



AWARENESS CAMPAIGN 'WE SUBSIDISE CRIMINALS'

**AWARENESS CAMPAIGN INFO SHEET**

Smiling at us from the billboard is the typical family next door. But by buying fake products, the fictional Flückiger family is investing in a business that gives rise to a great number of victims: all over the world, consumers are being put at risk, social welfare systems cheated, buyers deceived and jobs destroyed, just so illegal trade can prosper.

Many consumers don't give a thought to the sometimes drastic consequences of buying a fake and still consider doing so a minor misdemeanour. This is why STOP PIRACY has launched a national awareness campaign to heighten public awareness as to the background of counterfeiting and piracy. The individual members of the Flückiger family, their wrongful conduct and the resulting consequences of their actions are highlighted in detail on [stop-piracy.ch](http://stop-piracy.ch).

**Huge scope - immense damage**

As already indicated in the selected examples of the campaign, the range of products counterfeited today is unimaginably large, with nearly everything being imitated from antibiotics to toothbrushes. The damages are, of course, huge as well. Not only are consumer health and safety affected, but also the public sector and manufacturers of the genuine article because they are being cheated out of tax revenues and respectively fair remuneration for their work. Counterfeiters, on the other hand, put their billions in profits into other numerous illegal activities such as drug and human trafficking.

**Appeal to personal responsibility**

Anyone who, like the Flückigers, buys counterfeit goods often isn't aware that they are subsidising criminal organisations. The non-profit association STOP PIRACY is therefore engaged in raising public awareness in order to educate consumers as to the background and consequences of this sordid business. It also promotes cooperation between the authorities and the business community.

**SWISS ANTI-COUNTERFEITING AND PIRACY PLATFORM**

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