

Conducting Effective IPR Public Education & Awareness Campaigns for SMEs

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA



Reaching SMEs : Setting the Strategy

Genuine Business Software Campaign in Hong Kong, China



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2 April 2009



Strategy

A plan, method, or series of manoeuvres or stratagems for obtaining a specific goal or result

(Source: Webster's Encyclopedic Unabridged Dictionary of the English Language)

Integrated Plan → Integrated Goal/Result/Outcome

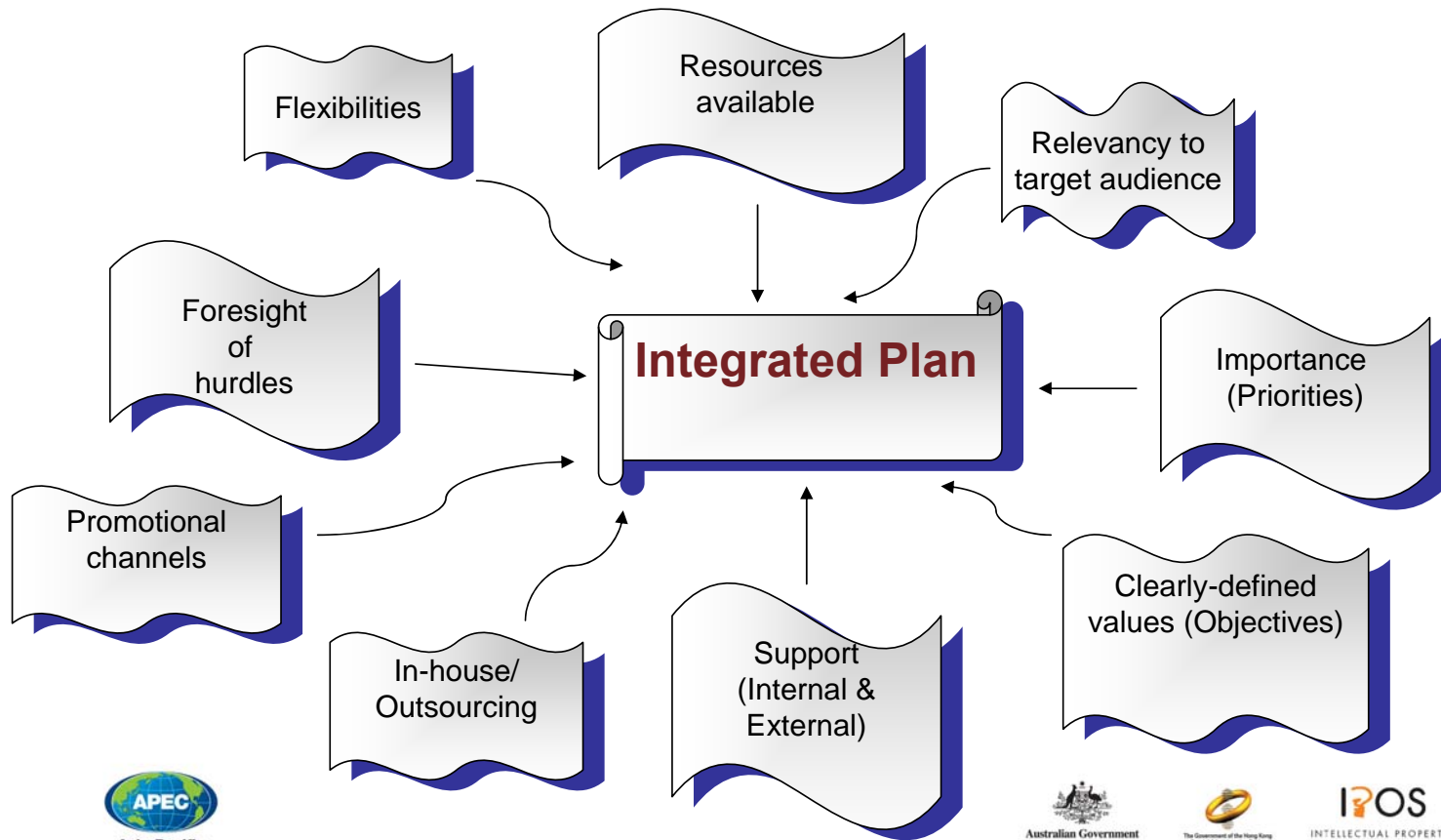
Integration

The act of combining parts into a whole



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Resources available

- different forms
- inside and outside the IP office
- scarcity of resources/competition for resources
- a good business case
- right partners as a source of resources

Relevancy to target audience

- target audience and their concerns/needs being properly identified



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Importance (Priorities)

- limited resources
- relative importance of the values to be disseminated

Clearly-defined values (Objectives)

- championing some causes
- conviction -> determination to carry through in the midst of difficulties
- foresight of hurdles
- clear-cut values/objectives



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Support (Internal & External)

- partners
- alignment of values
- high-level support within the government
- coordinated efforts lead to a better outcome

In-house/Outsourcing

- greater flexibilities
- proper strategies
- contract terms
- active and timely supervisory role



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Promotional channels

- resources available
- target audience

Foresight of hurdles

- upsetting target audience's existing ways of doing things
- stepping in their shoes and addressing their concerns

Flexibilities

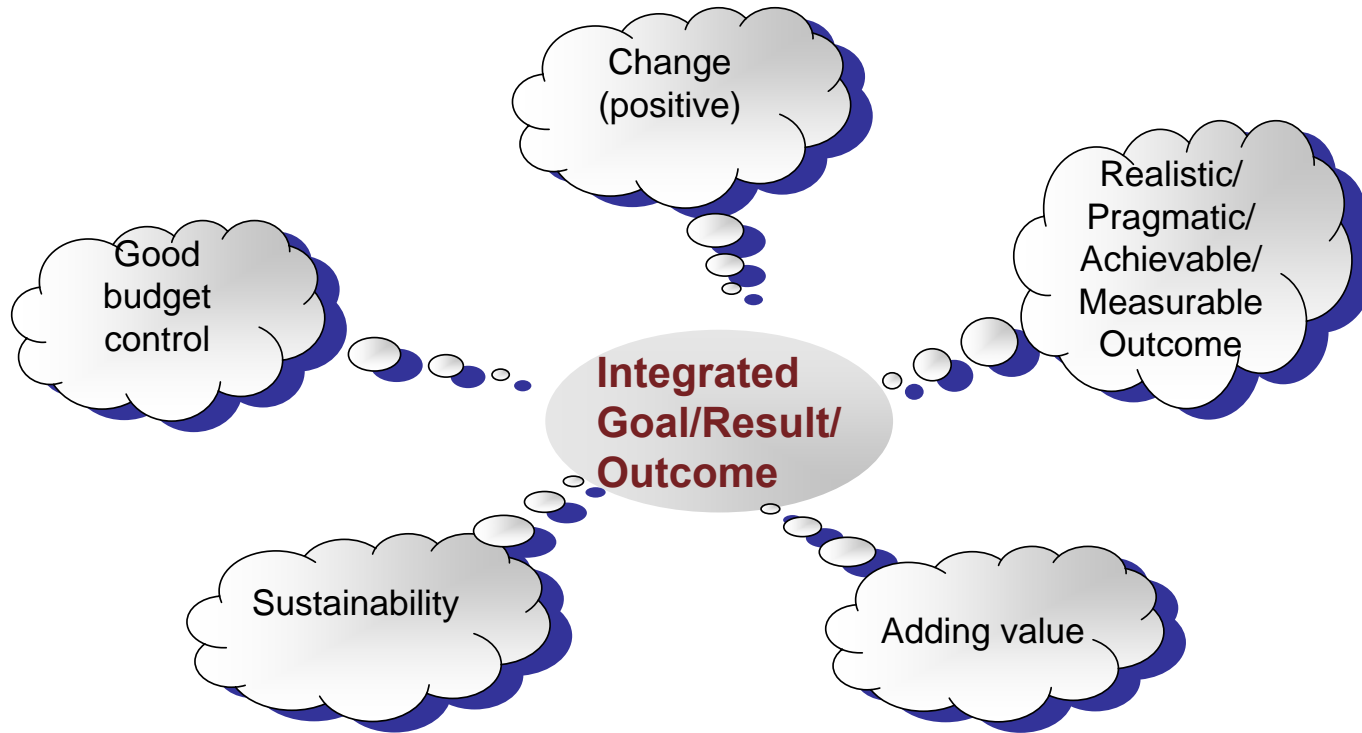
- room of manoeuvres to cater for hurdles
- rigidities -> adverse effects
- flexibilities in contract terms



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Change (positive)

- gap
- positive change
- affected by the planning stage

Realistic/Pragmatic/Achievable/Measurable Outcome

- temptation to set impressive goals
- concrete and measurable outcome
- clearly-defined values in the planning stage

Adding value

- giving benefits
- prepared to make changes



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Sustainability

- time-frame that an IP campaign is launched
- effects of the campaign beyond the time period
- pledge
- materials on the web
- enhancement of capacity of target audience helps sustainability
- bringing out positive changes with more lasting effects

Good budget control

- proper planning
- failure : alienation of partners and target audience, dilution of positive changes, sustainability in doubt



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Phase I of the Genuine Business Software Campaign : Business Software Certification Programme

Programme Period:

- October 2006 to March 2007

Phase II of the Genuine Business Software Campaign: Software Asset Management (SAM) Consultancy Programme

Programme Period:

- October 2007 to July 2008



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Phase I of the Genuine Business Software Campaign : Business Software Certification Programme

Planning:

Resources available

Support (Internal & External) (1)

- Public and private sectors
- High-level support within the government
- **Organisers**
Intellectual Property Department, HKSARG
Business Software Alliance



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Resources available Support (Internal & External) (2)

- **Supporting Organisations**
 - The Chamber of Hong Kong Computer Industry
 - Federation of Hong Kong Industries
 - Hong Kong Brands Protection Alliance
 - The Hong Kong Council of Social Service
 - Hong Kong General Chamber of Commerce
 - Hong Kong Trade Development Council



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Relevancy to target audience Importance (Priorities) (1)

- SMEs in Hong Kong, China

About 270 000 SMEs in Hong Kong, China
98% of the business establishments
50% of the workforce in the private sector

Backbone of Hong Kong, China's economy



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Relevancy to target audience Importance (Priorities) (2)

- Use of Software in Business Sector
 - Personal computer penetration in business sector: 52% in 2000
55% in 2003
64% in 2007
 - Internet penetration in business sector: 37% in 2000
48% in 2003
60% in 2007

*(Source: 2004 Digital 21 Strategy & 2008 Digital 21 Strategy at
http://www.info.gov.hk/digital21/eng/strategy/2004/strategy_part31.html)*



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Relevancy to target audience Importance (Priorities) (3)

- Since 2001, companies knowingly using pirated software in business is a criminal offence
- Third Survey on Business Attitudes to Intellectual Property in 2006
 - Objectives: Examine current level of business enterprises' awareness and attitude towards protection of IP rights
 - 70.8% of respondents replied their company prohibited their staff from using computers in installing or using pirated computer software

(Source: The survey findings are available at

http://www.ipd.gov.hk/eng/whats_new/news/final_report_2006.pdf)

- Pilot in nature



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Clearly-defined values (Objectives) (1)

- Encourage the proper use of licensed business software and good software asset management (SAM) practice among organisations



Clearly-defined values (Objectives) (2)

FREE Services under the Programme

Part (1) On-site Software Audit Services

Part (2) Software Asset Management (SAM) Consultancy Services

(A number of seminars were organised to provide guidance to enterprises on how to formulate proper SAM policies and practices

Software vendors were encouraged to offer discounts on products or services to participating organisations)

In-housing/Outsourcing

- Have commissioned an independent Software Asset Management contractor to provide free consultancy services to the business community

Promotional channels

- Promotion through supporters and other business organisations
- Direct mailing & telemarketing
- Online promotion – e-newsletters, website, web banner advertising
- Advertising in newspapers and trade magazines
- Distribution of leaflets in exhibitions and conferences

Foresight of hurdles Flexibilities

- Concern for confidentiality
To ensure that information collected by the SAM contractor would not be disclosed to any third party, the SAM contractor enters into a non-disclosure agreement with each participating organisation before the free on-site consultancy service is provided
- No civil action if participating organisations which were found to have inadvertently used unauthorised software sign an undertaking to rectify before a designated date

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Outcome: Change (positive) Realistic/Pragmatic/Achievable/Measurable Outcome

- 30,000 organisations (mainly SMEs) were approached through various means including direct mailing and telephone calls
- 160 organisations with a total of 4,300 PCs were audited
- 91% of participating organisations were SMEs with employees less than 100
- Among all participating organisations, 76% were found in full compliance with the Programme



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Adding value

- Boost to efficiency and competitiveness arising from good software asset management (SAM) practices that help participating organisations to:
 - Minimise exposure to avoidable legal risk arising from downloading of illegal software
 - Save costs from excessive licensing
 - Enhance employee productivity
 - Improve computer network security
- Good business ethics
- Free service

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Sustainability

- Positive response of the business community
- Many organisations continued to express an interest in joining after the application deadline had passed
- Merits in launching the 2nd phase the soonest practicable

Good budget control

- The cost of software audit for each participating organization is high -> number of beneficiaries is limited -> proposal on concentrating on SAM consultancy services in the next phase



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Phase II of the Genuine Business Software Campaign : Software Asset Management (SAM) Consultancy Programme

Planning:

Resources available

Support (Internal & External) (1)

- Public and private sectors
- High-level support within the government
- **Organisers**
 - Intellectual Property Department
 - Business Software Alliance (act as the Project Manager of the Programme)
 - China Game Publishers Association (Hong Kong)
 - Federation of Hong Kong Industries
 - Hong Kong Brands Protection Alliance
 - Hong Kong General Chamber of Commerce
 - The Chamber of Hong Kong Computer Industry
 - The Chinese Manufacturers' Association of Hong Kong
 - The Hong Kong Council of Social Service



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Resources available Support (Internal & External) (2)

- **Supporting Organisations**

Hong Kong Information Technology Joint Council

Hong Kong Intellectual Property Society

Hong Kong Productivity Council

Hong Kong Trade Development Council

Information Systems Audit and Control Association (ISACA) Hong Kong

Information Systems Security Association

Support and Consultation Centre for SMEs of the Trade and Industry Department

The Hong Kong Chamber of Small and Medium Business



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Relevancy to target audience Importance (Priorities)

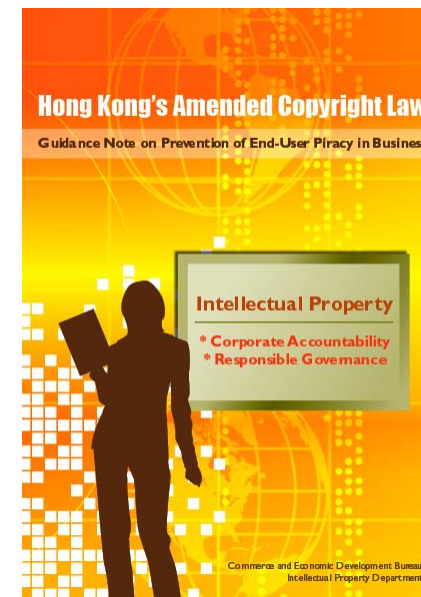
- (same as Phase I)
- In 2008, the introduction by the Copyright (Amendment) Ordinance 2007 of new liability against directors or partners whose organisations are involved in business end-user piracy

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Clearly-defined values (Objectives) (1)

- Educate and promote good SAM practices by local organisations
- Help Hong Kong businesses to be better prepared for the new provisions of the Copyright (Amendment) Ordinance 2007



Clearly-defined values (Objectives) (2)

FREE Services under the Programme

Software Asset Management Consultancy Services

(Software vendors were encouraged to offer discounts on products or services to the participating organisations)

A number of SAM seminars were organised to provide guidance to enterprises)

In-housing/Outsourcing

- Have commissioned independent Software Asset Management contractors to provide free consultancy services to the business community

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Promotional channels

- Telemarketing & eDMs
- TV and Radio APIs Print ads in newspapers and magazines
- Advertising on buses and MTR
- Newspaper advertorial
- Leaflets distribution in exhibitions

Foresight of hurdles

Flexibilities

- (same as Phase I)



FREE Join Now
Software Asset Management Consultancy Program

商業軟件 IP 行動
Enhance business productivity by adopting
Software Asset Management as best practice

Using genuine software together with Software Asset Management will ensure you are in line with new copyright legislation.

Application and Enquiry Hotline: **3589 9766**
Website URL: **www.samhelp.hk**

The advertisement features a woman in a black dress pointing towards a stack of green blocks with a diamond-shaped logo on top. The background is a light blue and green gradient with binary code (0s and 1s) scattered throughout.

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Outcome: Change (positive) Realistic/Pragmatic/Achievable/Measurable Outcome

- 50,000 organisations (mainly SMEs) were approached through various means including direct mailing and telephone calls
- 648 organisations joined the Programme
- 85% of the participating organisations rated the Programme as “Good” to “Very Good”
- 81% of the participating organisations will implement SAM within one year



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Adding value

- (same as Phase I)
- Survey on Business Attitudes to Intellectual Property 2008: nearly 50% of the responding companies are aware that under the amended Copyright Ordinance, directors or partners may be criminally liable if their firms are in possession of pirated software for business end-uses



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Sustainability

- Positive response of the business community
- 81% of the participating organisations will implement SAM within one year
- No plan to continue implementing the SAM programme in 2009-10. Instead there has been the launch of a free Intellectual Capital Management Consultancy (ICM) Programme in March 2009 to help business enterprises identify and manage their intellectual capital

Good budget control ✓



Recognition : “Government Best Practices : Asia Pacific” Award

- In September 2008, Business Software Alliance (BSA) presented to the Hong Kong Government with the “Government Best Practices: Asia Pacific” award for its outstanding IPR achievements in combating end-user software piracy through the promotion of SAM practices to local organisations under the Genuine Business Software Campaign

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Thank you !

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

