

**APEC IPR Public Education &  
Awareness Market Research Best  
Practices  
By  
Australia, Hong Kong and  
Singapore**

- The information stated  
herein is confidential and

# Background

- **To provide market research guidelines and a survey instrument to enable member economies to conduct effective surveys on IPR**
- **To develop human resource capabilities for the purpose of investigating current public attitudes to intellectual property protection in their economies**
- **Project led by IP Australia, HKIPD and IPOS**

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# Benefits of the Project

- **Ready access to market research tool and guidelines**
- **Cost efficiency**
- **Common denominators for sharing purposes**
- **Development of peer-to-peer networks**

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# Deliverables

- **'How to' guidelines for conducting market research**
- **Survey tool kit for developing and developed economies**
- **A two-part workshop focusing on:**
  - Conducting effective market research on IPR awareness and sharing of best practices
  - Using market research to develop effective IPR campaigns to address ongoing and emerging piracy activities
  - Target audience: APEC economies and local / regional / international organisations interested in planning and/or implementing IP education on a local, regional or international basis

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# Realising the Project

- Countries participating in pilot testing:  
Canada, Chile, Mexico, Thailand, Peru,  
the Philippines, Vietnam and the USA

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# Roles & Responsibilities

	APEC	Intercedent Asia	Roles & Responsibilities
<b>Project Advisory Team</b>	<ul style="list-style-type: none"> <li>• Jennifer Chen</li> <li>• Matt Forno</li> <li>• Kate Norris</li> <li>• Jenny Wong</li> <li>• Pancy Fung</li> </ul>	<ul style="list-style-type: none"> <li>• Peter Baldwin</li> <li>• Ross O'Brien</li> </ul>	<ul style="list-style-type: none"> <li>–Define project direction and outputs</li> <li>–Provide inputs into key deliverables</li> <li>–Lead the research design</li> </ul>
<b>Project Managers</b>	<ul style="list-style-type: none"> <li>• Jennifer Chen</li> <li>• Melanie Koh</li> </ul>	<ul style="list-style-type: none"> <li>• Peter Baldwin</li> </ul>	<ul style="list-style-type: none"> <li>–Overall project management and delivery</li> <li>–Liaison and communications</li> </ul>
<b>Project Execution Team</b>	<ul style="list-style-type: none"> <li>• Pilot economies</li> </ul>	<ul style="list-style-type: none"> <li>• Peter Baldwin</li> <li>• Ross O'Brien</li> <li>• Loh Poh Chin</li> </ul>	<ul style="list-style-type: none"> <li>–Fieldwork management and oversight</li> <li>–Final report inputs</li> <li>–Analysis and deliverables</li> <li>–Recommendations</li> <li>–Workshop</li> </ul>

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## **KEY MILESTONES:**

### **PHASE 1- Preliminary Research**

*April – May*

- 1. Intercedent Asia appointed and introduced to APEC target economy managers**
- 2. Finalise and dispatch requests for information and assistance**
- 3. Requirements / information gathering from all participating pilot economies pertaining to their previous experiences in research, setting objectives, performance Indicators.**

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# KEY MILESTONES:

## PHASE II- Design of research tools

*June – July*

### (1) Research tools

Upon completion of Phase I, data gathered will form the basis to design two sets of research tools (questionnaires and supporting research guides/documentation):

- one designed to cater to developed economy needs,
- the other designed to cater to the developing economy needs.

### (2) Draft research guidelines

A research guideline will be prepared to guide APEC member economies on how to carry out market research specifically for domestic IPR PE&A programmes and campaigns. It will provide information on the end-to-end market research cycle, detailing major components key to the successful delivery of actionable consumer insights.

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# KEY MILESTONES:

## PHASE III- Pilot Testing

August – September

1. Agreement on how/where FTF and phone interviews are to be conducted  
Some agencies may prefer to implement the pilot testing themselves
2. Implementation of pilot surveys

Pilot Surveys		
	SAMPLE SIZE	METHOD
1. In-depth interviews	n=20 (x 8 economies) <i>Test</i>	Face-to-face
2. Quantitative survey	n=100 (x 8 economies)	Phone or face-to-face

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## **KEY MILESTONES:**

### **PHASE IV: Finalisation & Approval**

**Materials to be Presented at APEC-IPEG IPR Workshop**

*October - December*

Research company to review results from pilot tests to identify areas for improvement and make necessary adjustments to both pilot guidelines and survey instrument according to feedback received from both pilot testing economies and project leaders.

Sponsoring economies to sign off and final products to be presented at the workshop.

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