



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 decorated with a black and white line-art pattern of a city street grid. The background is a solid dark blue color. A white rectangular box is positioned in the upper center of the image, containing the text "Uncovering the most hidden risks".

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.

The circular economy model:
less raw material, less waste, fewer emissions



Source: European Parliament Research Service



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

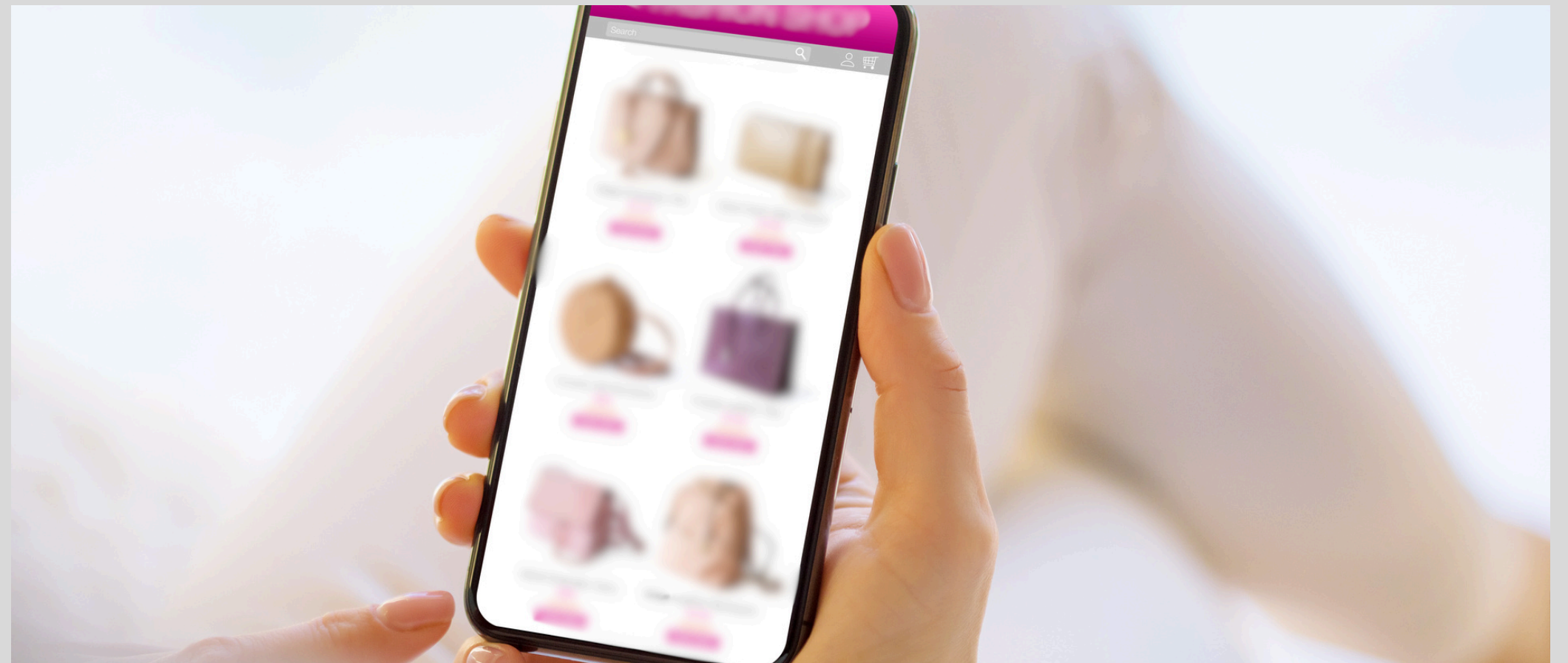
Obviously, NO.



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.



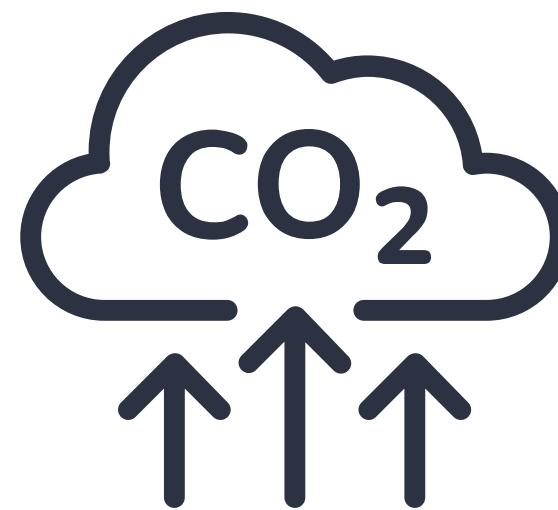
Manufacture of counterfeit products



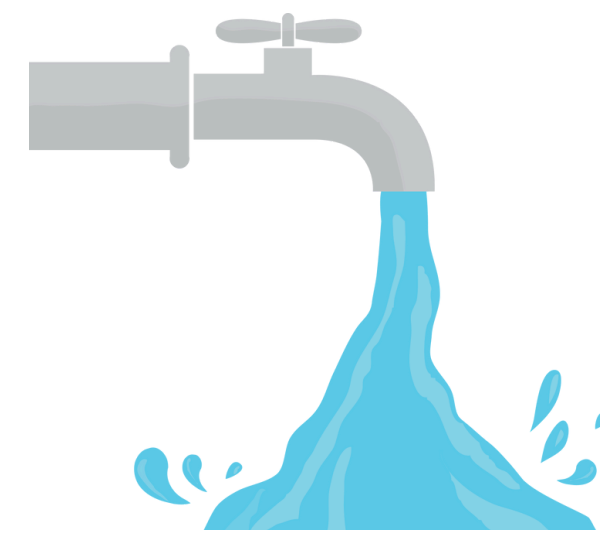
↑↑ Pollution



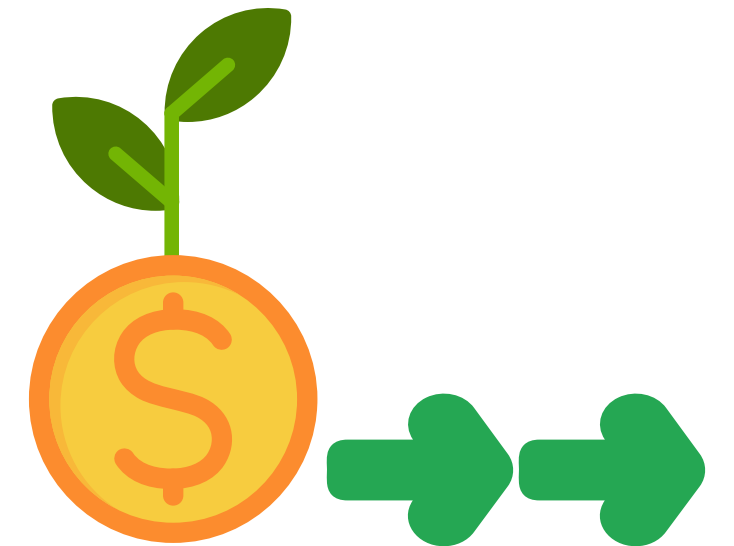
↑↑ Waste



↑↑ Carbon
emissions



↑↑ Water
consumption



Linear economy

Manufacture of counterfeit products



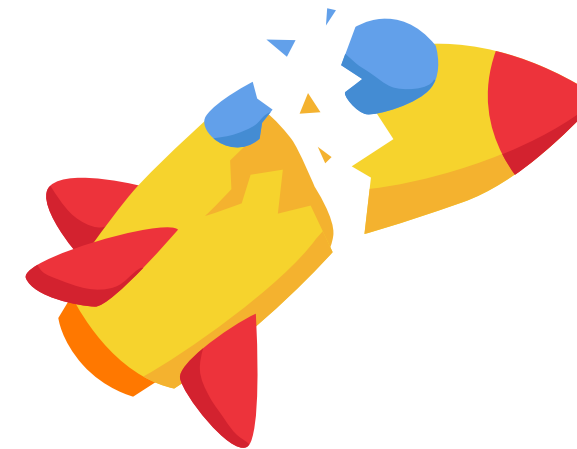
↓↓ Reuse



↓↓ Recycle



↓↓ Repair



↓↓ Durability



Circular
economy



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

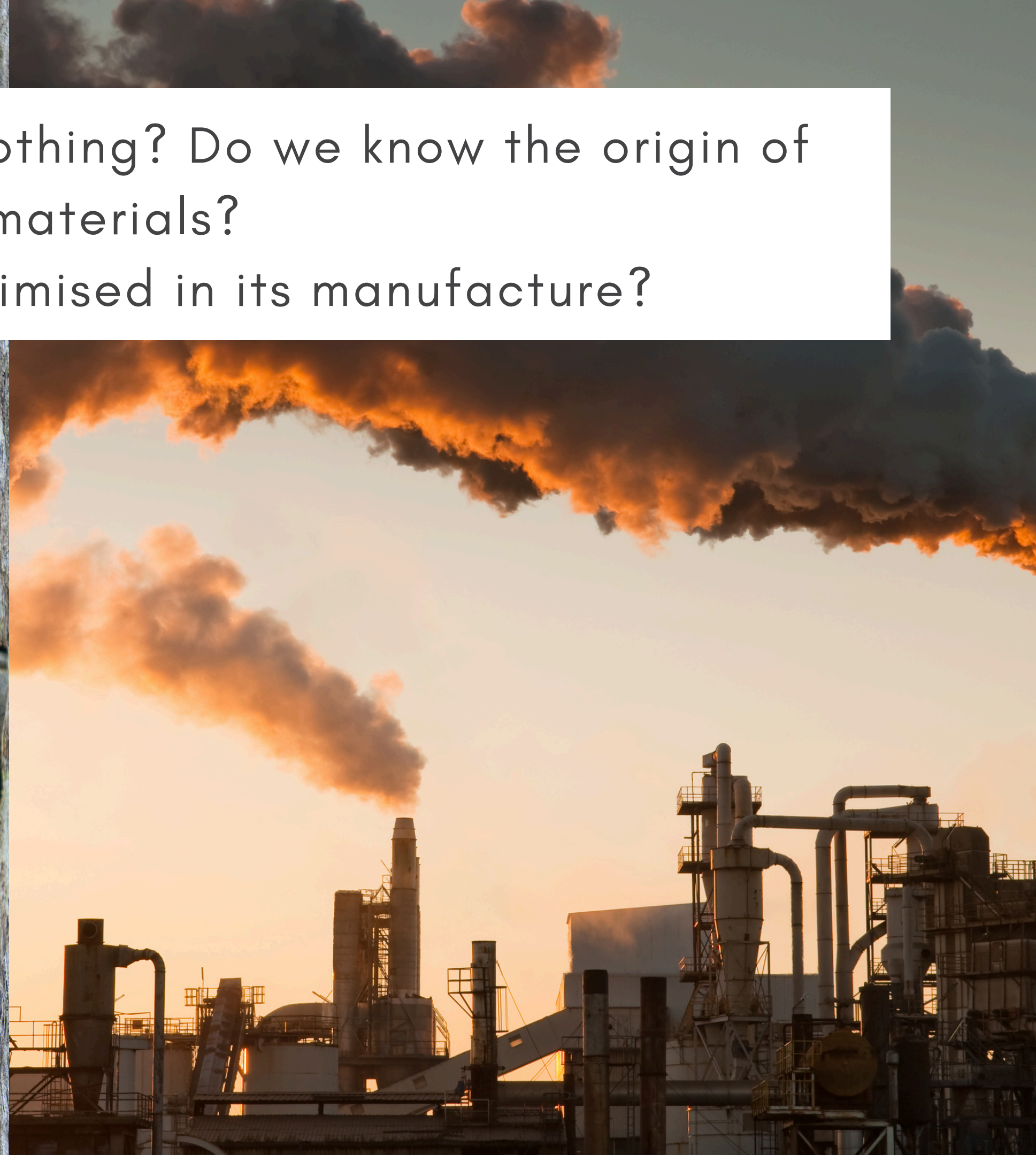
- designs, to increase their lifespan.
- manufacturing technologies to minimise water consumption.
- raw material and product traceability.
- use of recycled materials.
- new business models for second-hand clothing.
- apps for the reuse of clothes.

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?

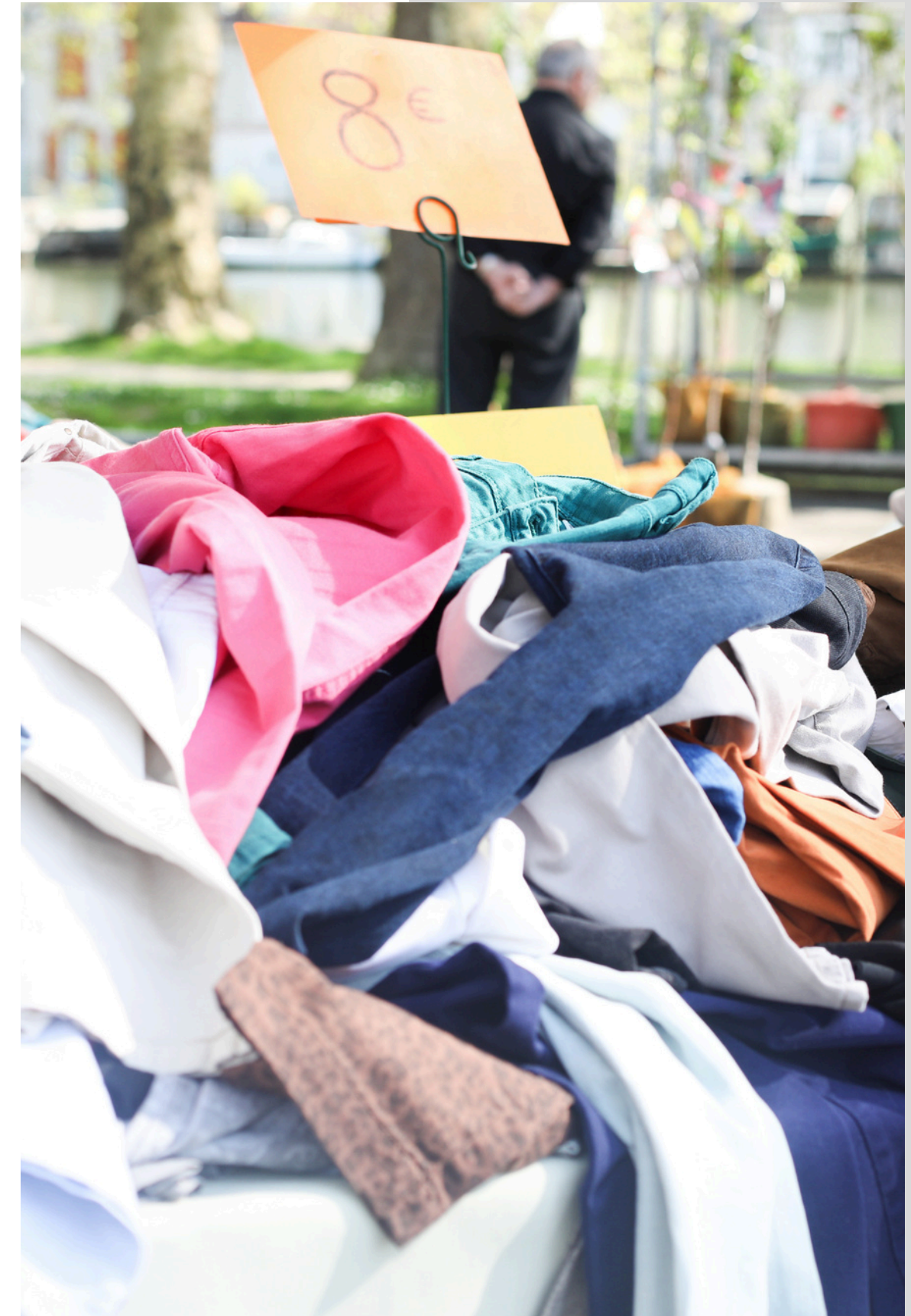
Is water consumption minimised in its manufacture?



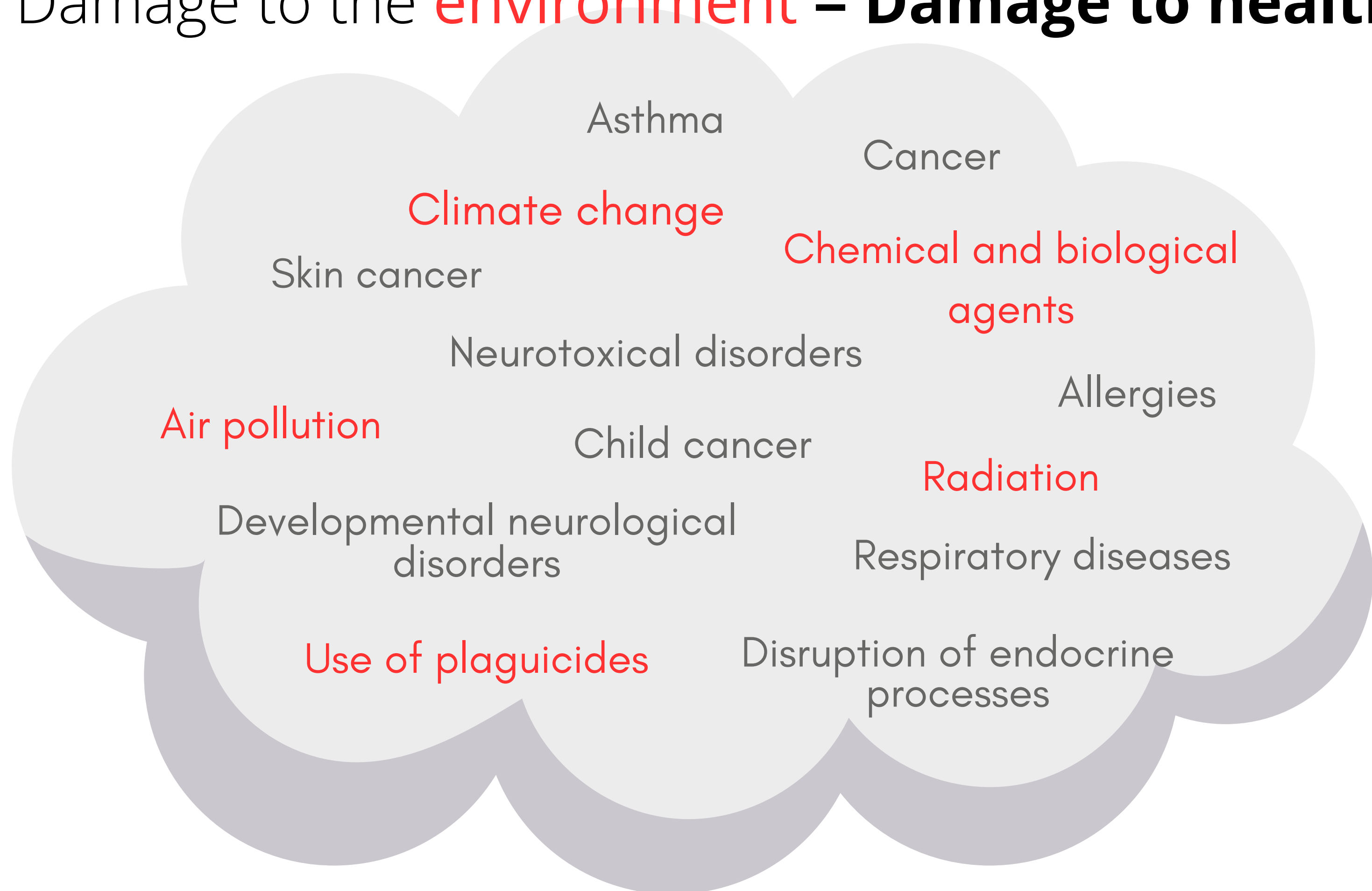
Counterfeit clothing and other counterfeit products seized by the authorities also pose an environmental problem.

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

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



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



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

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