

# Tackling the drivers of conscious purchasing by young consumers



English IP Learning

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## WE ALL SAY NO 2 FAKES!

LA PROPRIETÀ INTELLETTUALE  
SPIEGATA AI RAGAZZI

PRESENTAZIONE PROGETTO

EDUCATION CAMPAIGN ABOUT INTELLECTUAL PROPERTY TARGETING CHILDREN

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# Is it fake and does it show? It's OK for the guys!



- Our 2023 study showed how young people are increasingly able to **recognize counterfeit products**.
- However, **they knowingly buy them**: branded clothing makes them feel more confident, and there is strong pressure on social media.
- The vast availability and low price of fake products is the **'opportunity that makes the thief'**
- For some extremely high-priced brands, having a fake is not considered a problem and is not concealed by adolescents: **it's 'conformist' to buy FAKE as well.**



# Wearing fake clothes has become trendy ?!

The very young create content on TikTok openly claiming to show off counterfeit pieces

## STYLE MAGAZINE

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MODA

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### IL SUCCESSO DEI FAKE: DAL LUSSO SFRENATO ALLA CONTRAFFAZIONE SUI SOCIAL

I capi contraffatti spopolano tra video su TikTok, bancarelle e siti architettati ad hoc. Non c'è più vergogna nell'indossare una copia (illegale) e i perché sono tanti

Di Giulio Solfrizzi | 1 dicembre 2022



Un venditore di accessori contraffatti a Roma. Foto Getty


INTERVISTA

### GIORGINA SIVIERO: NATA PER LA MODA

di Viviana Musumeci



VINTAGE



In Naples, the fake markets work every day in the open air, and everyone knows it: there are seizures, but they are part of the game and after all, even the police turn a blind eye.

# The levers of change

The damage to the industry is **not perceived as real** ("I wouldn't have bought it original, anyway") **and not even as unfair** ("the price is disproportionate: brands earn too much")

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We need to leverage issues to which they are more sensitive, closer to **everyday life**:

- ✓ **Individual damage** (health, consumers' rights to quality, safety and product guarantee).
- ✓ **Environmental damage** that threatens the the planet (with consequences they hear about every day) and human health (illegal spills of industrial waste).
- ✓ The flourishing of **Organized Crime**.



# Damage to health

When we go to schools, children understand the health risks of illegal products, but **they think that it is basically the same risk that we run when buying Chinese or other low-cost products.**

This concern arises from the actual lack of compliance that unfortunately often occurs on products sold online and in stores, of non-EU origin.



# Risks for consumer health & safety

- **Chemical risk.** Use of banned substances or non-conforming use: toxic effect, allergies, irritations, carcinogenic effect, toxicity to reproduction, endocrine disruption. There are additional risks in counterfeit food products and medicines.
- **Electrical and mechanical risk.** Fire, explosion, cuts, or ingestion of small parts (in toys).

**No one is responsible for it!**



# Damage to the environment

Production in remote and hidden places makes it more **difficult to perceive environmental impact problems**, both related to raw materials and production methods, as well as to the management of industrial waste. We also **use concrete examples of environmental crimes** taken up by the press, to make the children understand.





# Young people don't think organized crime may be behind it

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They see migrant boys with a rag on the ground, selling cheap bags: this generates **a sense of solidarity, of commonality**, in the less well-off children.

Some students told us that **eliminating fakes would cause job loss...**



# A sociological problem

Counterfeiting is not perceived as a crime but as a way of getting by, by the poor... **in a society that sets the same goals for everyone, but does not offer everyone the same means to achieve them**



# A more general educational message is needed

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We teach young people that consumerism and materialism, purchase of luxury goods, don't define their worth as individuals... and that a **sense of legality is a fundamental value.**

**Responsible consumption and active citizenship are a beacon and guide in everyone's life.**





# Thank you!

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