



SUOMEN ITÄMERI-INSTITUUTTI
THE BALTIC INSTITUTE OF FINLAND

Enhancing Intellectual Property Rights Competence and Cooperation in St. Petersburg, Finland, Denmark and Sweden

Project Duration: November 2007 – October 2009 (24 months)

Project Coordinator: The Baltic Institute of Finland

Nordic project partners and financiers:

The Baltic Institute of Finland (coordinator)
The National Board of Patents and Registration, Finland
National Board of Customs, Finland
The Copyright Information and Anti-piracy Centre of Finland (CIAPC)
Danish Patent and Trademark Office, Denmark
IPR University Center, Finland
CIP - Centre for Intellectual Property Studies, Sweden
Nordic Council of Ministers (main financier)
Ministry of Employment and the Economy of Finland (previous Ministry of Trade and Industry of Finland) (co-financier)

Russian project partners and stakeholders:

City of St. Petersburg, Russia (Committee on Economic Development, Industrial Policy and Trade)
Organization for control and protection of author's rights, OKO
St. Petersburg State University
St. Petersburg State University of Economics and Finance
St. Petersburg Chamber of Commerce
Russian Anti-Piracy Organisation (RAPO)
St. Petersburg State University of Information Technologies, Mechanics and Optics (ITMO)
North West Customs Administration (Russia)
Federal Service for Intellectual Property, Patents and Trademarks (Rospatent)
St. Petersburg Prosecutor's Office
Federal Antimonopoly Service, Department for St. Petersburg and Leningrad region

Background

This project is based on the outcomes of on-going Nordic-Russian cooperation, started in the framework of a project “Promoting Intellectual Property Protection and Related Awareness Raising in SPb - Joint Cooperation Project between Finland, Denmark and the City of St. Petersburg, Russia” (2005–2006). The project aimed at raising awareness and competence on intellectual property protection in St. Petersburg through cooperation between key intellectual property rights (IPR) authorities and experts in Finland, Denmark and City of St. Petersburg (SPb) in Russia. Main outputs of the project were a thorough study on the state of the art of the IPR system in SPb, seminars and joint meetings on the most actual topics on IPR, as well as establishment of an IPR network involving key IPR actors in SPb.

The Baltic Institute of Finland coordinated the cooperation between the National Board of Patents and Registration of Finland, City Administration of St. Petersburg, and Danish Patent and Trademark Office. The project was co-financed by the City Administration of St. Petersburg, the Danish Ministry for Economic and Business Affairs and the Ministry of Trade and Industry of Finland.

According to the project results, the prevailing problem in the Russian IPR system is inefficient enforcement of laws and increasing counterfeit problems. Particularly foreign, but increasingly also Russian companies and their branded products are experiencing counterfeit problems, trademark and copyright infringements. Furthermore, the project demonstrated that some of the main challenges in developing IPR system in SPb include insufficient cross-sectoral and international cooperation and networking between key IPR actors and inadequate competence of IPR experts in many sectors.

It was also noticed that low level of competence to protect intellectual property rights is a problem shared by Russian and Nordic SMEs. Efficient use of the IPR system and instruments is a challenge particularly for SMEs due to inadequate competence, knowledge and resources. This question is especially acute in IPR sensitive business sectors, e.g. ICT, biotechnology, music and film industry. Neither in Russia nor in the Nordic countries is extensive education on IPR and intellectual property (IP) management included systematically in higher education programmes. Nordic-Russian cooperation and networking on promoting regional IPR system can be seen as an effective tool both in developing local and ultimately national IPR and innovation support systems as well as in enhancing business competitiveness of local companies abroad. Furthermore, well-functioning IPR system in SPb increases the possibilities and will of Nordic companies to enter Russian market.

This project aims at increasing coordinated cooperation between key IPR actors within the city of SPb and between partner regions through concrete and practical joint activities. Collaboration between all key IPR actors in SPb will create a sustainable framework for IPR and innovation development in SPb that will enhance the development of an efficient regional IPR system. The project will increase capacities of local IPR actors in developing IPR protection system, enforcement practices, IPR utilisation, IPR education as well as related information distribution. Providing opportunities to exchange experiences and lessons learnt benefits all partner regions in their similar efforts. Active collaboration between authorities, universities and business as well as strong international networking, are essential elements of the solid performance of IPR system.

The project will be able to utilise the agreements made between the national patent offices of Russia, Denmark, Sweden and Finland, as well as the existing IPR network from the previous project. The project is supported and co-financed by the Noredic

Council of Ministers and the Ministry of Trade and Industry of Finland. The Baltic Institute of Finland is responsible for overall coordination of the project, and local coordination is provided by the Committee on Economic Development, Industrial Policy and Trade of the City of St. Petersburg.

Project objectives

This project aims at enhancing Nordic-Russian cooperation in protection and enforcement of intellectual property rights (IPR), in developing IPR education and in raising public awareness on importance of protecting intellectual property. The project contributes to the overall development of the IPR system in SPb by strengthening capacities and knowledge of key IPR actors in SPb. It also facilitates exchange and dissemination of information on Russian IPR system in the Nordic countries. The long-term objective of the project is to contribute to the development of regional innovation system in SPb by strengthening one of its core elements - an effective IPR system. Further a long-term objective is to establish versatile and functional contacts and cooperation networks between key IPR experts in the Nordic countries and North-West Russia.

Project components

The project is divided into the following four components:

- Component 1: Promoting IPR system development in St. Petersburg**
- Component 2: Enhancing cooperation of Nordic and Russian authorities on IPR protection and enforcement**
- Component 3: Promoting IPR Education Cooperation**
- Component 4. Awareness raising**

Main target groups of the project components are as follows:

- Component 1:** Business and authorities: Representatives of SMEs and city administration, IPR experts
- Component 2:** Public administration: City authorities, customs officials, law enforcement bodies
- Component 3:** Education and research: Students, teachers, researchers in the partner universities
- Component 4:** Society: Civil society, young customers, copyrights holders

The project is mainly targeted for the IPR community in St. Petersburg, but also relevant experts from Leningrad oblast, Kaliningrad oblast and other parts of North-West Russia will be invited to take part in the project activities.

Beneficiaries

Direct beneficiaries of the project:

- 1 Nordic and Russian educational institutions offering IPR education
- 2 Local and foreign copyright holders
- 3 Business support organizations in St. Petersburg and the Nordic countries
- 4 St. Petersburg City Administration
- 5 Law and patent firms
- 6 National Patent Offices in the Nordic countries and Russia
- 7 National Boards of Customs in the Nordic countries, EU border countries and Russia

Final beneficiaries of the project:

1. Russian and Nordic consumers
2. SPb based SMEs in IPR sensitive business areas, as well as Nordic businesses aiming at Russian market

Component 1: Promoting IPR system development in St. Petersburg

Background

Component 1 will enhance capacities of local IPR actors in promoting joint efforts to develop IPR protection system, enforcement practices, IPR utilisation and IPR education. Capacities of SPb IPR policy makers, law enforcement bodies, educational institutions, business sector and other experts are enhanced by creating a network which provides opportunities to exchange experiences and lessons learnt, as well as ideas for developing the IPR system from different viewpoints. The network offers a functional framework for promoting the project activities and disseminating the project results among key stakeholders in SPb. At least seven network meetings, some with participation of Nordic experts, will be organised with support and hosting of the Committee on Economic Development, Industrial Policy and Trade of St. Petersburg Administration.

As one of the main challenges in developing an efficient IPR system in SPb is inadequate competence among companies in IPR sensitive business areas, an IPR training seminar will be organised for relevant SPb based companies, especially SMEs, and actors of IPR support system. The training seminar aims at increasing companies' knowledge of IPR practices in Russia and the EU and awareness on how to utilise IPR for the benefit of companies' development. A press conference will be organised in connection with the training seminar. A project website is created with up-to-date information on partner countries' IPR systems and actors to support the network activities.

Partners

Target groups of this component are the following: Business managers and top managers of SMEs, representatives of city administration, experts from IPR and innovation support organisations.

The coordination role in St. Petersburg belongs to the Committee on Economic Development, Industrial Policy and Trade, especially focusing on arranging network meetings. Relevant companies and organizations take part in the network meetings.

From the Finnish side, Mr Antti Juva acts as an expert and a consultant in the Component 1. Danish Patent and Trademark Office also provides Nordic consultancy in this component.

The Baltic Institute of Finland coordinates the whole component, and is the main organizer of study tour and workshops.

Outputs

First year

- 1 Launching seminar in Finland
- 2 Workshop in connection with kick-off seminar for planning the training seminar
- 3 Three network meetings of local IPR actors, some including consultancy from Nordic partners
- 4 Project website

Second year

- 5 Three network meetings of local IPR actors, some including consultancy from Nordic partners
- 6 Press conference about the training seminar
- 7 Four days (2+2) training seminar for SPb based SMEs and actors of IPR support system (around 30-40 participants)
- 8 Final seminar in SPb

Action plan and schedule

First year

The activities of the Component 1 began with planning of the project launching seminar and the workshop for planning of the training seminar in November 2007.

The workshop for the training seminar was held in Helsinki on 4 December 2007 in connection with the Component 1 working group meeting. A detailed action plan for the implementation of the Component 1 was elaborated.

The project website will be developed and launched in February 2007. Materials on the project activities, calendar of events and information about IPR systems in Russia and Nordic countries, as well as on piracy will be placed and updated on the website.

The first network meeting will be held in March 2007. Between December 2007 and May 2008, Russian and Nordic project partners will prepare and elaborate a detailed action plan for the training seminar.

The second network meeting will take place in May 2008 in connection with the law enforcement workshop of Component 2. The Nordic partners will organize the consultancy workshop for trainers and actors involved in the IPR development in St. Petersburg.

In September 2008, the third network meeting will be held. A detailed action plan for the training seminar will be discussed and approved by the project partners.

Second year

In December 2008, the fourth network meeting and the four days (2+2) training seminar for St. Petersburg based SMEs and actors of IPR support system (around 30-40 participants) will be organized. Press conference about the training seminar will take place.

The fifth network meeting will be held in February 2009, including consultancy from Nordic partners.

The sixth network meeting will take place in May 2009. The Nordic partners will organize the consultancy workshop for the trainers and actors involved in the IPR development in St. Petersburg.

The project final seminar will be held in September 2009.

Results and long-term impacts

- 1 Cooperation and networking between Nordic and Russian IPR experts is strengthened
- 2 Capacities of SPb IPR actors to coordinate and manage regional IPR system development is enhanced with active networking both on regional and international levels
- 3 Awareness of IPR experts in private companies on IPR issues raised, knowledge of IPR practices in Russia and EU increased, contacts to IPR actors improved
- 4 IPR experts in private companies and intermediary organisations are better aware how to utilise IPR for benefit of economic development and have increased knowledge of IPR practices in partner countries & EU as well as improved contacts to IPR actors

Component 2: Enhancing cooperation of Nordic and Russian authorities on IPR protection and enforcement

Background

Component 2 will facilitate and promote regular cooperation and information exchange between Finnish and Russian law enforcement bodies. Targeted training seminar and study visits to Nordic countries and Russia will be organized for authorities and enforcement bodies responsible for control and prevention of counterfeit and piracy including joint activities for customs officials in Finland and Russia.

Collaboration between key IPR authorities from all partner countries will be launched to create a sustainable framework for IPR development in SPb, enhancing development of regional IPR system and culture with possibilities to exchange experiences and lessons learnt on IPR system development in partner countries. Cooperation will be brought to a concrete level with customs cooperation, including joint efforts on counterfeit control on Finnish-Russian border. Target groups of this component are SPb city authorities, customs official and law enforcement bodies.

Russian WTO negotiations have created favourable conditions for EU/Nordic-Russian authorities' cooperation on IPR protection and enforcement, and various new initiatives have been taken. For example, National Board of Patents and Registration of Finland and Rospatent have concluded a cooperation agreement in 2004, and Finnish National Board of Customs and Russian customs authorities are in close cooperation in various fora. A recent Eurocustoms project including Finnish, Russian, Latvian, Lithuanian, Polish and Danish custom authorities concentrated on the enhancement of cooperation between customs authorities and IP right holders.

According to Russian and Finnish customs representatives, the current IPR project by BIF offers an excellent platform and instrument to further develop and intensify IPR related cooperation, and to plan and carry out increasingly concrete and visible joint activities. Considering that the European Union has a common approach to customs procedures, and that the Russian customs legislation is on the same level with the EU legislation, there is thus a solid basis for the development and implementation of concrete customs cooperation activities in this project component. During the project, the Nordic project partners will not only introduce and apply their national but also the EU level customs legislation, procedures and good practices.

Partners

Key partners in the preparation and implementation of the Component 2 are the following:

The National Board of Patents and Registration, Finland

- Co-hosts study tour in Finland and participates in workshops

National Board of Customs, Finland

- Co-hosts study tour and participates in workshops; prepares and implements pilot activity on counterfeit control with Finnish and Russian customs

Danish Patent and Trademark Office, Denmark

- Hosts study tour to Denmark

CIP – Chalmers University of Technology

- Hosts study tour to Sweden

North West Customs Administration (Russia)

- Prepares and implements pilot activity on counterfeit control with Finnish and Russian customs; participates in study tour and workshops

Federal Service for Intellectual Property, Patents and Trademarks (Rospatent)

- Provides top-level expertise and connections for whole project; participates in study tour and workshops

City of St. Petersburg, Russia (Committee on Economic Development, Industrial Policy and Trade)

- Participates in study tour and workshops and coordinates their arrangements in St. Petersburg

St.Petersburg State University of Information Technologies, Mechanics and Optics

- Participates in preparation and implementation of pilot activity on counterfeit control with Finnish and Russian customs; participates in study tour and workshops

St. Petersburg Prosecutor's Office

- Participates in study tour and workshops

Federal Antimonopoly Service, Department for St. Petersburg and Leningrad region

- Participates in study tour and workshops

The Baltic Institute of Finland

- Coordinates the whole component; main organizer of study tour and workshops

Outputs

First year

1. A one-day workshop for Finnish and Russian customs authorities in Finland on Finnish-Russian customs cooperation
2. Workshop for Finnish and Russian law enforcement bodies in St. Petersburg

Second year

3. Study tour with training for Russian law enforcement bodies in Finland, Sweden and Denmark
4. A pilot activity on counterfeit control with Finnish and Russian customs

Action plan and schedule

First year

Workshop for Finnish and Russian customs authorities in Finland on Finnish-Russian customs cooperation - Helsinki, 5 December 2007

The Component 2 activities started with a one-day workshop (output 1) at Finnish Customs school in Helsinki organized in connection with the project launching seminar on 5 December 2007. The workshop featured the following presentations:

- Finnish Customs and IPR, Mr. Anssi Kartila, National Board of Customs of Finland
- Case of cooperation: Finnish Customs School and ITMO, Ms. Elena Bogdanova, St. Petersburg State University of Information Technologies, Mechanics and Optics (ITMO)
- Examples of IPR violation cases, Mr. Jussi Mikkola, Papula-Nevinpat Ltd.
- Counterfeit product markets in St. Petersburg, Mr. Alexander German, St. Petersburg governmental unitary office "Centre for production, labour and services quality control"
- IPR protection in ICT: Experience of St. Petersburg, Mr. Kirill Ladygin, St. Petersburg Information and Analytical Centre

The Component 2 action plan was elaborated, adjusted and introduced to the financiers after the workshop.

Workshop for Nordic and Russian law enforcement bodies in St. Petersburg - St. Petersburg, June 2008

As the next component activity, a workshop for Nordic and Russian law enforcement bodies will be held in St. Petersburg in May 2008. The workshop will concentrate on the issue of detection and prevention of counterfeit medicines especially as regards their transit transport on Finnish-Russian border. Along with prevention of music and movie piracy, prevention of counterfeit related risks to public health and well-being has become an increasingly important theme of international IPR and customs cooperation. Production and sales of counterfeit medicines is an alarming problem in Russia, as well as their transit transport from Finland to Russia.

The workshop aims at developing Nordic-Russian cooperation on detection and prevention of counterfeit medicines. Joint activities in education, research and awareness raising are discussed, and a pilot activity on counterfeit control between Finnish and Russian customs to be implemented during the second year of the project will be elaborated.

Second year

Study tour with training for Russian law enforcement bodies in Finland, Sweden and Denmark - November 2008

The study tour will introduce representatives of Russian law enforcement bodies to IPR legislation, procedures and good practices in Nordic countries and in the EU. The five-day study tour includes 1-2 days programmes in Helsinki, Copenhagen and Stockholm. The Helsinki programme will be co-hosted by the National Board of Patents and Registration and National Board of Customs. In Copenhagen, Danish Patent and Trademark Office will be the host, and CIP-Chalmers University of Technology will host the programme in Stockholm.

A pilot activity on counterfeit control with Finnish and Russian customs - January-September 2009

Elaboration of the pilot activity will start during the component workshop in St. Petersburg in May 2008. The pilot activity will concentrate on Finnish-Russian customs cooperation on combating counterfeit medicines and their transit transport. Joint education and awareness raising activities, as well as preparation of statistical reference material are among potential themes of the pilot. St. Petersburg State University of Information Technologies, Mechanics and Optics (ITMO) – one of the leading providers customs officials training in Russia – acts as a key Russian expert in the preparation and implementation of the pilot activity. ITMO has concluded a cooperation agreement with the Finnish Customs School (under the Finnish National Board of Customs), and this agreement will be also utilized the pilot activity.

Results and long-term impacts

- Cooperation and networking between key IPR authorities in the Nordic countries and Russia is strengthened
- Capacities of IPR authorities are strengthened

Component 3: Promoting IPR Education Cooperation

Background

Component 3 aims to promote intellectual property rights (IPR) educational cooperation between Nordic and Russian universities, as well as between universities in St. Petersburg, utilising the Finnish IPR University Centre model. Component activities create well-established contacts and exchange of information, expertise and best practices in partner countries.

In the workshop meeting in Helsinki in December 2007 it was pointed out that education about IPR issues is needed in three levels:

- Students
- Researchers, Professors
- Specialists (utilizing the rights)

In this project, a joint on-line course on IPR for university students will be developed in collaboration between partner universities in Finland and Sweden and SPb State University and SPb State University of Economics and Finances.

With this new pedagogical approach, the aim is to promote access to latest information on IPR for course participants. Knowledge and capacities of teachers and students is enhanced, and collaboration provides opportunities to establish direct contacts between partner universities. Up-to-date training materials, joint IPR courses and well-established contacts to partner countries ensure in each partner organisation the possibility to educate future IPR experts in a way that gives them best possible tools to manage and coordinate IPR issues in their future working career.

Education to researchers, professors and specialists will be implemented with an excursion and guest lectures. Russian participants will visit Finland and Sweden to give both parties a possibility to familiarize with the methods used in Finland and Sweden, and to thoroughly discuss the needs and possibilities in different universities. This is very important in order to assist in evaluating what type of education the different groups need in St. Petersburg.

Regarding guest lectures, experts from Finland, Denmark and Sweden will visit St Petersburg for a certain teaching period to give lectures on IPR. This will take place in connection to implementation of the on-line IPR course.

During the discussions in Helsinki, it was found that the Russian IPR system is not known well enough in Finland, Denmark and Sweden. It was suggested to organize a seminar in Finland, which could be a very good basis to enhancing knowledge about the Russian IPR system in these countries. This type of seminar would also help those potential guest lecturers to know the level of IPR in Russia. The seminar could be organized in connection with the study tour, and concrete possibilities for this will be further explored.

This excursion, guest lectures and other events will create good relationships between universities and institutes, helping to build a continuing exchange of people between universities and institutes, in case this is later found to be necessary.

Target groups of this component are students, teachers and researchers in the partner universities.

Outputs

1. Workshop in connection with kick-off seminar for planning joint online course in collaboration with Nordic and Russian universities
2. Study tour with training for Russian university teachers and IPR experts to Finland and Sweden
3. Guest lectures in SPb by teachers from Nordic universities (in the beginning of the online course)
4. Pilot joint online course with relevant material on actual IPR issues
5. Joint workshop for planning IPR university centre model in St. Petersburg
6. Debriefing seminar in SPb

Action plan

The activities of the Component 3 began with a workshop in connection with kick-off seminar held in Helsinki in December 2007. During the workshop, there was also a Component 3 working group meeting. The detailed action plan for implementing the Component 3 was discussed and elaborated.

Next event of Component 3 will be the study tour of Russian teachers, professors and possible other experts to Finland and Sweden. It will be planned in more detail during the first half of 2008, and planned time for implementing the tour is May-June 2008. Tentatively a seminar on Russian IPR system will be organised in connection with the study tour to give up-to-date picture on the system to Nordic project participants.

Second year activities of Component 3 include the online course for SPb university students. It will be planned in connection with the study tour and via mail/e-mail/phone during the second half of 2008. The course will be implemented in the first half of 2009. In the beginning of the course guest lectures in SPb will be held.

Furthermore, tentatively in June 2009 a workshop will be held to plan the IPR university model adaptation to St. Petersburg. This workshop will be held in connection to a debriefing seminar for the whole component.

Schedule

First year

December 2007

- § The Component 3 working group meeting held in connection with the IPR project-launching seminar on 3-5 December in Helsinki. Plans elaborated, adjusted and introduced to the financiers.

May-June 2008

- § Study tour with training for Russian university teachers and IPR experts to Finland and Sweden
 - Planning the pilot online course in connection with the study tour
 - Option: organising a seminar on Russian IPR system in Finland and/or Sweden in connection with the study tour

Second year

November 2008

- § Preparing the online course with relevant materials (translation, adaptation to St. Petersburg)

February 2008

- § Guest lectures in SPb by teachers from Nordic universities (in the beginning of the online course)

February – May 2009

- § Pilot joint online course with relevant material on actual IPR issues

June 2009

- § Joint workshop for planning IPR university centre model in St. Petersburg
- § Debriefing seminar in SPb

Results and long-term impacts

1. Cooperation between Nordic and Russian universities and IPR experts is strengthened, direct contacts between partner universities established, future cooperation ensured
2. Enhanced knowledge and capacities of university teachers; up-to-date training material exchanged
3. New online course with innovative pedagogical approach created
4. Plan for IPR university model in SPb created

Component 4: Awareness raising campaign in St. Petersburg in 2008

Background

The awareness raising campaign focuses on raising public awareness on IPR by designing and implementing an awareness raising campaign against counterfeit industry and counterfeit production consumption in St. Petersburg, focusing on audio/visual and entertainment. In SPb as elsewhere in Russia, there is insufficient awareness of legal grounds of intellectual property. In this respect, the campaign aims at promoting information distribution and awareness raising among citizens, especially youth, in regard to basic IPR knowledge, contributing to formation of image of consumers who respect someone else's intellectual property.

From various possible aims of IPR related awareness raising, this campaign concentrates on promoting benefits of legal products and raised respect on IPR in terms of promotion of creativity, ensuring employment, protection of traditions and ensuring high quality in products - for the benefit of both foreign and local businesses and for consumers.

The idea for the awareness raising campaign in the city of St. Petersburg was originally introduced during the project partners' previous IPR project in 2006. In connection with awareness raising related seminars and workshops organized in the previous project, Nordic models of the awareness raising campaigns were introduced to the Russian partner organizations. As a result of the consequent discussions,

preparation of a joint awareness raising campaign in St. Petersburg started between the project partners.

Partners

Key partners in the preparation and implementation of the awareness raising campaign are the following:

- The Copyright Information and Anti-piracy Centre of Finland (CIAPC)
- Russian Antipiracy Organisation (RAPO)
- St. Petersburg Administration, Committee on Economic Development, Industrial Policy and Trade
- The Baltic Institute of Finland (Coordinator)
- The Nordic Council of Ministries (Financier)

The CIAPC will provide the campaign with expertise, good practices and with materials used in similar campaigns in Finland. RAPO will coordinate the campaign activities in St. Petersburg, and also invite other key IPR right-holders associations in St. Petersburg, such as OKO, to the campaign implementation. Committee on Economic Development, Industrial Policy and Trade will provide all necessary support on behalf of the SPb city administration. The committee will participate in information distribution of the campaign through “social advertisement” channels, public educational institutions and other relevant channels and medias.

Contents of the campaign

On the basis of recommendations made during the previous IPR project, Nordic experiences and expertise will be utilized in the implementation of the awareness raising campaign in St. Petersburg. The Copyright Information and Anti-piracy Centre (CIAPC) has implemented a large number of anti-piracy campaigns in Finland, and it has a strong experience and material base for such campaigns. However, key ideas and materials of similar campaigns implemented in Finland need to be adapted to the demands of Russian culture and selected target group. Hence, Russian anti-piracy organisations will play the central role in the campaign planning process.

Based on the area of expertise of the main partners it was decided that the focus of the awareness raising campaign should be limited to audio/visual & entertainment (games). In order the campaign to be effective it could hardly include other challenging areas of IPR in St. Petersburg (pharmaceuticals and food) as it will make activities too wide.

Target group

The campaign's final target group was selected in a planning workshop in Helsinki on 4 December 2007. The selection was made on the basis of proposals by Russian partners and evaluation by the Finnish partners and financiers. In the workshop it was noted that the target group of the campaign should be children and youth from 10 to 17 years old. It was agreed that inclusion of children could be beneficial for the project as they are more open to new messages.

Main message

The campaign will be built on the following main messages delivered to the target group:

- Piracy hurts culture

- It's a question of livelihood and jobs
- Piracy is connected with organized crime
- Customers can make a difference
- Buying pirate products "sucks" and it is "uncool"

The main message of the campaign should be very clear and simple. In addition to the above messages, it will be important to connect the campaign main messages with a strong cultural status of St. Petersburg and with national pride of Russian teens.

In the planning workshop in Helsinki on 4 December It was pointed out that the key message should not "forbid" but should be creative, funny, catchy or fashionable.

Media channels

The selection of most effective media channels in reaching the target group of the campaign is one of the key tasks in the beginning of the campaign preparation. The media space in television and radio is possibly too expensive for the campaign, unless there will be a possibility to take advantage of SPb city administration's so called "social advertisement" spaces. Possibilities to utilise these social advertisement spaces will be negotiated with the SPb city administration. As the selected target group will be teenagers, the utilisation of e-media will play a central role in the campaign implementation. The campaign website will be advertised extensively during the project.

A spokesman for the campaign to assist in delivering the main messages will be appointed. The spokesman will be some local celebrity, preferably well known person from entertainment industry.

Background research

One of the main preconditions for successful formulation of effective key messages is to be familiarized with the target group's attitudes towards piracy.

In the planning workshop in Helsinki 4 December, it was noted that it is essential to make a preliminary research/survey among identified target groups before preparing the campaign itself. That would enable to produce relevant key messages, to find appropriate tools and steps of the campaign. Therefore, local (St. Petersburg) IPR partners need to get together to identify a research/consulting or /marketing company which will conduct the survey. CIAP centre can provide some input for a survey. Furthermore, new partners should be identified for the campaign.

The survey is supposed to give specific information and advices for choosing the campaign's main messages and right channels for dissemination.

Action plan

Campaign will begin with a planning period during which the detailed action plan for implementing the campaign will be elaborated. During the planning period, there will be one working group meeting in Helsinki. Between November 2007 and January 2008, the Russian and Nordic partners of the project will prepare and elaborate a detailed action plan for the campaign.

During January-February 2008, a survey among the chosen target group will be carried through. The survey will offer analysis about attitudes and awareness on IPR in the selected target group, and will help to choose the right message and media for the campaign.

Preparation and production of the campaign material will begin in February-March 2008. During this period, which will last until June 2008, the campaign material (posters, comics, media ads, website) will be designed, translated to Russian, adapted for local culture, evaluated by campaign partners and financiers and finally produced.

In March-May 2008, one workshop meeting and one study tour will be organised for purposes of planning the upcoming events, evaluating the campaign materials and preparing the follow-up activities.

All material will be prepared and published in July 2008. Tentatively, depending on extra financing applied for the event, the campaign will be launched in the beginning of July 2008 with a music concert organized in St. Petersburg. In connection to the concert, a press conference with participation of main partners and music groups performing in the concert will be held. The concert starts the awareness raising campaigns active and most visible period, which will last until October 2008.

Campaign material

As the detailed planning and elaboration of the campaign has started only in December 2007, at this point only preliminary propositions about campaign material can be offered. Ideas for posters or other graphical material will be collected through a contest among the target group representatives.

For the needs of the campaign, the following material will be produced (to be confirmed):

Posters

- Antipiracy posters used in the target schools, public advertisement places and audio/video stores.

Comic books or other education material

- Comic books or other targeted educational material about piratism and IPR. Material disseminated among target groups and audio/video stores.

Media coverage campaign

- Media (radio, newspapers, etc) ads with participation of local celebrity (musician, actor, etc.).

Website

- Campaign website containing all published material, information about piratism and campaign activities.

Schedule

November 2007 January 2008

- Partner organizations prepare plans and propositions for campaigns target groups, aims and goals, main messages and media channels utilized by the campaign.

December 2007

- Workshop meeting on awareness raising campaign in Helsinki in connection with the IPR project launching seminar on 3-5 December. Plans detailed and adjusted and introduced to the financier.

January-February 2008

- Small-scale survey among selected target group.

February - June 2008

- Main campaign material selected and introduced to the partners. Production, translation and adaptation of the selected materials.

March 2008

- Workshop meeting in St. Petersburg for evaluating campaign material and planning for the oncoming activities.

April or May 2008

- A study tour in Finland for main Russian partners.

February – June 2008

- Production of the campaign material.

Beginning of July 2008

- Campaign launching concert in St. Petersburg with press conference. Material produced and disseminated. Media coverage campaign started and website launched.

July - October 2008

- Campaign in progress

September - October 2008

- Report on campaign produced, published and disseminated

Results

As a result of the campaign, the target audience has better understanding of the meaning of IPR from various perspectives, as well as of the benefits of legal products. The project acts as a small-scale experiment and a pilot for a larger, nationwide IPR awareness raising campaign. Depending on campaign results, RAPO is willing to implement a similar awareness raising campaign on a national level. The project is expected to gain the following results:

1. Raised awareness of benefits of legal products and benefits of IPR in SPb
2. Lowering the consumption of piracy products
3. Promotion of IPR respect

4. Recommendations for a larger nationwide IPR awareness raising campaign

The results of the awareness raising campaign implemented in St. Petersburg can be utilized in similar campaigns in other regions in Russia. For this purpose, a report of awareness raising campaign results will be made jointly with partner organizations.

Budget

Total project budget is 393 656 EUR. For the first year of the project the budget is 221 668 EUR, for the second year of the project the budget is 171 988 EUR.

The main project co financers are: the Nordic Council of Ministries (186 991 EUR), Ministry of Employment and the Economy of Finland (50 014 EUR) and City of Saint-Petersburg (17 810 EUR) consisting totally of stuff costs, costs of premises and coffee breaks for the project events.