

## LESSON 5: AWARENESS-RAISING CAMPAIGNS

# CAMPAIGN GUIDE



(1) In a fair and just society, the rights of workers should be protected. Look at this list of possible workers' rights.

- Fair wages
- Regular breaks during shifts
- Holiday pay
- Sickness pay
- Healthy and safe working conditions
- Trade union membership
- Maternity / Paternity leave
- Pension scheme

Now talk through these questions with your partner, giving your reasons where appropriate.

- a) Are there any words you aren't sure of? If so, look them up in a dictionary.
- b) Which three of the rights listed do you think are the most important and why?
- c) Are there any rights you think should be added?
- d) Do you think workers' rights are protected where you live?

(2) In this lesson, you will create a public, awareness-raising campaign drawing attention to how workers rights are negatively affected by piracy.

Piracy and counterfeiting can have a negative impact on workers' rights in two key ways:

*When consumers buy fake goods, the legitimate companies lose business. This means that workers who are employed by these legal companies can lose their jobs.*

*Illegal traders do not pay their employees fair wages or offer them any employment benefits. These workers therefore have poor working conditions, and are often forced labor or child labor.*

Focusing on these two elements, make a list of people you think should hear about this? This could be your target audience for your campaign.

(3) The target audience of your campaign could also include one of the following:

- Consumers who buy cheap, fake goods or download illegal copies of films and music;
- Family members of people who work for companies producing goods or services (such as entertainment) protected by IP;
- Parents of teenagers who are about to embark on the world of work;
- Parents of children who would hate to think of their child being forced to work in dangerous conditions

With your partner, decide on the target audience of your campaign. Draft a profile of the typical person you are aiming at. How old are they? What is their connection with piracy? Why should they care about it? Why is it relevant to them? What do you want them to know? What are the key messages you want to communicate about IP protection?

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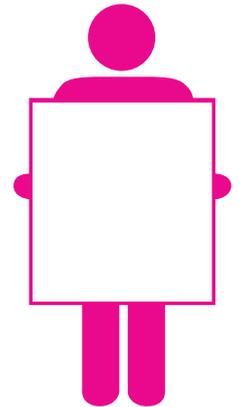
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(4) Look through magazines for adverts for well known products that would be protected by copyright – it might be a popular new movie, a computer game, business software or a new music album. Choose one of these to work from and create a new promotional poster showing how pirated versions of this product are bad for workers. Be imaginative. Go back through this lesson to remind yourself of the key issues and keep in mind at all times your target audience. Use these prompt questions to help you plan your poster:

- Is the language appropriate for your audience?
- Is the message clear and concise?
- Do you need to source images to make your message loud and clear?
- Have you cleared copyright on any images you want to use?

(5) A public awareness-raising campaign will need more than just one poster to get your message heard. With a partner, brainstorm ideas about how else you can let people know about the dangers of piracy for workers. If you have video or stills images from your role plays earlier in this unit of work, perhaps these can be included in your campaign too.



Use these questions to get you thinking about where your target audience might see and hear your messages:

- What social media do your target audience use?
- What sort of places does your target audience visit?
- How can you make your message eye-catching?
- How can you involve celebrities or politicians in spreading the word?

When you're ready, create a presentation for your classmates to share your campaign ideas.