



香港特別行政區政府  
知識產權署

---

# APEC IPEG Workshop 2006

## *Public-Private Partnership in Public Education Program - Promoting IPRs to Youth*

Jenny WONG

Head, Marketing Division

Intellectual Property Department, Hong Kong, China

9 November 2006



# Agenda

- Background of public awareness programmes
- Demographic data for youth sector in Hong Kong
- Generational Marketing
- The importance of partnership marketing
- How to choose your effective partners and achieve synergies
- Various partnership programmes
- Independent Public Awareness Programmes



# Background of Public Awareness Programme

---

- Started in 1997
- Average annual budget US\$1 million



香港特別行政區政府  
知識產權署

# Background of Public Awareness Programme

## *Strategy*

- Market research
- General background campaigns
- Focus group campaigns
- Partnering with related bodies - including stakeholders, government departments, IP professionals, Mainland China counterparts, international organisations etc.



香港特別行政區政府  
知識產權署

---

# Market Research



香港特別行政區政府  
知識產權署

# Survey on Public Awareness of Protection of Intellectual Property Rights

*Carried out annually since 1999*

- Examine current level of public awareness of protection of IPRs
- Compare changing patterns of public attitudes toward IPRs over the past years
- Benchmark Intellectual Property Department's (IPD) work on public education on IP



香港特別行政區政府  
知識產權署

# Focus Group Campaigns

- General Public
- **Students/Youth**
- Retailers and Consumers
- SMEs
- Government Departments



香港特別行政區政府  
知識產權署

---

# Focus Group Campaigns Students/Youth





香港特別行政區政府  
知識產權署

# Demographic Data for Youth Sector in Hong Kong

## *Youth population and age groups*

- Total population for aged 15 or above in Hong Kong: 5.9 million (as of Nov 2005)
- 43.3% of total population aged between 15 to 39

## *Number of primary and secondary schools*

- 1,300 schools covering youth aged between 6 to 17



香港特別行政區政府  
知識產權署

# Survey on Public Awareness of Protection of Intellectual Property Rights

---

## *Findings of Public Awareness Survey 2005*

Respondents aged below 30 more likely to visit  
newsgroups/unauthorised websites and download  
MP3/movies/ebooks/games and upload them to Internet for sharing



# Generational Marketing

- Considers lifestyle, social values and culture
- More than demographic factors like age, education, income and gender
- What's the implication for our youth programmes?

*IPD is committed to promoting a culture among young people of respective creativity and fostering future economic growth*

# The Importance of Partnership Marketing

## Benefits:

- Brings together stakeholders with shared goals
- Accesses target groups more effectively
- Stakeholders have credibility with target groups which helps us get our message across more easily
- Avoids duplication of efforts, helps focus resources
- Facilitates practical and concrete results
- Synergies obtained

# How to Choose Effective Partners and Achieve Synergies

Partners who:

- Share similar goals to your organisation
- Can access your target group effectively
- Establish credibility with the target group
- Are interested in sponsorship of your programme
- Can help bring about practical and concrete results
- Provide resources that fill gaps in your organisations' capabilities



香港特別行政區政府  
知識產權署

---

# Various Partnership Programmes

# “I Pledge” Campaign

- Launched in 1999
- Targeted mainly at young people
- Members pledge to buy and use only genuine goods
- Regular member activities
- Over 9,000 members
- Co-operate with the music industry in implementing the publicity programmes







香港特別行政區政府  
知識產權署

# “I Pledge” Concerts







香港特別行政區政府  
知識產權署

# I Pledge & Youth Ambassador Scheme

- An evening party to be organised at the Ocean Park on 6 January 2007
- Co-operate with Hong Kong Customs and 11 uniformed youth associations
- Membership drive programme for “I Pledge Campaign”
- Promote the respect for IPR among young people



# IP Tutor Programme in Schools

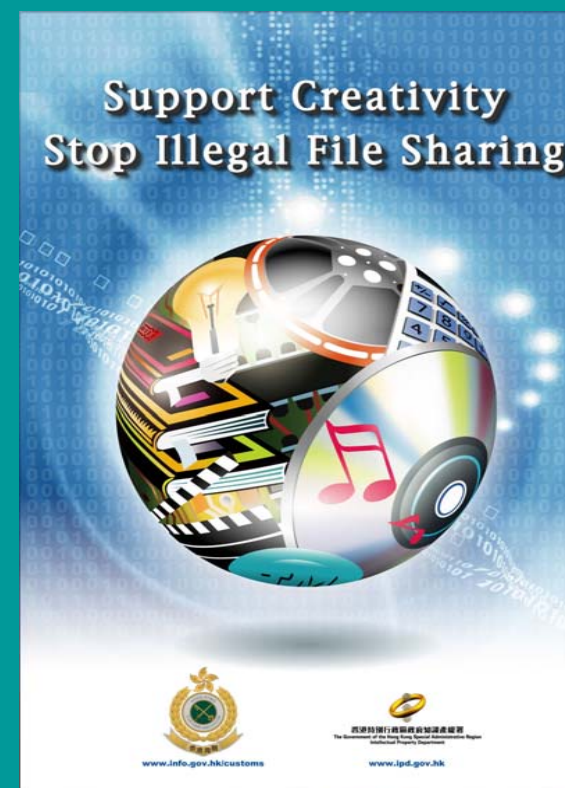
- Launched in Feb and Oct 2005
- Co-organised with the Hong Kong Professional Teachers' Union
- Objectives:
  - To promote awareness of and respect for IP among students
  - To train up a pool of qualified teachers with broad understanding of IP
- Targets junior Secondary students
- Next phase starts in February 2007



# Anti-Internet Piracy Campaign

Co-operation with Hong Kong Customs and stakeholders in launching a series of publicity activities from May to September 2006 to promote respect for IPRs in the digital environment

- Launching of two new TV Announcements
- Radio Partnership Programmes
- Launching of Youth Ambassador Scheme & I Pledge Campaign
- Promotion in search engine
- Publication of a Parental Guide





香港特別行政區政府  
知識產權署

# Anti-Internet Piracy Campaign - Launching Ceremony on 29 May 2006







香港特別行政區政府  
知識產權署

# Anti-Internet Piracy Campaign - New TV Announcements





香港特別行政區政府  
知識產權署

# Anti-Internet Piracy Campaign Radio Partnership Programmes – School Tour during May to Dec 2006





香港特別行政區政府  
知識產權署

# Anti-Internet Piracy Campaign - Launch of Youth Ambassador Scheme & I Pledge Campaign on 19 July 2006







香港特別行政區政府  
知識產權署

# Anti-Internet Piracy Campaign - Promotion on Search Engines

Users search on "online games"

The screenshot shows a search engine interface with the search term "online game" entered in the search box. The search results are displayed under the heading "Web" and show "Results 1 - 10 of about 243,000,000 for online game (0.13 seconds)". The first result is "Miniclip.com - Free Online Games, Multiplayer Games and more...". The second result is "Yahoo! Games" with a sub-result for "136232 Players Online". The third result is "Multiplayer Online" with a sub-result for "Features a category reader submissions". The fourth result is "games.com" with a sub-result for "Includes arcade, board games". The fifth result is "MSN Games" with a sub-result for "Play the best free online multiplayer card and board games". The sixth result is "Kid's Domain Online".

Overlaid on the screenshot is a smaller window showing a cartoon illustration of a character in a space suit flying a rocket. The text in the cartoon reads "漫【話】知識產權 II" (Comic Series Knowledge Property II). Below the cartoon is a search bar with the text "www.ipd.gov.hk".

IPD Ad will be shown.  
Hyperlink to Comic Series

尊重創意 切勿非法上下載  
知識產權署希望透過漫畫系列, 提醒  
市民尊重知識產權, 停止網上侵權行為  
[www.ipd.gov.hk](http://www.ipd.gov.hk)

Play Free Online Games  
Play Online Games Free at the  
New Atlantis Online Games Site!  
[Atlantis.BigFishGames.com](http://Atlantis.BigFishGames.com)

The Most Mp3 Advance  
Over 1 billion files to download  
never have a limit, no fees!  
[mp3advance.com](http://mp3advance.com)





香港特別行政區政府  
知識產權署

# Anti-Internet Piracy Campaign - Publication of Parental Guide

- Partnership with the music industry
- A guide for parents about P2P, file-sharing and downloading



# Scout Programme on Respect for IPRs



- Co-operation with the Scout Association of Hong Kong
- To promote awareness of and respect for IP among the younger generation
- Aims to provide IPR training to various levels of Scouts, especially members from 7 to 65 years old.
- IPR Badge will be presented to those qualified scout members who have completed the programme
- Tutor training programme is also organised for scout leaders



# Scout Programme on Respect for IPR



Respect for IPR Fun Fair organised  
on 23 April 2006

- Co-operation with the Scout Association of Hong Kong, Hong Kong Intellectual Property Society, Motion Picture Association, Hong Kong Customs & Excise Department

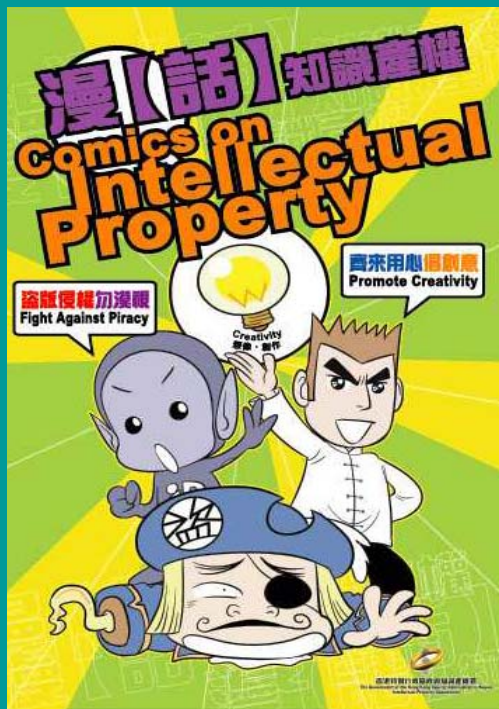






香港特別行政區政府  
知識產權署

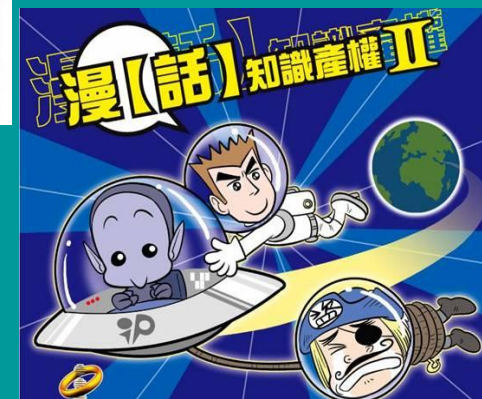
# Comic Book Series I & II



Poster



Comic Book I



Comic Book II

Cooperation with Hong Kong Comics Federation



香港特別行政區政府  
知識產權署

---

# Independent Public Awareness Programmes

# School Visit Programme

- Started in 1997
- Partnership with the education sector
- Targeting to secondary school students
- Visits to 650 secondary schools covering over 220,000 students (as of Sept 2006)



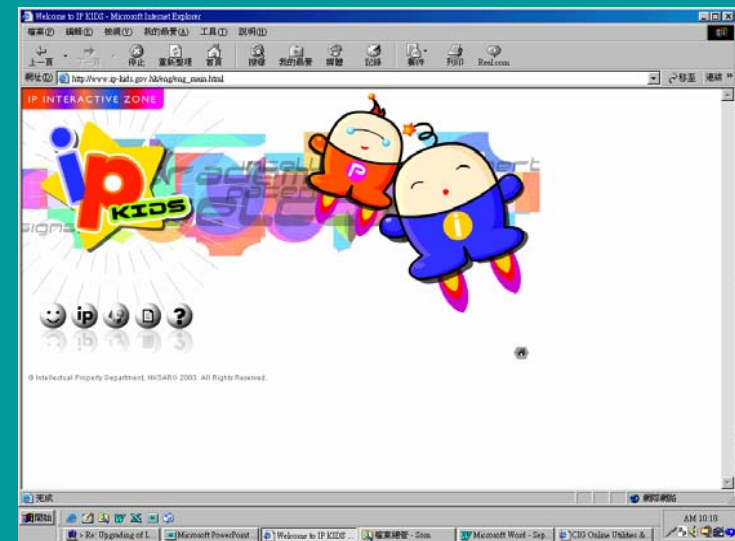


香港特別行政區政府  
知識產權署

# Web-based Teaching Kit “IP Interactive Zone”

- Target groups: senior primary school students & secondary school students; teachers & general public
- To create interest in and promote understanding of IP in an interactive mode
- To provide teachers with easy-to-use IP teaching materials

[www.ip-kids.gov.hk](http://www.ip-kids.gov.hk)



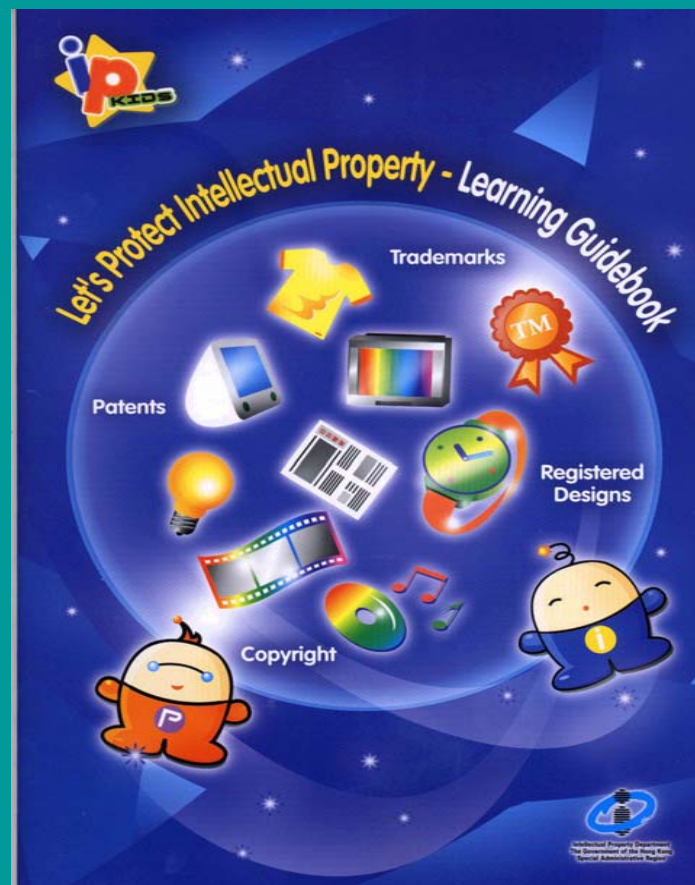




香港特別行政區政府  
知識產權署

# Let's Protect IP - Learning Guidebook

- To complement the web page “IP Interactive Zone”
- To help students understand IPRs through interactive activities like role-play, workshops etc





## 3-Dimensional Computer Game

- A.P.A.T.  
(Anti Piracy Action Team)
- Launched in August 2004
- Target Group: Aged 10 or above
- Game Developer:  
Hong Kong Polytechnic University



<http://www.ipd.gov.hk>



**Main Character– Bruce Pak**



香港特別行政區政府  
知識產權署

## Participation in Public Exhibitions

---

- Hong Kong Comic Festival/Hong Kong Ani-com (2002-2006)
- Hong Kong Computer and Communication Festival (2003-2006)
- Hong Kong Book Fair (2005-2006)



香港特別行政區政府  
知識產權署

# Participation in Public Exhibitions



Hong Kong Ani-Com 2006



Hong Kong Book Fair 2006





香港特別行政區政府  
知識產權署

# Free Giveaways



“No Fakes”  
Key Chain



“No Fakes”  
Card holder





香港特別行政區政府  
知識產權署

# IPD Website

Youth can access 3-D game, comics, interactive teaching kit, publications and reference materials

<http://www.ipd.gov.hk>

The screenshot shows the homepage of the Intellectual Property Department website. At the top, it features the department's logo and name in English: "Intellectual Property Department, The Government of the Hong Kong Special Administrative Region". There is also a search bar and a "Print Version" link. A navigation menu on the left lists various services and information, including "Home", "What's New?", "About Us", "Publications and Press Releases", "What is Intellectual Property?", "Applying for Registration", "Forms and Fees", "Online Services", "HK IP Journal", "FAQ", "IP Practitioners", "Intellectual Property Database for Guangdong, Hong Kong and Macao", "Promotion and Education", "Tender Notices", "Links", and "Download Area". The main content area is divided into several sections. The top section features four large, colorful buttons for "Trademarks", "Patents", "Designs", and "Copyright". Below this, there are smaller buttons for "Online Services", "HKIP Journal", "IP Database for Guangdong, Hong Kong and Macao", "IP Symposium 'Creating Wealth thru Brand Building'", "Applying for Registration", "IP Practitioners", "A.P.A.T. Computer Game", and "KIDS". A "What's New" section highlights a "Please enquire free 'Laisee' packets from Intellectual Property" and includes links to "This Website Supports The Protection of Children on the Internet", "Sustainable Development", "Civil Service Achievements", "2005-06 THE BUDGET", "2005 Policy Address", and "Public Forum on Copyright Ordinance".



香港特別行政區政府  
知識產權署

---

THANK YOU