have more holidays.
2. They could lose their job.
3. They earn more money.

safe
or fake?



Who are the victims of counterfeit toys?

1. Criminal organisations.
2. Companies and society.
3. No one; counterfeiting toys is not a crime.

safe
or fake?



Why should you purchase original toys?

1. Because they are as safe and fun as counterfeit toys.
2. Because they are safer and more fun.
3. Because they are cheaper and more fun.

safe
or fake?



A counterfeit scooter handlebar breaks easily. Why is it dangerous for a child?

1. The child could choke.
2. The child could lose his or her balance and fall.
3. The child could go very fast.

safe
or fake?



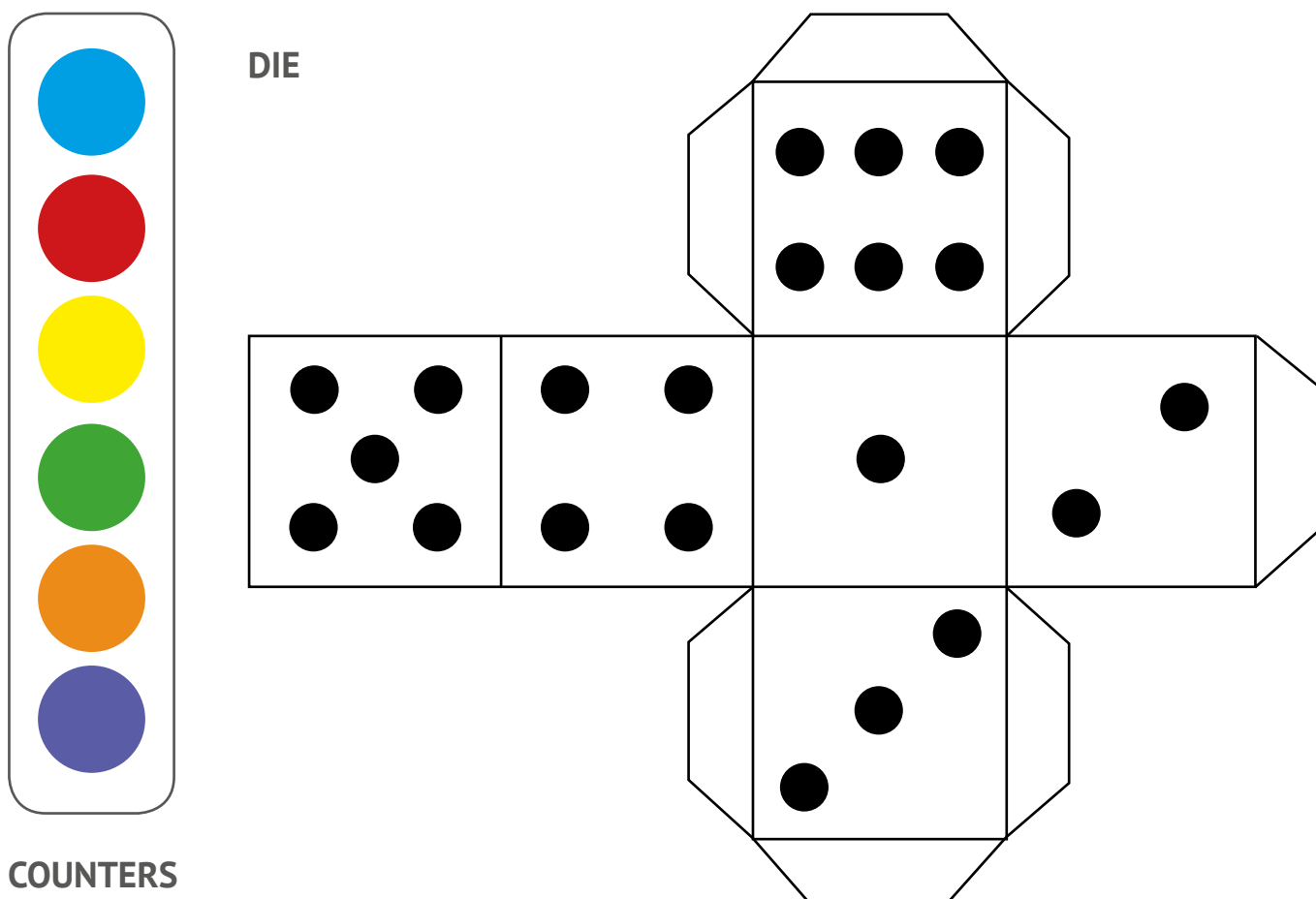


Correct answers

What do you think counterfeit toys are?	Toys similar to the original ones, manufactured without authorisation from the creators.
Why are original toys safer?	Both previous answers are correct.
Where is the safety of toys tested?	In laboratories.
Counterfeit toys are more expensive than the original ones.	False.
What should you look out for when you purchase a toy?	The price, the product and the point of sale.
In what kind of stores should we purchase toys?	In stores we trust.
If we purchase toys on the internet, what should we look out for?	The website seems authentic and coherent.
Do original toys comply with safety standards?	Yes.
Are toys sold in Spain as safe as those sold in Germany?	Yes, because they comply with the laws established by European authorities.
Besides safety, companies care about their toys being...	Both previous answers are correct.
Do you remember what are the most counterfeited products nowadays?	Toys, clothes, medicines and cosmetics.

There is a counterfeit stuffed animal with a tiny bow which can be removed easily. Why is it dangerous?	A child could put the bow in their mouth and choke.
A counterfeit scooter handlebar breaks easily. Why is it dangerous for a child?	The child could lose his or her balance and fall.
Why should you purchase original toys?	Because they are safer and more fun.
Who are the main victims of counterfeit toys?	Companies and society.
When a company starts to sell less, what happens to their workers?	They could lose their job.
Which sector is affected by the manufacturing of counterfeit toys?	Primary, secondary and tertiary sector, because it affects the whole manufacturing process of original toys.
In the case of toys, what is the most counterfeited element?	The brand and design of the toy.

Annex 5. Die and counters for the “From bear to bear... and it’s my turn again” game



Annex 6.

Role Playing cards: counterfeit toys

PARTICIPANTS: 4 o 5 children.

ROLES:

- Company manager: 1 child.
- Workers: 2 children.
- Relatives of the workers: 2 children.

SITUATION TO REPRESENT:

1

The manager arrives at the company and reviews the toy sales of the month. He/She is very angry because the company is losing a lot of money due to the counterfeiting of their best-selling toy: a teddy bear.



2

Due to the decrease in product sales, they won't need as many workers anymore. For that reason, he/she talks to a couple of their workers to tell them their contract is over.



3

One of the workers starts crying and the other looks very surprised. How can it be possible that the previous month they had so much work and this month they are not necessary anymore?



4

After the manager leaves, the workers call their families to explain what has happened.



ROLE PLAYING OBJECTIVES:

- Understand that counterfeit toys pose a threat to health, the environment and society.
- Learn that intellectual property crimes have economic consequences for companies and their workers.

PARTICIPANTS: 4 or 5 children.

ROLES:

- Shop assistant: 1 child.
- Dad or mum (or both): 2 children.
- Son/daughter: 1 or 2 children.

SITUATION TO REPRESENT:

1

The son/daughter tells their parents that he/she has seen a new toy on TV and likes it a lot.



2

The parents speak with each other and decide to buy him/her the toy. So, after school, they take their son/daughter to a toy store.



3

At the toy store, the assistant shows them two different toy models (the original one and the counterfeit one). This is apparent due to the price, brand, design, a foreign language is on the packaging, etc.



4

The parents decide to purchase the cheaper toy. But suddenly the child refuses to do so because it is a counterfeit toy. The parents end up purchasing the original toy.



ROLE PLAYING OBJECTIVES:

- Understand that counterfeit toys pose a threat to health, the environment and society.
- Learn that the main victims of intellectual property crimes are companies and the environment, but also families and children.

PARTICIPANTS: 4 children.

ROLES:

- Company manager of BearsForEveryone: 1 child.
- Primary sector company manager (produces cotton for the teddy bear stuffing): 1 child.
- Secondary sector company manager (supplies fabrics for the teddy bear clothing): 1 child.
- Tertiary sector company manager (shipping companies that deliver the teddy bears to stores): 1 child.

SITUATION TO REPRESENT:

1

The company manager of BearsForEveryone detects that their most famous teddy bear sales are decreasing due to counterfeiting. For that reason, he/she has to contact the other companies involved in the manufacture.



2

The primary sector company manager is very sad and tells workers that the company will have to close down, so lots of people will lose their jobs.



3

The secondary sector company manager gets angry and decides to fire half of their workers, as they can't pay their wages anymore.



4

The tertiary sector company manager is very upset. He/she was going to purchase electric cars that were more respectful towards the environment, but now it won't be possible.



OBJETIVOS ROLE PLAYING:

- Understand that counterfeit toys pose a threat to health, the environment and society.
- Learn that intellectual property crimes have economic and social consequences for toy companies and other companies in the primary, secondary and tertiary sectors.

PARTICIPANTS: 5 or 6 children.

ROLES:

- Company manager of BearsForEveryone: 1 child.
- Worker at the government: 1 child.
- School director in Happy City: 1 child.
- Happy City councillor: 1 child.
- Children from Happy City: 1 or 2 children.

SITUATION TO REPRESENT:

1

The company manager of BearsForEveryone detects that their most famous teddy bear sales are decreasing due to counterfeiting. For that reason, their income is also decreasing, and they are having difficulties paying the government taxes.



2

Then, he/she decides to send an email to the person in charge of collecting the government taxes in order to request a tax deferral until the next month.



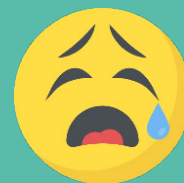
3

The person from the government attends a meeting with the school director and the Town Planning councillor from “Happy City” to communicate them that the improvements at the school and park won’t be taking place until a year later.



4

The children from Happy City are sad.



ROLE PLAYING OBJECTIVES:

- Be aware of the threat posed by counterfeit toys to health, the environment and society.
- Understand that the main victims of intellectual property crimes are companies, the environment, families and children.

PARTICIPANTS: 4 or 5 children.

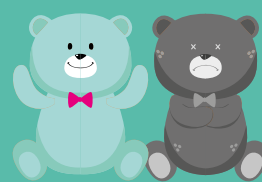
ROLES:

- Shop assistant: 1 child.
- Toy purchasers: 3 or 4 children.

SITUATION TO REPRESENT:

1

The seller shows the purchasers six toys (objects from the classroom can be used and decorated to symbolise toys). Toys will be shown in pairs, one being original and the other counterfeit.



2

Purchasers will detect which one is counterfeit thanks to the elements seen in Unit 3: price, product and point of sale.



3

For example: price (the counterfeit toy is overly cheap), packaging (information is poorly written or in a foreign language), brand (the brand is not trustworthy) or how the seller acquired the products (imagine that the seller tells you that the toys were purchased on a website that seems fake).



ROLE PLAYING OBJECTIVES:

- Apply the super tip of the 3 P's: Price, Product and Point of sale.
- Understand that consumers can change things with our purchase decisions.



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