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## **Adventuring Indications of Geographical Origin from Brazil, Europe, and Japan Through a Card Game for Children: Analysis of a Pilot Project for a Workshop Activity in Prol of Intellectual Property Education**

Giving awareness about indications of geographical origin is a challenge faced by the parties inserted in the supply chain of a product registered with an indication of geographical origin. Previous research pointed out the difficulty of raising awareness, but few studies have discussed practical ways to raise the understanding of indications of geographical origin for the general public, including children. To fill this gap, the present paper will use the case study method, analysing a pilot workshop activity that happened in July 2024 in Fukuoka, Japan. The workshop happened during the conduction of a project of the “Intellectual Property Education Team” under the Idea Battle of Robert T. Huang Entrepreneurship Center of Kyushu University (QREC). The research question is: “Considering the analysis of the pilot activity conducted on July 2024 in Japan, what is the potential of a workshop with a card game to be suitable to support children’s education about indications of geographical origin?”. The objective is to analyse the workshop’s feasibility as a hypothesis to support children’s education in intellectual property. The specific objectives are: to describe the initiative of the project, explore the indications of geographical origin framework in Brazil, the European Union, and Japan, describe the methodology of creation of the game’s content, describe the pilot activity experiment and analyse its preliminary results.

Keywords: Intellectual Property, Indications of Geographical Origin, Geographical Indications, Brazilian, European Union, Japanese.

### **Bibliographic references**

Please choose the main keywords of your contribution (with an X, unlimited number)

- Agriculture



- Biodiversity
- Diversification
- (X) Sustainability
- (X) Innovation
- (X) Politics
- Quality
- (X) Resilience
- Food System

Secondary keywords \*

- Family Agriculture
- Urban Agriculture
- Agroecology
- Territorial Approach
- Short Food Channels
- Consumm'actors
- (X) Cultural Diversity
- Right to Food
- Circular Economy
- Gastronomy
- (X) Social Inclusion
- (X) Geographical Indication
- (X) Initiatives/Projects
- Mountain
- (X) Tools
- Heritage
- Landscape
- Small producers
- Participatory Process
- Network
- Traditional "Savoir-Faire"
- Food Security
- (X) Valorisation Strategies
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