

Piracy and Counterfeiting booklet

Context

City / Country: North Macedonia

Structure : Booklet

Area of activity : Industrial Property

Identified needs

The identified needs for adapting this booklet using clear language focus on making the information more understandable and accessible to a broad audience. The primary goal is to raise awareness about the risks and harms associated with piracy and counterfeiting. These illicit activities, which violate intellectual property rights, can cause significant damage to both national and global economies, as well as harm individual consumers. The booklet needs to emphasize the potential dangers of counterfeit goods, including poor performance, health risks, and the lack of access to proper customer support or compensation.

Another key need is to help consumers recognize counterfeit and pirated products, especially in everyday items like food, medicine, machinery, and electronics. Clear, simplified explanations will ensure that consumers understand how to identify these harmful products, particularly when they are sold by unregulated sources like street vendors. This will better equip them to avoid falling victim to such fraudulent goods.

Additionally, the booklet needs to emphasize the broader economic and social consequences of counterfeiting and piracy, such as the harm they cause to market competition and how they fund criminal activities. There is also a strong need to stress the importance of consumer protection, as well as the role of education in preventing the dangers associated with these illegal activities.

Overall, the booklet needs to be adapted in a way that makes it easy for consumers to understand the risks, recognize counterfeit goods, and know how to protect themselves, contributing to a safer and more informed consumer experience.



Objectives

The objectives of adapting the brochure using clear language are:

- **Raising awareness:** Educating consumers about the risks and dangers of purchasing counterfeit and pirated products, emphasizing the harm they can cause to health, safety, and finances.
- **Highlighting the impact on intellectual property:** Informing the public about how piracy and counterfeiting violate intellectual property rights, leading to economic losses for creators, businesses, and nations.
- **Promoting consumer protection:** Encouraging consumers to avoid purchasing counterfeit or pirated products, especially from unregulated sources, ensuring they understand their rights.
- **Supporting legal compliance:** Emphasizing the importance of buying genuine products and supporting businesses that comply with intellectual property laws, contributing to fair market competition.
- **Educating on identification:** Providing guidance on how to distinguish counterfeit products from genuine ones by highlighting common indicators such as low prices, poor packaging, and lack of security markings.
- **Warning about specific product risks:** Highlighting the dangers of counterfeit products in high-risk categories such as medicines, food, electrical appliances, and toys.
- **Promoting responsibility and accountability:** Encouraging consumers to take responsibility for avoiding counterfeits, which harm them and contribute to broader economic and social issues like unemployment and the funding of criminal activities.

Target groups

The target groups for the booklet adaptation using clear language include several key audiences. The primary group is consumers, who are directly affected by piracy and counterfeiting. The booklet aims to educate them about the risks associated with purchasing counterfeit products, such as financial losses, health hazards, and safety



concerns. It also targets consumers who may unknowingly buy counterfeit goods, particularly those drawn to low prices or unaware of the dangers.

Another important target group consists of individuals who knowingly or unknowingly purchase counterfeit products, often from informal vendors or online sources. The booklet stresses the importance of avoiding these products to safeguard their health and safety.

The booklet also addresses those who engage in or sell counterfeit goods, whether intentionally or unintentionally. It aims to influence their behavior by highlighting the negative consequences of their actions in promoting piracy and counterfeiting.

Additionally, the booklet is designed for institutions and organizations involved in consumer protection, intellectual property rights enforcement, and law enforcement. This includes regulatory bodies, customs, market protection associations, and the police, who are responsible for monitoring and addressing piracy and counterfeiting. The booklet helps these organizations in raising awareness among consumers and reinforcing the need to protect intellectual property rights.

Lastly, the booklet targets industries most impacted by counterfeiting, such as fashion, electronics, and pharmaceuticals. It aims to educate employees and stakeholders in these sectors on how to identify counterfeit products and implement preventive measures to protect their businesses and consumers.

Existing Proposal

The existing proposal focuses on consumer protection in Macedonia, particularly related to counterfeit and pirated goods. It stresses the importance of protecting consumers' rights and interests, highlighting the role of the **Consumer Organization of Macedonia** in promoting consumer rights.

Key points of the proposal include educating consumers on how to identify and avoid counterfeit products, which can pose risks to their **health and safety**. It also outlines the legal protections in place for **intellectual property rights** and the measures being taken to combat piracy and counterfeiting.

The document provides an in-depth analysis of the current challenges faced by consumers in Macedonia, offering insights into the difficulties of recognizing counterfeit goods. It also explains the role of **government bodies, the police, customs authorities, and market protection associations** in addressing these issues.



The proposal emphasizes the need for better enforcement of intellectual property rights and aims to **raise consumer awareness** about the dangers of counterfeit goods. It provides practical advice on how consumers can spot counterfeit products, such as by checking for **poor packaging, language mistakes**, or the lack of **security features**.

Overall, the proposal serves as a comprehensive guide to protecting consumers, focusing on combating piracy and counterfeiting, educating the public, and improving enforcement in Macedonia. The document can be accessed through this link: <https://www.opm.org.mk/wp-content/uploads/2010/12/pfs2.pdf>.

Adaptation process

The process of adapting the brochure using clear language aims to make the content more accessible, engaging, and easier to understand. By simplifying the original text, the brochure will become more suitable for a broader audience, including people with varying literacy levels and those who may find complex or specialized terms difficult to comprehend.

The primary goal of this simplification is to improve clarity, allowing readers to easily grasp the key points. As a result, people are more likely to trust the content and find it useful. This can lead to increased engagement, better understanding, and wider use of the brochure.

Additionally, applying clear language ensures that the brochure meets modern standards for accessibility and inclusiveness, which can open doors to partnerships or support from organizations focused on clear communication. Over time, the adaptation process is expected to enhance the relationship between brochure providers and their audience, improve the organization's reputation, and foster greater interest and participation.

Returns

The returns from adapting the booklet using plain language are expected to have a significant and lasting impact. The most immediate benefit is increased accessibility, allowing a broader audience—especially those with limited literacy skills or those unfamiliar with complex terminology—to better understand the information. This wider accessibility is likely to lead to higher engagement from a more diverse group of readers, expanding the booklet's reach.



text it **EASY**

With clearer and more concise content, user satisfaction is expected to improve. Readers will be able to quickly grasp the key points and navigate the information more easily. This increased clarity should help build trust in the content, leading to more frequent use of the brochure and greater awareness of the issues of piracy and counterfeiting it highlights.

Additionally, the use of plain language aligns with current standards for accessibility and inclusiveness, which can attract support from organizations that prioritize these principles. This could open doors to new partnerships, collaborations, and endorsements, increasing the brochure's visibility and credibility.

Over time, the benefits of this adaptation will extend beyond immediate user engagement. The clear and accessible format will position the organization behind the brochure as trustworthy and user-focused, encouraging greater participation and strengthening the overall reputation of the initiatives promoted in the document.

General comment from Milo, Logopsycom: it's hard to assess the documents just from the summary note, and I'm a bit lost as for which documents in the folder are the ones I should check. I hope my comments make sense but if there are any doubts, don't hesitate to message me to get an explanation.

I agree with Milo – it took me a lot of time to find the right document, and I think this was the easiest to find. Would be awesome to have a separate folders with adaptations in different languages. (LAPP)

Length and conciseness <ul style="list-style-type: none">• Is the material appropriately concise while retaining essential content?• Has excessive density or information overload been avoided?	<p>The adapted text appears to be shorter, which suggests improved conciseness. While the reduction in length can enhance readability, the formatting does not contribute to a significantly better reading experience. The lack of bullet points and distinct markings for key information may limit the effectiveness of the condensed content. (Studium)</p> <p>Similar to Studium, I think that the text is less long, but it's a shame that the bullet points that were structuring the text were deleted, as well as the bolding of a text. I'm also not sure about the choice of two fonts – the times new roman-like font at the beginning and the end, and a sans-serif font in the middle. (LAPP)</p>
Language complexity and clarity	<p>Since the text is in another language, it is difficult to fully assess its clarity. The adaptation likely improves accessibility by simplifying terminology, but without proper</p>



<ul style="list-style-type: none"> Is the language clear, accessible, and free from unnecessary technical terms, jargon, or overly complex structures (e.g., passive voice, long sentences)? Does the text align with relevant linguistic criteria (e.g., CEFR levels A1, A2, etc.)? 	<p>formatting (such as bold keywords and bullet points), comprehension might still be challenging. Additional structuring and clearer contrast between sections could further enhance clarity. (Studium)</p> <p>The text and its language remain quite administrative, with words like “increasingly”, “deteriorate” that could be easily replaced by something easier. (LAPP)</p>
<p>Purpose and effectiveness</p> <ul style="list-style-type: none"> Is the goal of the material (e.g., to inform, instruct, persuade) clearly conveyed and maintained in the adaptation? 	<p>The booklet still aims to inform and educate consumers about counterfeiting and piracy, which remains clear. While the adapted text may simplify explanations, better formatting and contrast against the background could enhance engagement. The effectiveness of the message could be strengthened by ensuring that key points stand out visually. (Studium)</p> <p>Yes, the goal is maintained (LAPP)</p>
<p>Audience suitability</p> <ul style="list-style-type: none"> Is the material appropriate for the intended audience in terms of reading level, language, and needs? 	<p>The material is designed for a wide audience, including consumers, businesses, and regulatory bodies. However, readability issues caused by formatting and text size inconsistencies may reduce accessibility for some readers. More attention to readability features, such as proper spacing and contrast adjustments, would improve its suitability. (Studium)</p> <p>Yes (LAPP)</p>
<p>Structure and readability</p> <ul style="list-style-type: none"> Is the content well-organised, with logical flow, clear headings, bullet points, and other structural elements that enhance comprehension? 	<p>Some paragraphs seem lengthy but other than that it's good. (Logopsycom)</p> <p>The reduction in text length is a positive change, but formatting has not significantly improved. Some text appears smaller and harder to read, which negatively impacts readability. The absence of bullet points and important word marking makes it more difficult for</p>

	<p>readers to quickly identify key information. (Studium)</p> <p>The paragraphs lack structuring – headers, maybe bolding, and bullet points. The text is a block which makes it a bit hard to access the information conveyed therein. (LAPP)</p>
<p>Visual elements</p> <ul style="list-style-type: none"> • Are visuals (charts, diagrams, etc.) clear, relevant, and effectively aligned with the text? • Have visual adjustments improved clarity and usability? 	<p>There could be more visual elements, maybe something could be shown as a chart? (Logopsycom)</p> <p>Text formatting does not effectively highlight critical information, making it harder to scan for important points. Additional improvements in font size, spacing, and contrast would enhance the visual presentation. (Studium)</p> <p>Agree with Logopsycom and Studium 😊 some bolding and further structuring could really help! (LAPP)</p>
<p>Educational and practical value</p> <ul style="list-style-type: none"> • Does the material maintain its usefulness and accuracy despite any simplifications or modifications? 	<p>The adapted text likely retains its educational purpose, providing valuable information about counterfeit goods and intellectual property rights. However, the lack of proper formatting could make it more difficult for readers to absorb and retain key details. Structuring the content more effectively would enhance practical usability. (Studium)</p>
<p>Accessibility and usability</p> <ul style="list-style-type: none"> • Is the format user-friendly, avoiding design issues (e.g., small fonts, poor layout) that could hinder accessibility? • Is the material easy to understand and implement for the target audience? 	<p>Some text appears too small, and the contrast with the background may be problematic for certain readers. Implementing clear bullet points, section breaks, and visual markers for key terms would significantly improve usability. (Studium)</p> <p>Not really user-friendly to be honest, it's pretty hard to read. I think the document could be further simplified visuals- and</p>

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	structure-wise, as well as language-wise. (LAPP)
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