With support of the European Project, pupils from 30 Moldovan high schools were informed about the negative impact of counterfeiting and piracy

Circa 2300 pupils from 30 Moldovan pre-university education institutions were informed on negative impact of counterfeiting and piracy. The action is part of the second edition of Pupil Awareness Campaign “Stop Piracy and Counterfeiting”, which was organized, from March to May 2018, by AGEPI, Ministry of Education, Culture and Research, and with the support of EU Project “Support to Enforcement of Intellectual Property Rights” in the Republic of Moldova.

Within the Campaign, was organized many interactive lessons and distributed informative materials about the negative effects of counterfeiting and piracy phenomena. Also, a survey on intellectual property and perception of piracy and counterfeiting phenomena was carried out among pupils, based on questionnaires developed jointly with the Ministry of Education, Culture and Research.

The second phase of the Pupil Awareness Campaign “Stop Piracy and Counterfeiting” will take place from September to November 2018. Within the current edition, the organizers aimed to deploy the Campaign in over 60 pre-university education institutions of the Republic of Moldova, in which about 6.000 9th-12th grade pupils will be trained.

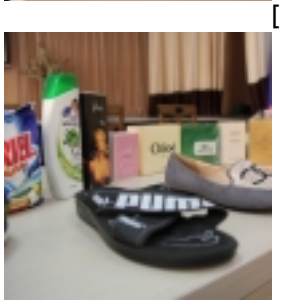
We should mention that the first edition of the Campaign “Stop Piracy and Counterfeiting” was organized by AGEPI, in partnership with the Ministry of Education and the Directorate General for Education, Youth and Sports of Chisinau Municipality, and was held during 2014 and covered 60 pre-university education institutions in the municipality of Chisinau, with 6.400 pupils being trained.

The purpose of the Campaign is to raise awareness of the society, especially of the younger generation, with regard to the negative effects of counterfeiting and piracy phenomena on the country’s economic, social and cultural development.

The EU Project ” Support to Enforcement of the Intellectual Property Rights” in the Republic of Moldova is funded by the European Union and implemented by a Consortium of Archidata LLC (Italy), European Profiles S.C. (Greece) and Business and Strategies in Europe (Belgium). The project has a duration of two years and ends in November 2018.



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