



Material for 16-18 year old
students

Case 4: Counterfeit products

RISKS TO THE ENVIRONMEN

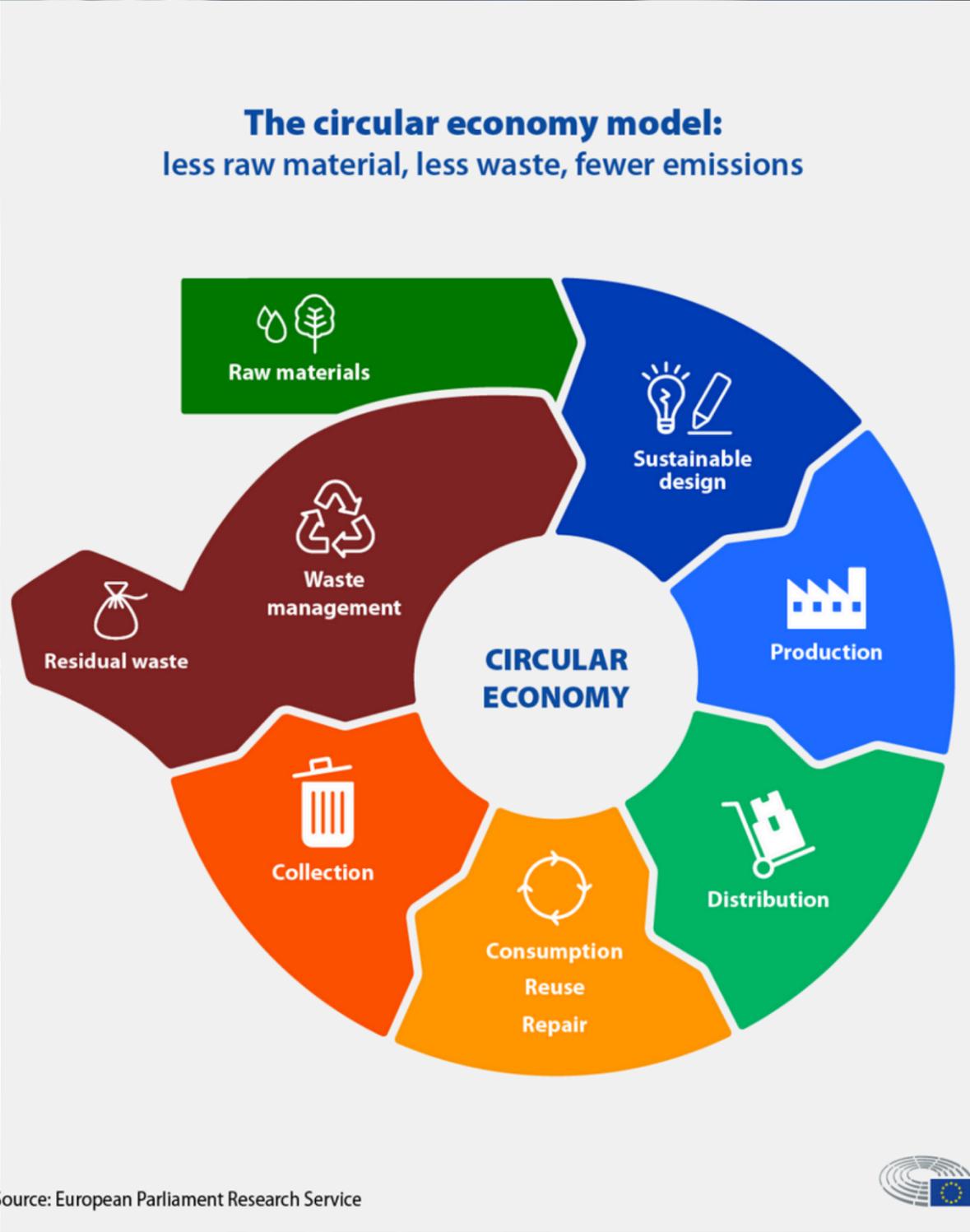


A hand is shown holding a rolled-up scroll. The scroll is covered in a complex, repeating geometric pattern of interlocking lines and shapes, resembling a traditional Islamic or Arabic architectural motif. The scroll is partially unrolled, revealing the pattern on the inner surface. The background is a blurred, larger-scale version of the same geometric pattern.

Uncovering the most hidden risks



Some of the sectors most affected by the problem of counterfeiting are also sectors where the principles of the **circular economy** are key to reducing their environmental impact.



Are illicit producers trying to reduce their carbon footprint, use more sustainable materials or promote recycling?

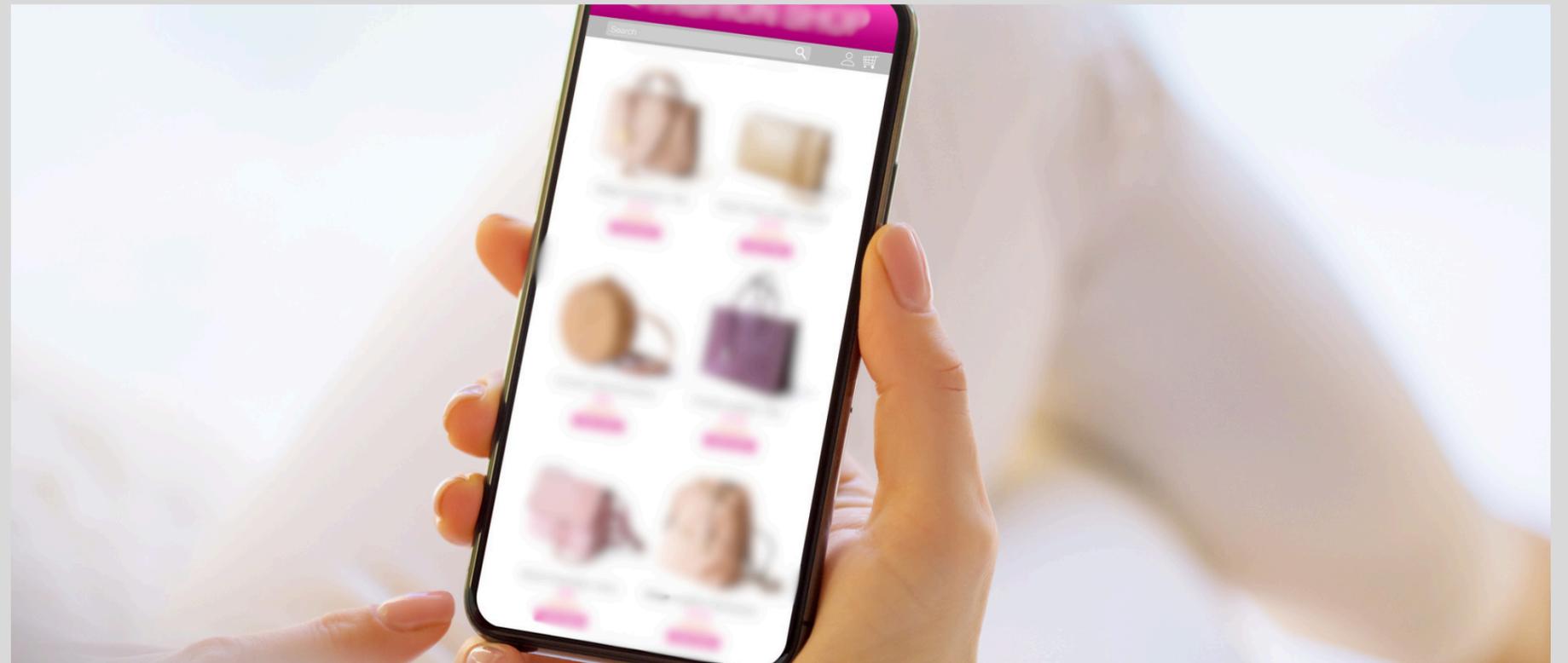
Obviously, NO.



Counterfeit products are often cheaper, and the consumer may be able to sense that it is a counterfeit.



But we can also find counterfeits with the same price as the original or even higher, where the consumer buys a counterfeit product believing it to be an original.



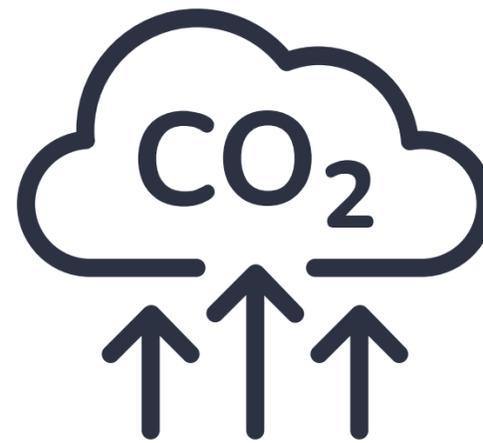
Manufacture of counterfeit products



↑↑ Pollution



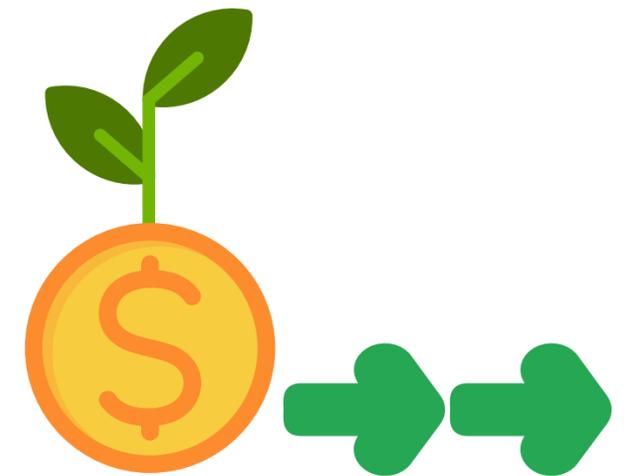
↑↑ Waste



↑↑ Carbon emissions



↑↑ Water consumption



Linear economy

Manufacture of counterfeit products



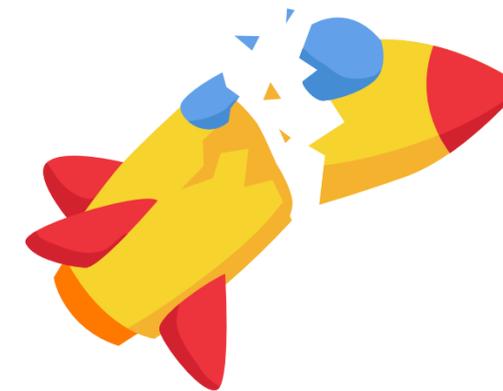
↓↓ Reuse



↓↓ Recycle



↓↓ Repair



↓↓ Durability



Circular
economy



For years, the textile industry has been working to minimise its environmental impact by innovating in:

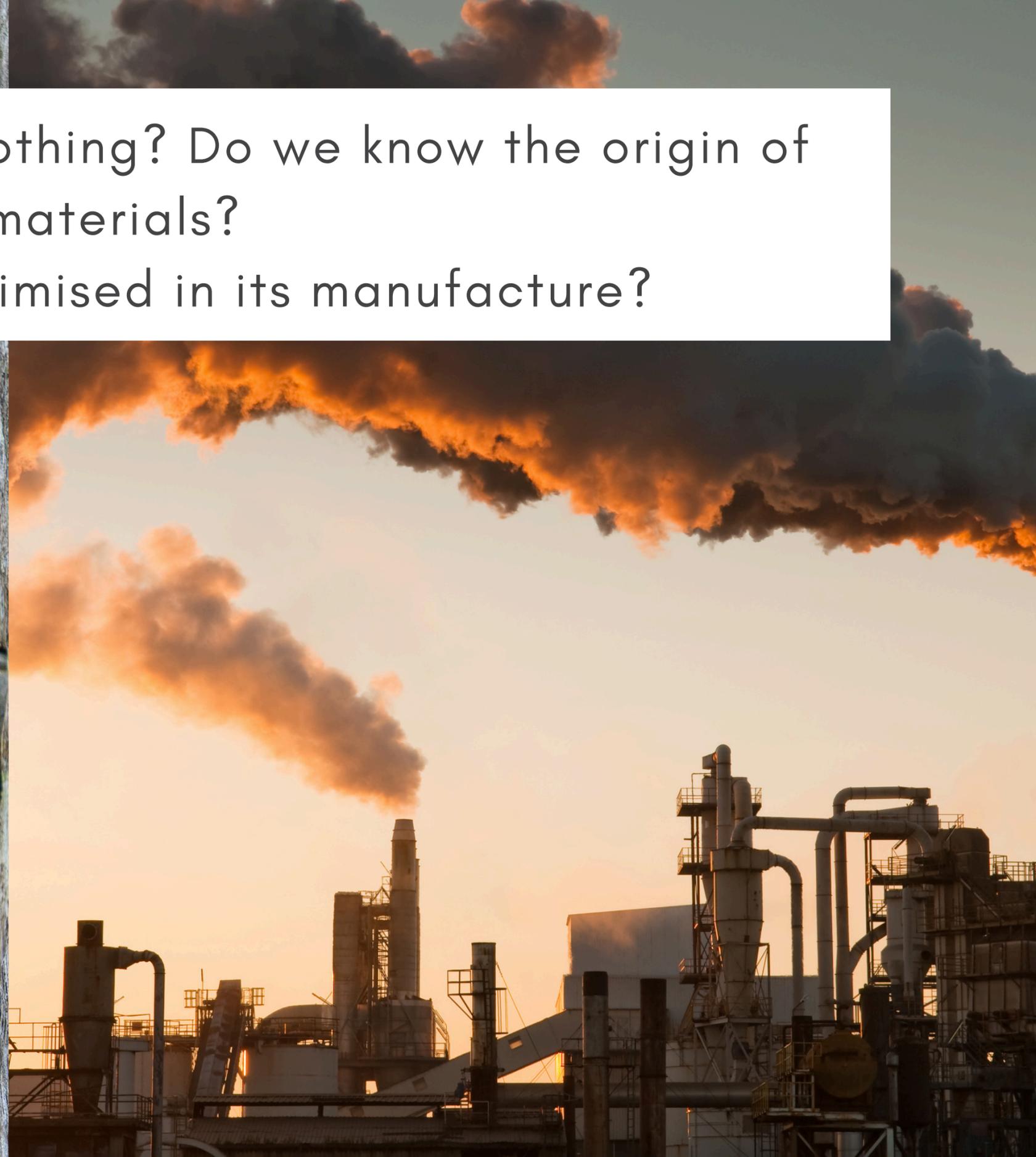
- designs, to increase their lifespan.
- manufacturing technologies to minimise water consumption.
- raw material and product traceability.
- use of recycled materials.
- new business models for second-hand clothing.
- apps for the reuse of clothes.

New environmental policies are being promoted in Europe.

European Green Deal



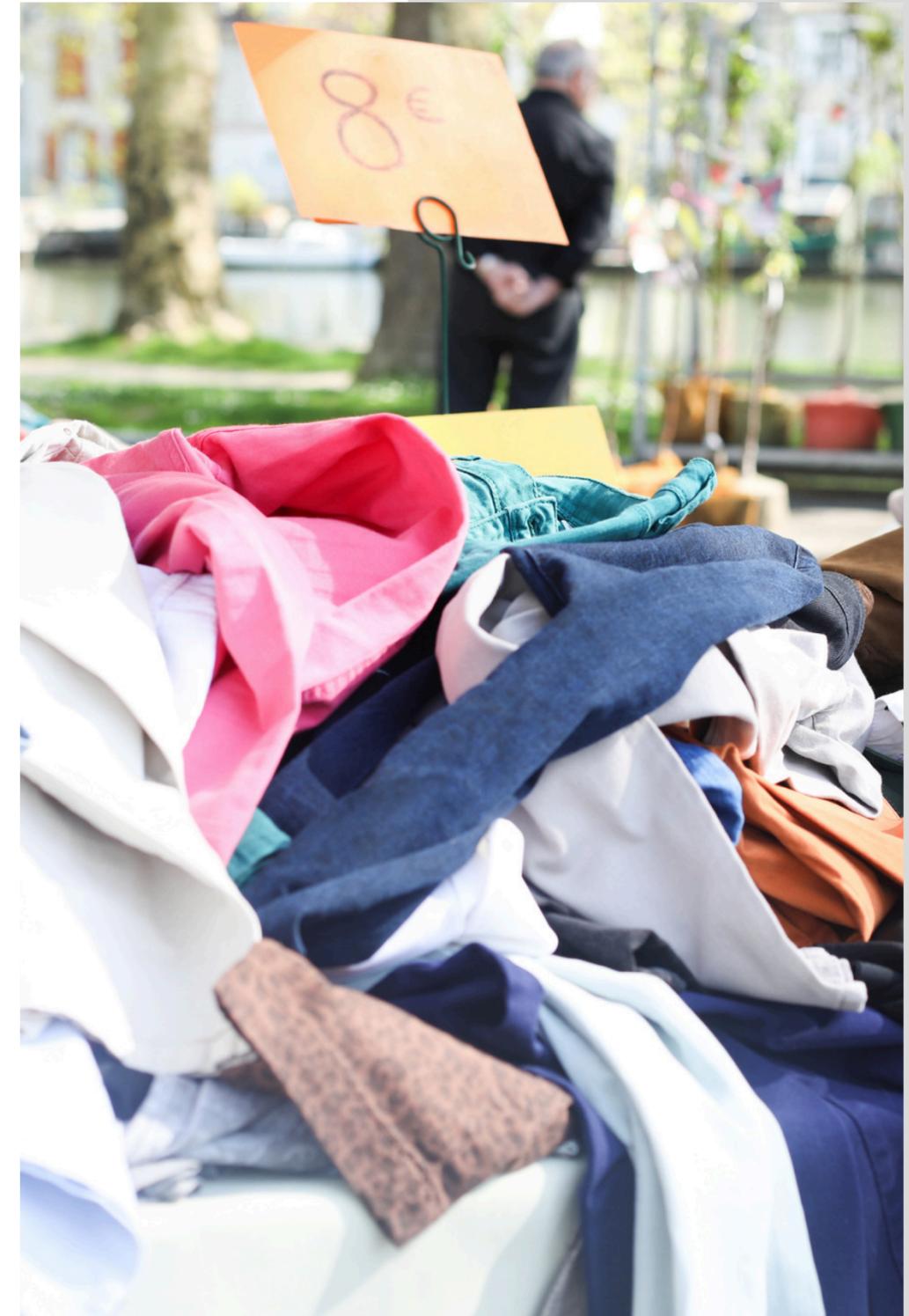
What happens to counterfeit clothing? Do we know the origin of the raw materials?
Is water consumption minimised in its manufacture?



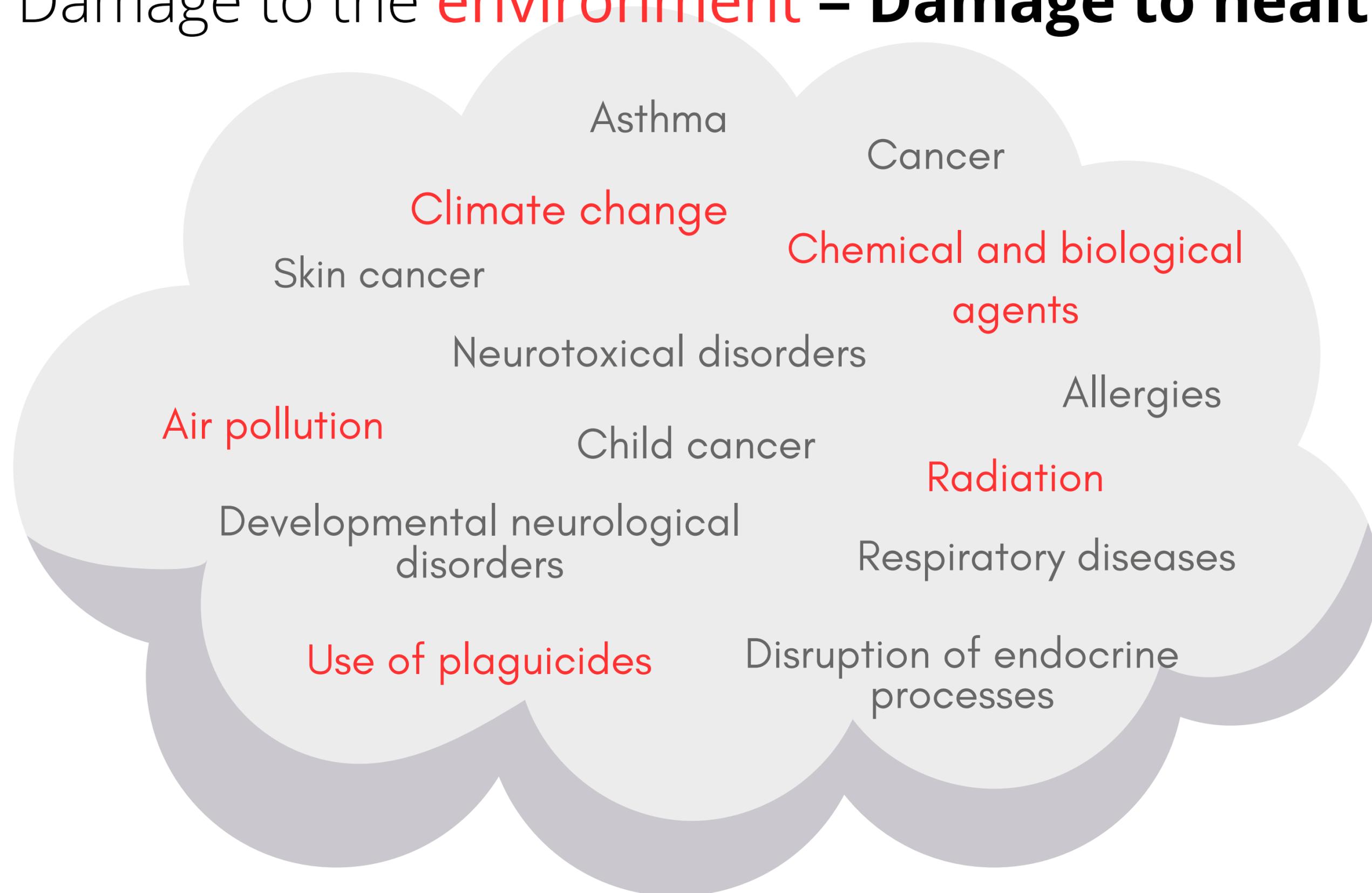
Counterfeit clothing and other counterfeit products seized by the authorities also pose an environmental problem.

Counterfeit products must either be destroyed or handed over to charity. In most cases, destruction is chosen because of their dubious origin and lack of manufacturing data.

Do we know what materials these products are made of? Is there a possibility to recycle them?



Damage to the **environment** = **Damage to health**



How can we identify a counterfeit product?

3 P ADVICE:

HELPFUL
TIPS



2. Look at the **P**roduct, does the product and its packaging seem to be of poorer quality?

1. Look at the **P**rice, too good to be true?



3. Look at the **P**oint of sale, do you really know who you are buying from?





Don't be complicit, don't buy
counterfeits



safe or fake?

from school to university

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