03.09.2018 События

The first bell in the Theoretical Lyceum “Ion Creanga” in Ungheni came with flowers and intellectual property on comic strips. The State Agency on Intellectual Property (AGEPI), with the support of the EU Project “Support to Enforcement of Intellectual Property Rights” in the Republic of Moldova and the World Intellectual Property Organization (WIPO), today launched the National Campaign for Pupils “Studying Intellectual Property Can Be Exciting” within the school year opening line-up in the Theoretical Lyceum “Ion Creanga” in Ungheni.

The event was attended by the Director General of AGEPI, Lilia Bolocan, the leader of the EU Project “Support to Enforcement of Intellectual Property Rights” in the Republic of Moldova Maximilian Foedinger, representatives of the District Education Directorate, the administration of the Lyceum, as well as teachers, parents and pupils.

In the opening of the solemnity, AGEPI Director General Lilia Bolocan said that the purpose of the Campaign is to inform pupils about intellectual property objects, to encourage creativity and respect for intellectual property rights in an accessible language. “At the same time, this activity will contribute to the formation and development of the creative imagination and intellectual capacities of the young generation from an economic, social and cultural point of view,” added Lilia Bolocan.

Thus, within the framework of the Campaign, a set of informative materials will be distributed to each gymnasium pupil, containing 3 brochures about intellectual property: “Patents”, “Trademarks’ and “Copyrights”. Altogether, the EU Project has published a total number of 255,000 copies of informative brochures.

The distribution of information materials will take place during the study year 2018-2019, starting from September 2018, by AGEPI with the support of the Ministry of Education, Culture and Research and the EU Project. AGEPI will be responsible for distributing the publication to 400 schools at the lessons dedicated to intellectual property, based on the list of educational institutions coordinated with the Ministry of Education, Culture and Research.

In the first stage, during the period September - November 2018, the Campaign will be implemented in about 100 pre-university education institutions in the northern and southern regions of the Republic of Moldova, with teaching in Romanian, for at least 20,000 5th-9th grade pupils.

Throughout the year 2019, during the second stage, the informative materials will be distributed in over 300 pre-university education institutions from all regions of the Republic of Moldova (North, Central and South regions) for at least 60,000 gymnasium pupils. In addition, 5 sets of comic strips will be made available to school libraries in about 1,000 schools.

Information materials will be used at the lessons dedicated to intellectual property, along with other tools such as PowerPoint presentations, video spots, promotional materials, etc., provided by the organizers.

The EU Project Support to Enforcement of Intellectual Property Rights” in RM, during its term, participated in the development of the training course in intellectual property for school teachers and initiated the preparation of model lessons on the importance of the protection of intellectual property rights (IPRs) in schools to encourage creativity, science, business, and foster interest in the field of IPRs.


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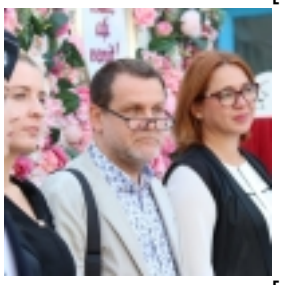

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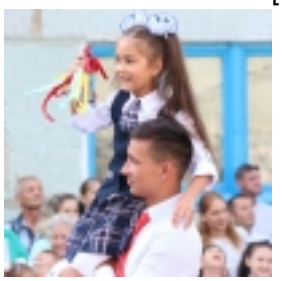

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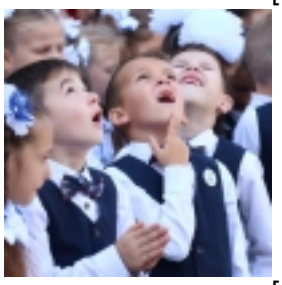

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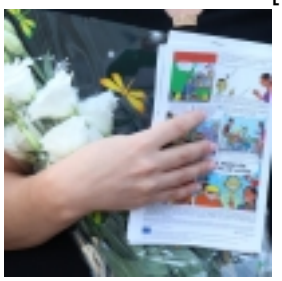

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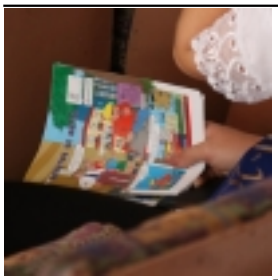

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