

WE ALL SAY NO

BORN TO BE PIRATE?



LOG-BOOK OF THE WE ALL SAY NO TOUR:
CHILDREN'S REFLECTIONS BETWEEN ETHICS AND PIRACY

PARTNER

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INTRO: IP AND YOUTH



YOUTH AND INTELLECTUAL PROPERTY

Today more than ever there is a need to protect intellectual property; it is not just a matter of respecting the law and recognizing work and fair remuneration to the workers who are part of the production process, but also to protect one's own health and that of the environment that surrounds us. The theme of sustainability, which in recent years is rightly becoming increasingly important, is based, in fact, on this matter: "how can we make consumer choices sustainable?"

If a manufacturer of counterfeit goods ignores the law, why should he respect our right to health or the protection of the environment?

Web piracy and counterfeiting managed to bring some important sectors to their knees, discouraging many young professionals to start a career or making their own project.

PROJECT DESCRIPTION

The **"We All Say NO"** (Wall-NO) project is a best practice in the field of education in the defense of **Intellectual Property (IP)**, aimed at primary and secondary school children and university students, Wall-NO is the continuation of the two previous projects **"Peers Say NO"** and **"Peers2Peers Say NO"** an experience started by Adiconsum with great success since 2017.

The project is sponsored by the **Italian Ministry of Education, Ministry of Universities and Research** is funded by the **European Commission** and **supported by EUIPO** (European Union Intellectual Property Office). It is run by **Adiconsum** and the **Dire.it**.

OBJECTIVES

The aim of our project is to make **young people understand how important is the protection of intellectual property** for scientific and medical research, for technological progress, for cultural production, fashion, design, entertainment and also for Made in Italy products!

Our project show the link between the concepts of Intellectual Property and everyday life.

What we teach:

how to distinguish authentic products from counterfeit ones, the importance of understanding the risks in terms of health and safety for the end user, the impacts on society and how organized underworld thrives on counterfeiting;

What piracy is, why it must be fought by all, how to access legal content (music, movies, software, video games) for free or at affordable prices.



A SURVEY TO UNDERSTAND MORE ABOUT IP



During the initiatives that involved schools throughout Italy, Adiconsum and Agenzia Dire had the opportunity to collect testimonies from children under 18 on the subject of intellectual property, piracy and counterfeiting. To this experience in the field were added the data collected through an anonymous questionnaire addressed to young people to give voice to those "unpopular opinions" that however determine the spread of counterfeiting. Before approaching seriously the issue of counterfeiting, both adults and children, tend to minimize the damage that this can have on everyday life.

For example, a very common mistake is to unintentionally ignore all those professionals who are part of the artistic and industrial world. Choosing counterfeit products not only damages the multimillion-dollar brand, but also damages thousands of professionals who risk losing their jobs. The same applies to the cultural industry. Defending intellectual property thus becomes a way of defending the rights of workers and consumers themselves who, by buying original products, have the security that goods and services comply with certain quality standards.

DO YOUNG PEOPLE KNOW COPYRIGHT?

KNOW THE RULES TO BECOME BETTER CONSUMERS

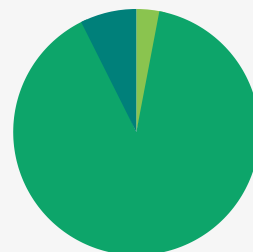


The term copyright is well known to most of the students (89.6%), only a small part of respondents (7.4%) recognizes the symbol, but claims not to know the exact meaning of it while the remaining 3% says to never have heard of it.

Probably the spread of the concept of copyright is mainly due to social platforms: very often, both on YouTube and Twitch.tv young streamers talk about copyright strike and ban due to violations related to the content transmitted.

**Do you know what copyright is?
is usually indicated by the symbol ©**

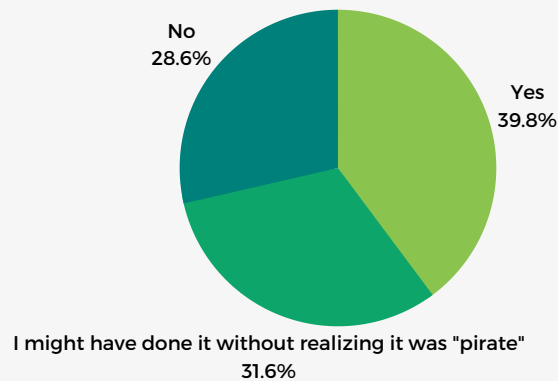
I heard that word and I recognize the symbol but I don't know what it means exactly
7.4%



it means that that thing is protected from use without permission and the rights are reserved
89.6%

DO YOUNG PEOPLE KNOW COPYRIGHT?

Have you ever used a video game or watched a "pirate" movie or downloaded content from the Internet knowing it was a "pirate" site?



The vast majority of respondents admit to having pirated (knowingly or not) movies or video games. An alarming factor is the fact that, in some cases, **piracy is so well disguised as a legal product that not even users are able to distinguish whether the content is legitimate or not.**

This can happen, as the students have testified, with the **apps that allow you to view content on-demand:** when the name does not associate with large brands **may arise the doubt that the content is pirated, but it is not always true.**

Other interesting details emerged during the meetings:

Piracy, especially audiovisual piracy, is often seen as the last resort when the content that kids are looking for is not broadcast through the channels they have; **the first approach is to search for movies and TV series through legal channels.**

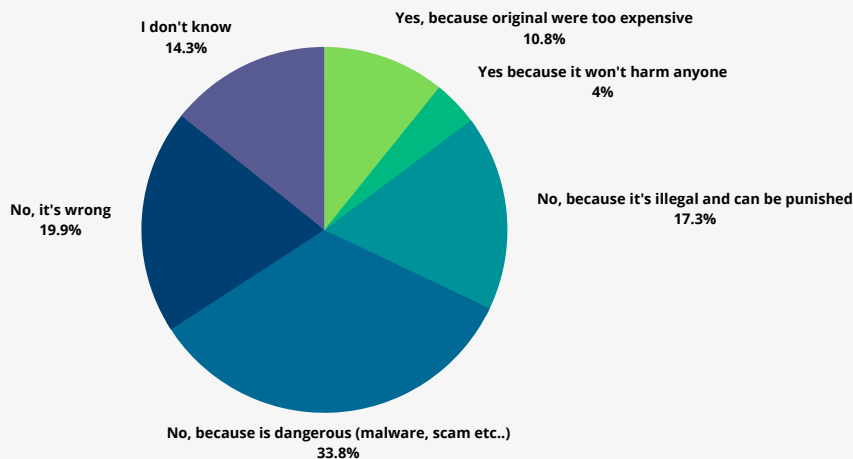
People tend to ignore the fact that **malware or data theft may only manifest its effects in the long run.**

Just about malware we have to open an important parenthesis: **when we access a pirate site, we risk providing access to our devices, without the average user being able to notice it.**

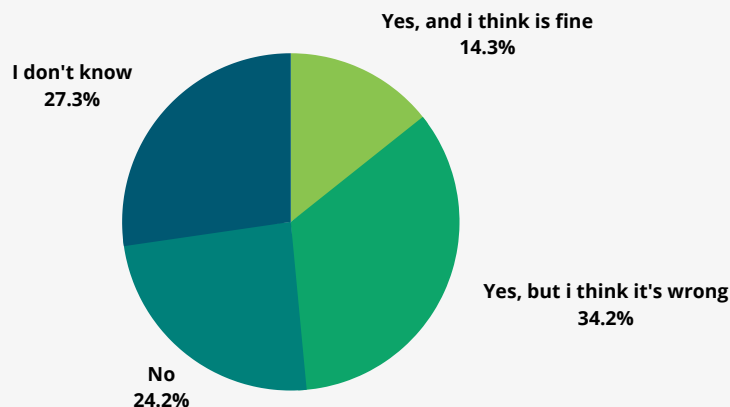
And it is not always said that antivirus and anti-spyware are able to act on time.

PIRACY

Do you think it is right to use pirated copies and pirate downloads?



Do you know someone who uses illegal IPTV to watch content without paying (or paying less, to illegal providers)?



When it comes to the **ethical** question of whether it is right to download illegal content, the issue becomes much more complex. **Piracy deterrents are commonly the risk of privacy violations (including identity theft), but also the fact that it is an unethical practice or, simply, that it is punished with sanctions.**

However, **when it comes to IPTV, it emerges that in the vast majority of cases students know people who view illegal content.**

From an ethical point of view, it is still considered a wrong practice, but there is still a **"rebel" percentage that reaches 14.3%.**

We must therefore assume that **even in the percentage of "conscious and unaware pirates"** of the first graph there is a part that recognizes the fact that **piracy is unfair** or, again, had to face the consequences of piracy (theft of credentials, malware).

PIRACY

But then why, while knowing the risks, many kids (and adults) end up pirating?

We asked this question directly to the kids during the meetings and **the most popular answer was that, although they all had legal platforms for watching multimedia content** (CHILI, Amazon Prime Video, Netflix), **there are TV series or even entire** genre particularly appreciated by young people (for example **among the students met there are those who mentioned K-drama**, or Korean TV series with a generally dramatic/sentimental theme) **that are often not available on the Italian market.**

Trying to satisfy everyone is difficult, especially because fans of foreign movies and TV series require more and more access in simulcast.

Saying that piracy is limited only to products not available in our country would be naive; there are, in fact, numerous cases of piracy concerning content that would still be legally available.

However, it is important to understand that **the proliferation of legal channels** at a low price and without restrictive restrictions in the long term has contributed to reducing the negative impact of piracy.

The best way to fight piracy, therefore, is based on:

- Education**, through initiatives such as the **We All Say No project**, where the children themselves, once sensitized, spread with their own personal style what they have learned to their peers

- Developing** increasingly content-rich platforms

- Adapting** the customer experience to the needs of consumers **(especially in live streaming)**

- Upgrading** the infrastructure for the Internet network.



KNOWLEDGE IS FREE

Very often the mistake is made of opposing intellectual property to the idea that knowledge must always be free and shared.

In fact, the two ideas are not adverse, but complementary.

Copyleft is based on the idea that the author can assign certain permissions to users of his work: sharing, modification, commercial use or non-profit purposes.

The most common example is Creative Commons licenses.

Both Copyright and Copyleft reaffirm the complete freedom of the author towards his own work.

During the meetings with the students it emerged **that there is still little awareness about Copyleft licenses**, although they are an effective way to find and recognize content shareable and usable in total legality.

Specifically, during the meetings, we have shown to the students some platforms for searching images and videos with **CC0 (Creative Commons zero) license**.

This is a **special license** characterized by the fact that **the author gives users full freedom to use, modify and reuse the content**.

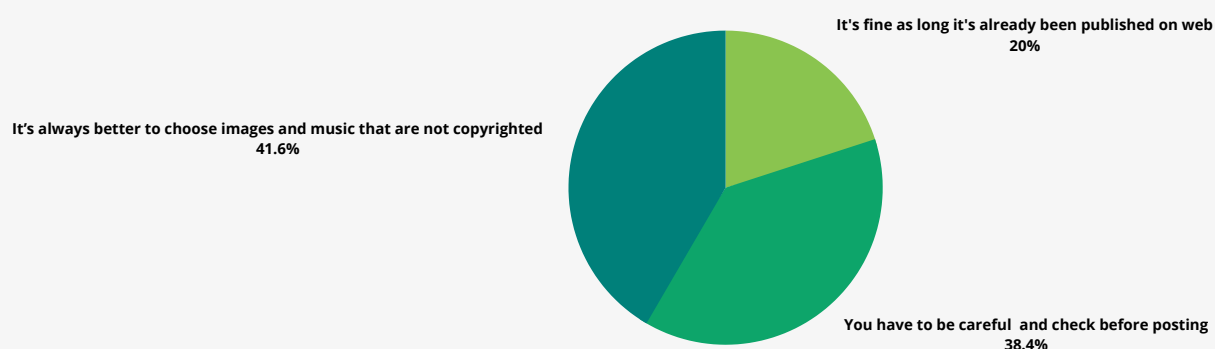
Also on this theme it has been shown that **there are legal and (usually) free software alternatives** to programs that, due to the cost, are often pirated.

If, on the one hand, graphic students knew and were already familiar with these solutions, **most of the kids met during the events in the schools were not aware of these alternatives** and appreciated the chance to get to know these resources.

This brings out another key point: highlight free, low-priced legal alternatives or freemium to encourage knowledge, then, when necessary, anyone can move to a paid alternative for professional use, consumers will be more inclined to buy specific software rather than pirating.

ARE WE SOCIAL MEDIA PIRATES?

On Social media people use music as a background for videos, photos and images, MEME, and other content that may be copyrighted. According to you:



Piracy also travels through social media: it often happens that users repost content regardless of whether or not it is legitimate.

Obviously there is a big difference between sharing a content created by someone through special "**share button**" and **reposting** it without any permission.

The survey showed **that 1 in 10 students believe that everything on the web is in the public domain and can be reused without problems.**

The reality is quite different: without the necessary controls there is the risk of finding the account blocked for a violation.



Want to join Adiconsum initiatives?
Contact us!

ARE WE SOCIAL MEDIA PIRATES?

SOCIAL NETWORK SITES AND PIRACY



It is believed that **memes** are in the **public domain**, but in reality the situation is much more complex than it might seem.

On the one hand, creating a meme from an image taken from a movie or TV show would (generally) fall under **the right of satire** (one of the cases where it is not necessary to ask permission from the author - as long as the content is not outrageous).

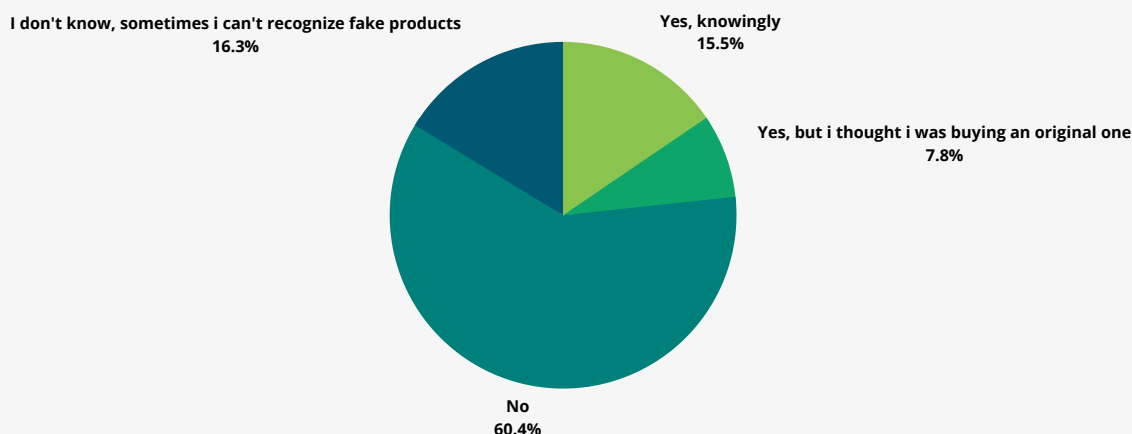
Even a meme is subject to intellectual property and the author benefits from all related rights. An exemplary case is that of the "Nyan Cat": the author of this meme has filed lawsuits against private professionals who had used its creation in music videos and video games*.

***FONTE:**

[HTTPS://WWW.FORBES.COM/SITES/FERNANDOALFO/NSO/2016/07/06/NYAN-CAT-STAR-41-MUSIC-VIDEO-CAUSES-LEGAL-CONTROVERSY/?SH=10286ADECADC](https://www.forbes.com/sites/fernandoalfo/2016/07/06/nyan-cat-stars-in-sum-41-music-video-causes-legal-controversy/?SH=10286ADECADC)

COUNTERFEITING

Have you ever bought counterfeit products (they are often imitations of high-end branded products that are sold at low prices) ?



Six out of ten students are sure that they have never bought counterfeit products, even if it is a positive trend, we must not forget that **there are still two big segments: that of doubters and that of those who bought counterfeit knowingly.**

The **doubters are the students who have purchased products** (very often on the web) **and have the fear of not having purchased a valid and original product despite the expense.**

The doubts of this type are legitimate: **more and more counterfeiters** are specializing in **"fake copyright"** that is, in products that are aesthetically very similar to the originals but use substandard materials and potentially harmful to health.

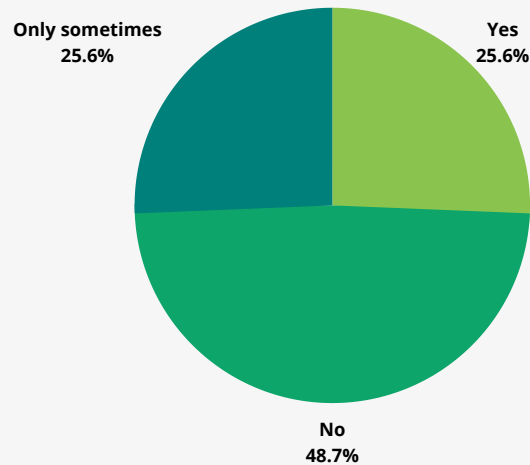
Moreover, **these fakes are often sold at a slightly lower price than the original brand** in order to entice the consumer to purchase and at the same time proclaim a presumed authenticity.



Visit www.ioscelgoautentico.net
for curiosity and information on intellectual property

COUNTERFEITING

When you have a question about whether a product is counterfeit (for example if you're shopping online), do you know who to ask for assistance ?



The students, attentive to this passage, asked if there were systems to understand when we are faced with a sale article and when it is a fake author.

The solution is very simple: just contact the manufacturer and ask if the dealer is an official distributor or not; in a short time an answer will arrive that will allow us to avoid problems.

An anecdote in this regard comes from a student who, believing to buy an original product at a low price, found himself with a fake product of poor quality.

Adiconsum is well aware of the problems related to counterfeiting **due to the large number of reports that arrive every year in this regard.**

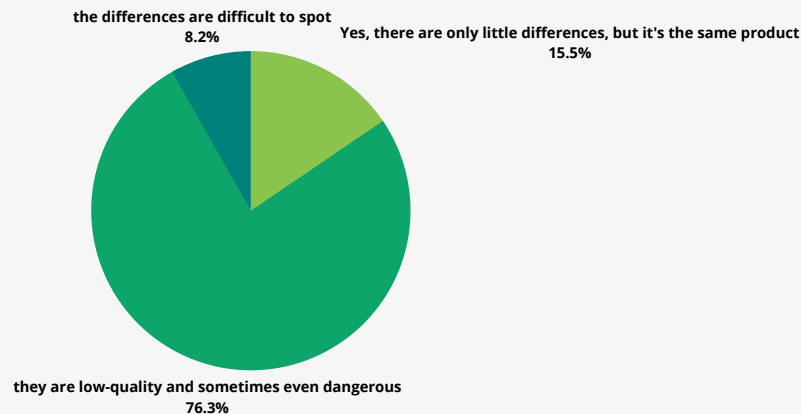
15.5% of students/consumers said they had knowingly purchased counterfeit products.

During the meetings it seemed clear that this type of purchase mainly concerned the products of the Luxury category; the fact that this market is particularly subject to counterfeiting is not a novelty. The aim was to make the students reflect on three fundamental themes:

- **Counterfeiting affects not only the multi-billion-dollar brand, but also all professionals working for it who risk losing their jobs.**
- **Counterfeiting encourages the exploitation of undeclared work and child labour.**
- **Counterfeiting encourages the violation of product quality and health standards.**

WHY CHOOSE ORIGINAL

In your opinion counterfeit products are basically the same as the originals ?



The 15.5% who said with confidence that they had purchased counterfeit products, when asked if the counterfeit products are the same as the originals, It responds by minimizing differences and ignoring health and environmental hazards.

Fortunately, the vast majority of students understand the fact that a **counterfeit product has lower quality**, but above all **it is unsafe compared to an original**.

However, knowing that **more than one in 10 students** is likely to face the consequences of a fake product is a warning of a problem. Let's think, for example, **of the serious damage to eyesight that false sunglasses can cause**.

Still speaking of counterfeiting, it is interesting to observe how the young people who attended the meetings show how some specific products have a greater or lesser **"value"** depending on subjective perception.

For example, for younger kids **trading card games have to be original**, while there is less attention to other products.

In this regard it is relevant that the boys had developed specific skills to recognize the genuineness of the cards.

We asked older kids the same question

(middle school -gymnasium) and the answer, even in this case was that there are products **"original at any cost"** (in this case hi-tech and clothes) and others that are less.

A theme that particularly intrigued the guys during the meetings was that of the Italian sounding, or the counterfeiting of typical products of the Bel Paese through the use of names with an Italian scent and colors that refer to the Italian tricolor.

CONCLUSIONS: BORN TO BE PIRATE?



WE ALL SAY NO

In conclusion of our brief (but hopefully interesting) investigation we can say that people aren't born to be pirate, they become pirate: the reasons are many and often we adults do not give a good example.

It's true, **children use channels that we adults probably do not know**, but **the attitude of little attention to piracy and counterfeiting comes from us**.

Through the meetings **we provided students with useful information to interpret and understand the world of PI**, not as something distant from everyday reality, but as part of it.

By removing the Kantian "colored lenses" we can see how piracy and counterfeiting are nothing more than ways to feed mafias and illegal activities that damage professionalism, environment and safety of people.



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