



Health risks

REFERENCE DOCUMENT

Reference document

WHAT CAN WE FIND IN THIS DOCUMENT?

This document provides a sample of resources, training materials and initiatives related to **the health risks posed by counterfeit products** that may be useful for teaching activity in Secondary Education and VET.

This document includes the SAFEorFAKE? toolkit and other training resources of interest.

WHO IS IT AIMED AT?

Secondary education and **vocational training teachers** and **university students**, as future education professionals.



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EDUCATIONAL RESOURCES

Collection of open educational resources on the health risks related to counterfeit products and the impact on our society.

PUBLICATIONS

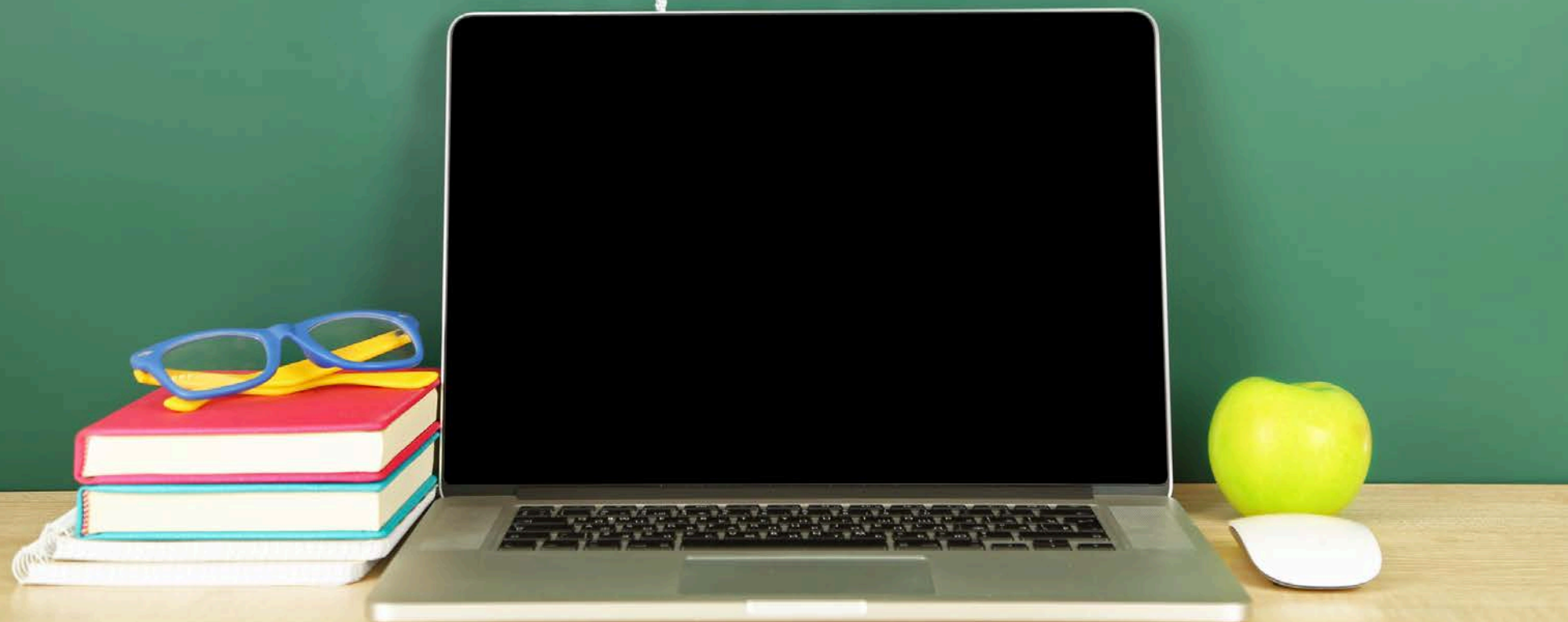
Publications of interest to broaden knowledge.

OTHER INITIATIVES

Initiatives that can encourage active participation and raise awareness among pupils and teachers.



Educational resources





SAFEorFAKE? Toolkit

Safeorfake? Toolkit is an initiative carried out by AIJU with the support of the European Union Intellectual Property Office (EUIPO).

In this initiative you can find educational resources for students aged 12 to 18 on the risks that counterfeit products pose to our health and safety.

Didactic guides, videos, infographics, minigames...



Activity proposal

Design your own toy

Age	8-10 years
Year	3 rd and 4 th Year of Primary School
Time	45 minutes approximately
Objectives	<ul style="list-style-type: none"> • Raise awareness among the children of the importance of respecting the ideas and work of others. • Understand the importance of intellectual property to protect new inventions. • Appreciate the professions of inventors, creators, authors, etc. • Generate a consumption approach geared towards the purchase of original products.
Materials	A template that can be used as a guide to create the design of the toy.
Workshop development	<p>Children will become toy designers and consequently authors and creators of a unique work. To achieve this, they will have to complete the design process of a product:</p> <ul style="list-style-type: none"> - Decide what type of toy they want to design. - Explain what it is for and how it works. - Give it a name. - Draw what it would look like (prototype). <p>Once the design is finished, all the children will have the opportunity to present it to the rest of their classmates.</p> <p>Once they have all finished, a final reflection will be made on how they would feel if someone copied their toy design and presented it to the class as their own, insisting on the time and effort it has taken them to create an original and innovative design.</p>

safe or fake?

Resources

for 10-12 year old students

www.safeorfake.eu/

CLICK 

Didactic guide



Worksheet



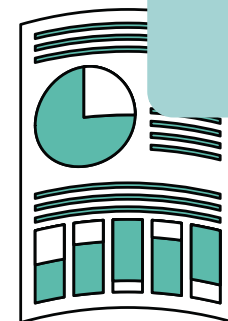
Video



Mini game



Infographic

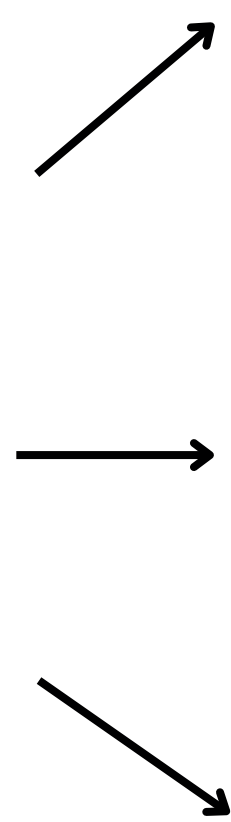




Resources

for 12-18 year-old Secondary
and VET students

www.safeorfake.eu/



Video



Infográfico



High impact presentations



Case 12-16 years old

Case 16-18 years old

counter risk



www.counterrisk.eu



CounterRisk is a project co-funded by the Erasmus+ Programme of the European Union.

In this initiative we will find mini training pills in NOOC format with lessons and videos aimed at consumers about the dangers of counterfeit products and how they affect our health.

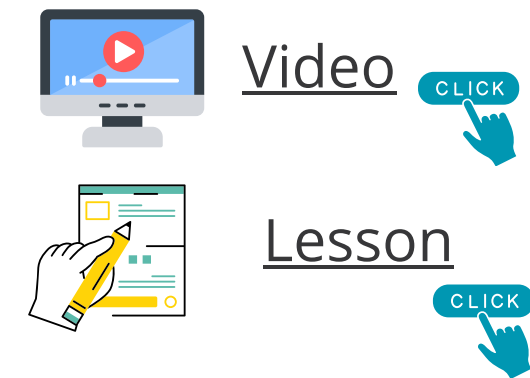
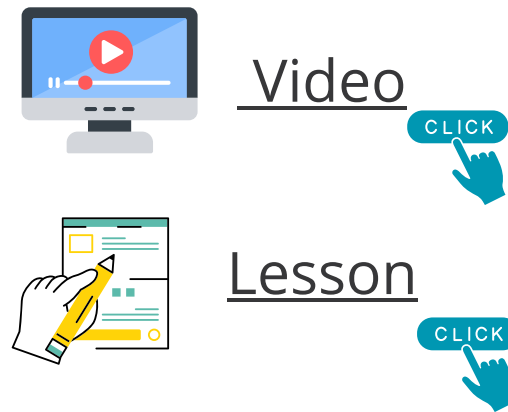
Languages (ES, EN, FR, PT, CZ)



Cofinanciado por el programa Erasmus+ de la Unión Europea

Risks of counterfeit children's products

Health consequences: real case

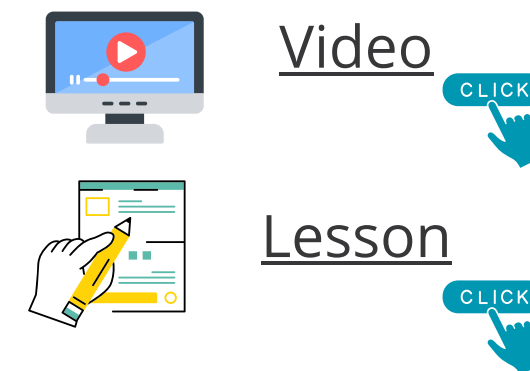


CounterRisk

www.counerisk.eu

Health consequences

Practical techniques for detecting infringing goods





Ideas Powered @School



These teaching materials were developed by the EUIPO together with education experts to give teachers of all subjects and all ages information, ideas and ready-to-use activities and games to do with their students.

Presentations, workshops, worksheets, notes for trainers and other activities.

[Go to the materials!](#)



IP4Youth&Teachers - WIPO Academy

The World Intellectual Property Organization's WIPO Academy IP education resources offer services to enhance the innovation and creative skills of school children and young people (6-26 years old), education professionals and policy makers.

[Learn more](#)



Publications



Intellectual Property Crime Threat Assessment 2022

CLICK

European Union Intellectual Property Office & EUROPOL (2022). Report focusing on counterfeit goods crimes against intellectual property.

Pretty poisonous. How Counterfeit Cosmetics Can Be Toxic to Student Skin

CLICK

Brenna L. Morse & Repsha, C. (2021). Article exposing the risks of counterfeit cosmetics and discussing the effects and consequences on adolescent skin.

Appetite for fakes: What drives consumers' choice? Choice experiment for the demand for counterfeits workstream

CLICK

European Union Intellectual Property Office (2023). Report investigating the factors involved in consumers' decisions not to buy counterfeits.



Operation JAD Pirates I. Tackling the smuggling of counterfeit goods at the external borders of the EU



FRONTEX & EUIPO (2024). Report on Operation JAD Pirates I to combat smuggling of counterfeit goods at the EU's external borders.



Qualitative Study on risks posed by counterfeits to consumers



European Union Intellectual Property Office (2019). Study covering seven common types of risks faced by consumers from dangerous goods marked as counterfeit by market surveillance authorities. It provides a detailed and scientifically viable analysis of the dangers they present.

A world of counterfeits: Knowledge to decide



Cristina Marín-Palacios, a Botey-Fullat, M. & Márquez, J.A. (2023) Article addressing consumers' shopping preferences and behaviour in relation to previous shopping experiences and their tendency to buy counterfeits.

You're so fake: the ugly side of beauty product sales



Barnett, David. & Breheny, C. Study on the landscape of counterfeit beauty products, looking at e-commerce ('independent') websites offering the sale of perfumes or cosmetics.

Other initiatives



OEPM Stopfalsificaciones

WHAT IS IT ABOUT?

Awareness-raising campaign by the Spanish Patent and Trademark Office on the counterfeiting of goods and merchandise and its social and economic consequences, as well as its impact on health and the environment.

The campaign includes materials, videos, guides and infographics in different languages.

[Access the campaign](#)

CLICK



EL
**DAÑO DE LAS
FALSIFICACIONES
ES REAL**

Comprando un juguete falso
pones en peligro a los más pequeños.

#compraoriginal



stopfalsificaciones.oepm.es



BeSafeBuyReal

WHAT IS IT ABOUT?

UL Standards & Engagement's Global Anti-Counterfeiting Campaign is an annual campaign designed to raise public awareness of the health and safety risks associated with the consequences of counterfeiting.

Infographics, articles, videos, expert reports...

[Access the campaign](#)



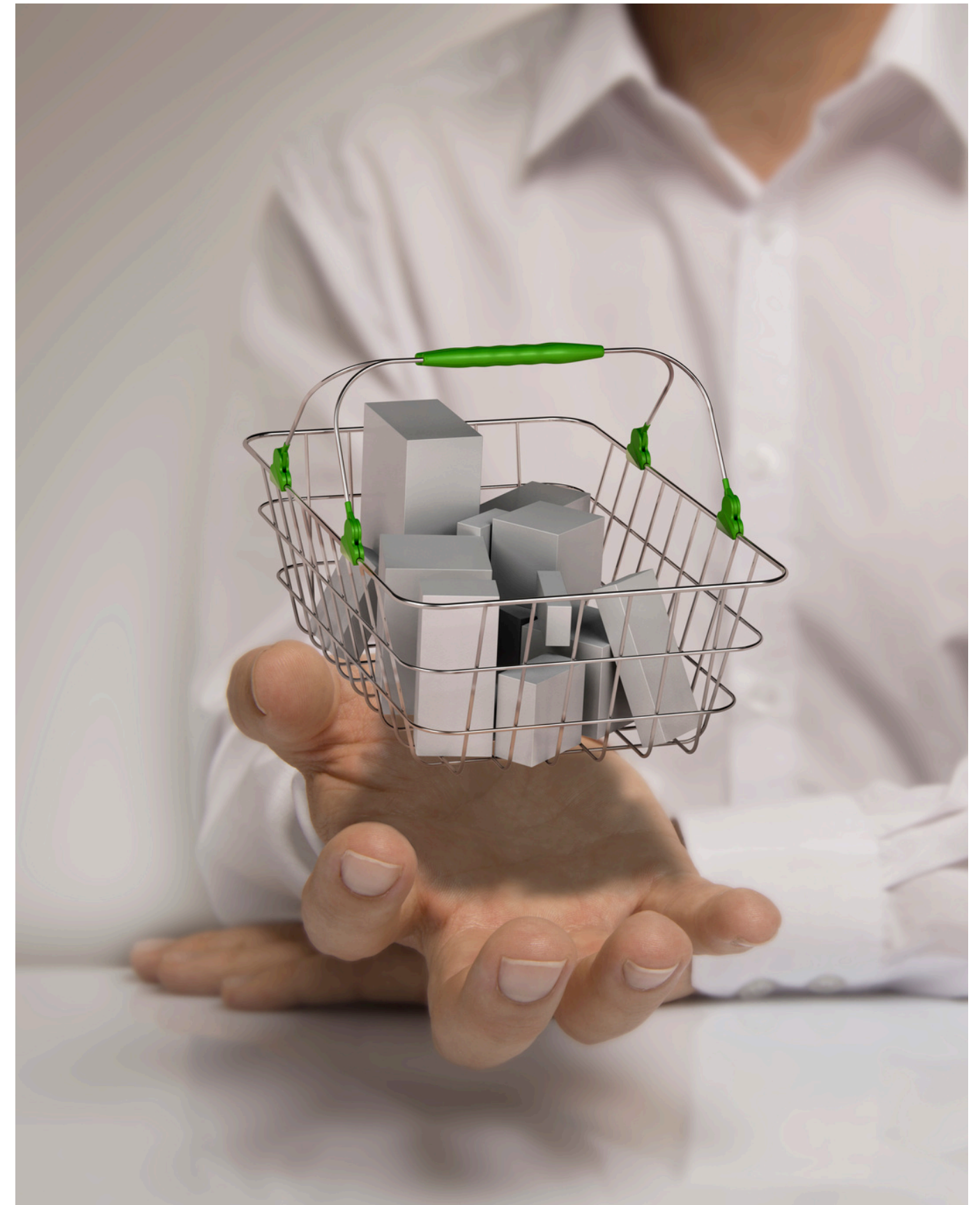
Consumer Education Hub

WHAT IS IT ABOUT?

The Consumer Education Hub offers a range of consumer education resources for consumers across Europe.

The aim of this portal is to inspire all those developing consumer education initiatives that help citizens to understand and explore markets safely.

[Access the portal](#)





AND REMEMBER

As consumers, we have the power to
fight against **counterfeiting**



safe or fake?

from school to university



The SafeorFAKE? From school to university is a project carried out by AIJU (Spain) in collaboration with APSI (Portugal) with the support of the European Intellectual Property Office (EUIPO). This material reflects the views only of the authors. The European Intellectual Property Office is not responsible for any use that may be made of the information contained in the material.

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