

## ECP8: European Network of Authenticities

### General Guidelines

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<b>Project/Service</b>	ECP8 European Network of Authenticities EUIPO – ICLAD European Cooperation Service	
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### Revision History

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## 1 Introduction

Based on the project brief and on the 1<sup>st</sup> and 2<sup>nd</sup> Outcomes of the WG, the ECP5 European Network of Authenticities project consists of two objectives and two deliverables.

### **Objective 1:** Creation of a European Network of Authenticities

Eligible cities: Any city that has proven its willingness to fight against counterfeiting and to increase awareness of both the value of IP and the damage caused by counterfeiting.

Criteria such as the city's education, tourism, commerce, industry, enforcement and population profile can be taken into account by the implementing IPO.

Network principles: Voluntary. Flexible. Recognition. Awareness.

Through this ECP, IPOs are the key national actors in the fight against counterfeiting, encouraging in their turn the municipality (or any other competent local public body or authority) of the selected city/cities and with at least one other relevant (public/private) stakeholder. EUIPO will only cooperate with the IPOs.

### **Objective 2:** Certification of the cities

Certification Scheme: Connecting the involved cities to a European Network Authenticities.

- The cities should be committing to the network to promote awareness of both the value of IP and the damage caused by counterfeiting.
- It has to bring a sense of pride and recognition to the city.
- Participation of the IPO, the city and other stakeholders are in principle voluntary and is based on good faith that all parties do their best to further promote awareness of both the value of IP and the damage caused by counterfeiting.
- Valid term: 2 years with a 1<sup>st</sup> review after 1 year (evidence check) to check that at least one activity has started. A 2<sup>nd</sup> Evidence check will be held after 2 years to check that all activities have been performed.

### **Deliverable 1:** Commitment of all involved parties

The IPO, together with the municipality must express their commitment by signing a Memorandum of Understanding. The MoU should hold a clause related to the obligation of the city to comply with the activity-package within 24 months. In the MoU the terms and details of understanding are outlined.

The necessary elements to be added in the MoU will be present in details in the Item 3 of this document.

Preliminary steps in order to become an Authenticity will be shown in Item 2 of this document.

### **Deliverable 2:** Delivery of the activity-package

- Essential activities (for all implementing IPOs) to be delivered in maximum 2 years (with at least 1 activity started in the 1<sup>st</sup> year): Kick off media event, Public Awareness campaign, Training to local enforcement authorities, Education Activities.

These activities are the same for all participating cities. It's a common list, however, the activities are by nature dynamic and are sufficiently flexible. Tactics on how to deliver the activity-package may differ per city. Activities can be adapted according to the local environment and possibilities. Other activities are encouraged but optional.

#### **Kick off media event**

The event should include the municipality, the IPO and the selected business representative. The media event can, for example, report the signing of the commitment.

#### **Public Awareness campaign**

To execute a public campaign (online and/or offline advertisements), which should target citizens and raise awareness on the value of IP and/or impact of counterfeit goods and services.

Visual identity guidelines have been sent to each IPO.

#### **Training to local enforcement authorities**

To perform at least one training activity related to IPR enforcement to relevant/appropriate local enforcement authorities.

#### **Education Activities**

To organise education activities at schools and universities, etc., notably through IP awareness days.

School(s), universities and other youth fora are a good channel to provide information, build trust among young people through their daily influencers on how creativity and innovation can be protected, and make them understand the importance of respecting others' creativity and innovation.

- In order to get re-certified, the city should re-produce all activities, with the exception of the kick off media event

## **2 Preliminary steps in order to become an authenticity**

- The IPO will send a letter "Intent to Implement" to the Executive Director of the EUIPO stating their intent to implement the ECP8 European Network of Authenticities.
- Whenever the IPO has found a suitable candidate city to work with, the IPO should send a letter to the Executive Director of EUIPO proposing this city and the other stakeholder(s) the IPO will be working with.
- A financial set up cost estimation should be jointly agreed between the IPO and the city and shared with the ECP project team. The financial set up cost estimation may differ per city but with the aim to define an initial approach, we propose an initial amount of 20.000 euros per Authenticity. As the Project evolves and the implementation of the activities are taking place the estimation can be revised at the end of each year.
- The set up cost estimations will be analysed on a case-by-case basis.

- The IPOs request for participation in this project will be, after approval of the set up cost document, added to the Single Agreement. The added line will be visible within the European Cooperation Administration Portal in the Single Agreement or when a round of amendment is being performed.
- The IPO, together with the municipality must express their commitment by signing a Memorandum of Understanding. The MoU should hold a clause related to the obligation of the city to comply with the activity-package within max 24 months. Further details in Item 3.
- The **award/certification** will be given for a period of 24 months starting from the date of the signing of the MoU

### 3 What to include in the MOU

The IPO, together with the municipality must express their commitment by signing a Memorandum of Understanding. The signed MoU should have an English version too.

The MoU should hold a clause related to the obligation of the city to comply with the activity-package (the 4 above mentioned activities) within 24 months (with at least 1 activity started in the 1st year).

Moreover, the necessary elements to be included are:

- The project Authenticity, in which the Municipality is participating, is jointly organized and financed by the EUIPO and the National Office.
- IPOs and Municipalities should follow the visual identity, and general, guidelines provided by the EUIPO.
- The concept of the project, in particular of the public awareness campaign, should be focused on positive messages and the idea of authenticity (the Observatory studies should be the main source of information from where to base any data from).
- The slogan to be used is the one provided by EUIPO.

For the time being the slogan to be used is “**The AUTHENTIC is eternal**”. We firmly believe that it is important to keep the same slogan for all Cities and we consider that this slogan should be easy to translate in each language. This said, if for any linguistic issues the translation in a specific language doesn’t sound particularly appropriate, please inform us, as we are available to slightly update it in order to meet each one needs.

- The municipality may use any channel (e.g. website, social media) to promote the project ‘Authenticity’ and the related activities in the city.