

safe or fake?

The importance of intellectual property and the risks of counterfeit toys to children, the environment and society

5th and 6th Year of Primary School



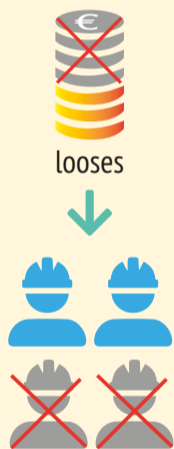
Intellectual property is everywhere. It enables society to progress and makes our lives easier. Intellectual property protects the effort of people and organisations creating new products and solutions to improve our lives.



Counterfeit toys can be very **hazardous** to children. These toys can contain toxic substances that, although invisible, are very dangerous and can have severe consequences on children's health.



Companies



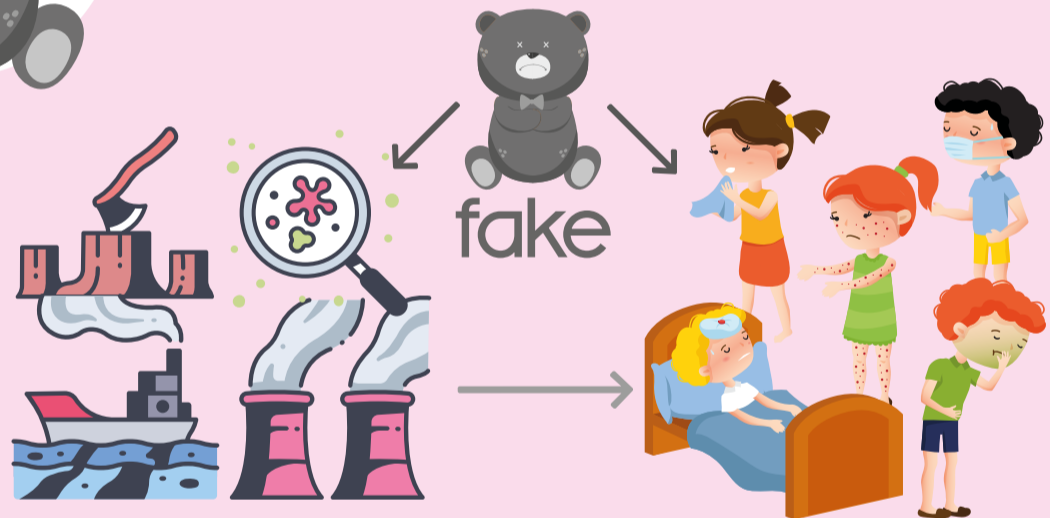
Administration



Families



Counterfeit toys **harm everyone's economy and wellbeing**: companies, workers, the government and families. Intellectual property crime is associated with criminal groups that use their profits to fund other forms of serious crime.



Counterfeit toys can harm our health as well as the **environment**. Environmental impacts also affect our health. The environmental impact is not taken into consideration when manufacturing counterfeit toys.

What can you do as a consumer?

The purchase decisions made by consumers influence what companies produce.

If consumers choose original products, they are supporting companies that invest in creating jobs as well as developing safe products for children and the environment.



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Be aware so you can decide



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