

3

safe   
or fake?

WORKSHEET

# Counterfeit products: risks to society

5<sup>th</sup> and 6<sup>h</sup> Year of Primary School

Supported by:



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# Role playing: counterfeit toys

<b>Age</b>	<b>10-12 years old</b>
<b>Years</b>	5 <sup>th</sup> and 6 <sup>th</sup> Year of Primary School
<b>Time</b>	45 - 60 minutes
<b>Objectives</b>	<ul style="list-style-type: none"><li>• Understand that counterfeit toys pose a threat to health, the environment and society (families and children).</li><li>• Learn that intellectual property crimes have economic and social consequences for toy companies and other companies in the primary, secondary and tertiary sectors.</li><li>• Apply the super tip of the 3 P's: Price, Product and Point of sale.</li></ul>
<b>Materials</b>	Cards explaining the different Role Playing situations.
<b>Carrying out the workshop</b>	<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.</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>

**PARTICIPANTES:** 4 or 5 children.

**ROLES:**

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

**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.

**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.



**PARTICIPANTS:** 4 or 5 children.

**ROLES:**

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

**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.

**SITUATION TO REPRESENT:**

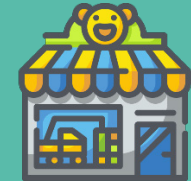
1

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.



**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.

**ROLE PLAYING OBJECTIVES:**

- 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.

**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.



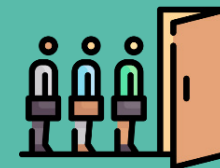
2

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.



**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.

**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.

**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.



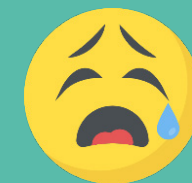
3

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.



**PARTICIPANTS:** 4 or 5 children.

**ROLES:**

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

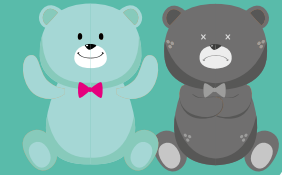
**ROLE PLAYING OBJECTIVES:**

- 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.

**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).

