



Partners of EMCA Italy



“Rispettiamo la Creatività”

Italian awareness campaign on the value of music and
its creators for middle schools



In collaboration with



Under the Patronage of



Ministero della Pubblica Istruzione

Rispettiamo la Creatività

Rispettiamo la Creatività – Respect Creativity - is the EMCA Italy awareness initiative targeted to middle schools and to their educators. Objectives:

- ♪ to introduce 11–14 year-olds and their teachers to the importance of copyright in music, and its role in protecting creativity and innovation in the music industry;
- ♪ to make them understand the importance of music and copyright in our lives, economy and society;
- ♪ to create awareness around the issue of piracy and on the cultural and economical damages that produces to the creative sector and to the whole society.
- ♪ to help young people to get information about appropriate online behaviors and to help them make the right decisions for themselves and as citizens of the digital world

The campaign is realized as follows:

EDUCATIONAL KIT: free distribution of the educational KIT “Respect Creativity” to interested teachers of middle schools. The KIT includes a comprehensive set of cross-curricular classroom activities and games divided into thematic units that provide a variety of ways to involve students in the different topics.

MUSICAQUIZ: Quiz game based on a fictional story that explains, by using a simple and fun language, several topics such as the roles and professions in the music world, the origin and meaning of intellectual property rights and the importance of the protection of the creative activity in all its forms. The game is realized directly by EMCA partner in the schools or in occasion of fairs and events.

The educational KIT

- Letter of presentation
- Project's poster
- Interactive DVD including the MusicaQuiz
- Textbook for teachers
- Questionnaires for families



Textbook for teachers

Index

Introduction

What is Creativity

Music as a job

The role of music in our life and society

The rights of Authors and Publishers

The rights of Performers and
Phonographic Producers

Legal and illegal use of music

Respect Creativity

EMCA presentation

EMCA Italian partner

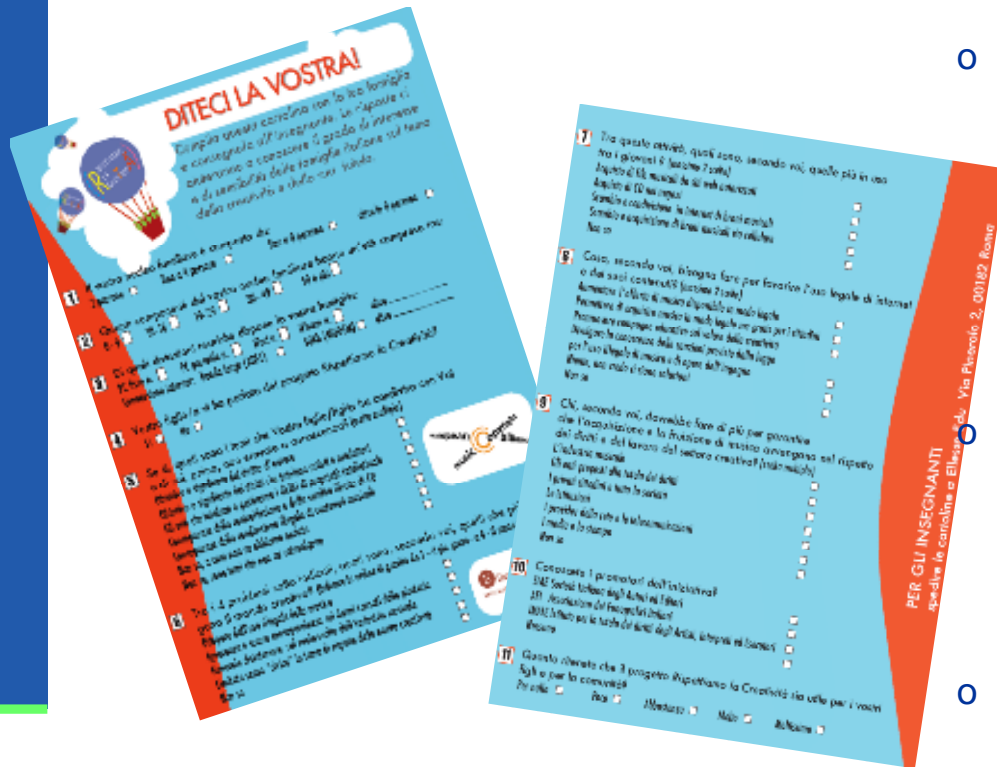
Each chapter includes games, questionnaires, quizzes, fact sheets and suggestions for teachers. Each topic is explained in a way allowing teachers to adapt the lessons according to the age and experience of their students.

Each chapter makes a reference to the online guidebook for teachers.

www.scuole.emcaweb.net

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Questionnaires for families



- o **KIT includes questionnaires for parents** to get their feedbacks about the initiative and about their level of interest and knowledge on the campaign's topics
- o The classroom and the teacher that send back the greatest number of questionnaires receive a prize.
- o Parents feedbacks are used to issue a **survey** on the families level of awareness about the topics of the educational campaign.

Dissemination and promotion

- In the scholar year 2009 - 2010 the project has been promoted in the schools of five regions: Lombardy, Lazio, Piedmont, Campania and Sicily.
- In the scholar year 2010 – 2011 the project's target also includes schools from other four regions: Veneto, Tuscany, Sardinia and Liguria

Institutional promotion: through official letters sent by **the Italian Ministry of Education** to all Italian **Schools Regional Offices**, inviting them to promote the project in the schools of their territory.

Targeted promotion: through the Contact Center of **Ellesse Edu** - a company specialized in the promotion of educational projects - . The action aims to:

- inform all middle schools of the target area about the opportunity to participate in the educational project "Respect creativity";
- ascertain the level of interest of the teachers to join the proposed project;
- Certify, through application forms, the requests of the educational KIT
- Gather the teachers' feedbacks

2009 - 2010 results

Total data of schools, pupils and parents involved in the scholar year 2009 – 2010

887

Classrooms that received the KIT

17.070

Students reached

51.210

Parents/families involved

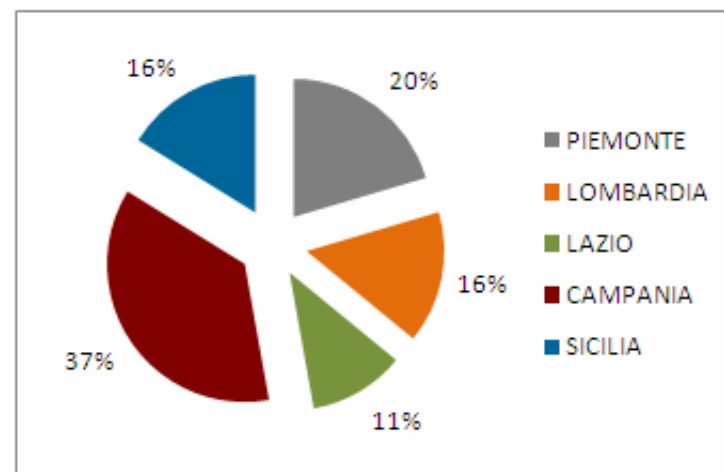
3.046

Questionnaires received

9.0138

Persons/parents involved with the questionnaires

KIT DISTRIBUTION - percentage (%)



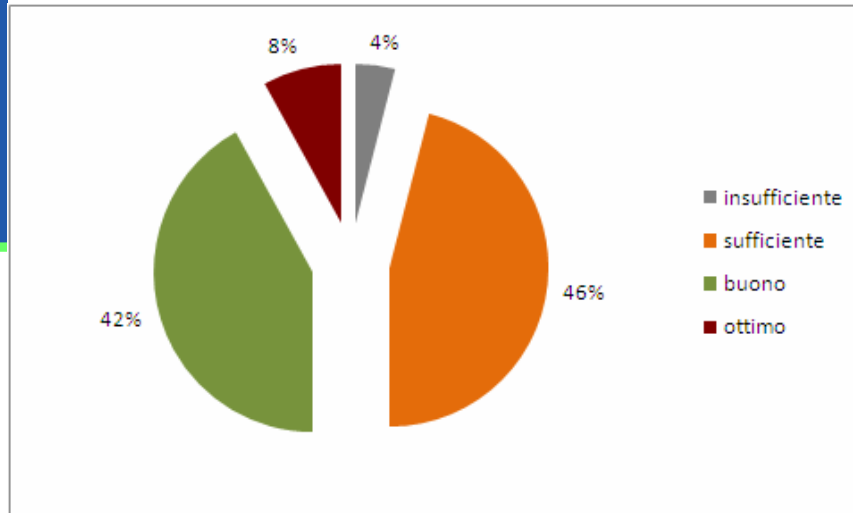
Evaluation of the KIT

SCHOOLS CONTACTED BY ELLESSE EDU: 142 - TEACHERS INTERVIEWED: 113

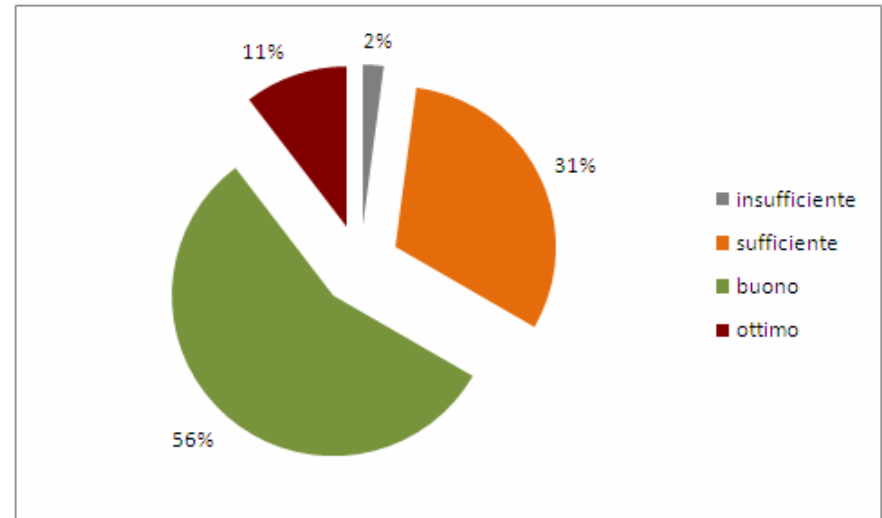
The contact center has interviewed the teachers of the schools that received the kit in order to get their feedbacks and to verify if the educational resources provided with the kit are suitable to their requirements

In general teachers have expressed a positive opinion (between good and excellent), highlighting in particular a great appreciation for the textbook content

EVALUATION OF THE DIDACTIC PROVIDED WITH THE DVD



EVALUATION OF THE DIDACTIC PROVIDED WITH THE TEXTBOOK FOR TEACHERS



■ excellent

■ good

■ adequate

■ inadequate

Feedbacks from teachers

“The chapter that was more easily understood by pupils is that of music as a profession and in particular the part that talks about how to realize a music CD”.

“All chapters are fairly detailed but the topic that involved more the pupils and that has led them to a discussion in the classroom is the one on how authors and artists earn their monies“

“In my view the most useful chapter is the one on creativity because it helped the pupils to understand the importance of the creative work in general, and why we have to respect it”.

“I find the chapter on copyright very interesting and I hope that soon it will be included in the curriculum of music education that we use for our lessons at school”.

“The educational resources are very detailed compared to hours available for teaching. We would love to receive some resuming texts on each topic to be distributed to the students that summarize the explained concepts”.

“The kit was a valuable support in the lessons carried out in classroom. The content allows to address several topics in a interdisciplinary way, addressing the issue of copyright from many points of view”

“The textbook for teachers is an useful tool for deepening current topics particularly for students of this age..”

“The DVD with the Musicaquiz has allowed us to involve students and to teach them important concepts by playing on the proposed topics.”

The MusicaQuiz

Each year, EMCA partners organize several MusicaQuiz in interested schools or during events or fairs dedicated to young people. The topics are explained through the graphics and cartoons ideally representing all authors and composers, artists and performers and phonographic producers, such as those below:

**Without me
there won't be
any music.. I
create music!**



**Yes I know! But
people knows
and loves music
thanks to me!**



**Hey guys relax!
Your music
won't be
spread and
loved without
my recordings
and Mp3 ...**



The MusicaQuiz

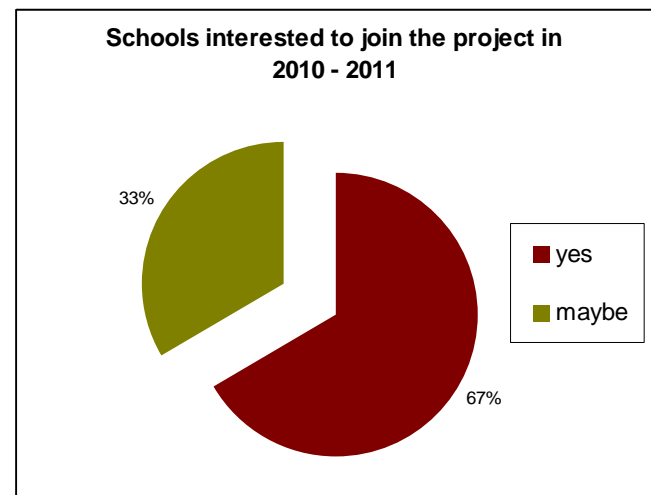
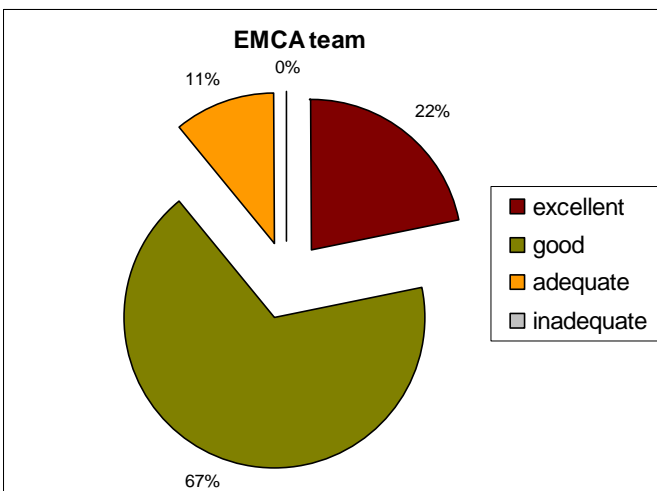
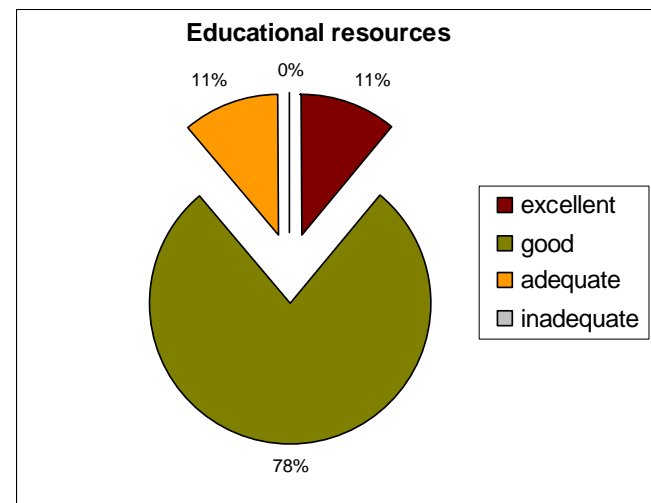
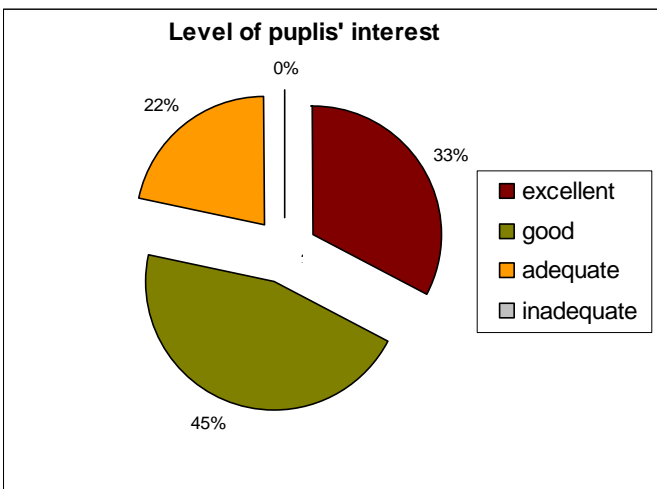


More than 40 MusicaQuiz

- During fairs and events such as:
DismaMusicShow Rimini,
Musicultura Macerata, Festival di
Sanremo, COMPA Bologna, Teatro
Comunale di Ferrara, ecc.
- In several middle schools of
Rome, Turin, Milan, Naples,
Palermo, Florence, Venice, Genoa
and Cagliari.

Evaluation of the MusicaQuiz

The feedbacks gathered according to a questionnaire sent to the participating schools, show that the initiative has been appreciated both by teachers and students



Feedbacks from teachers

“A very positive event that allows to make interdisciplinary links to other school programs stimulating also the debate in classroom on current topics.” (Giulio Cesare - Venezia)

“The approach was very positive and the pupils were interested and motivated to listen to the presentation. They are in fact little used to thinking of creative activity as a result of hard work” (C.Colombo - Chirignano)

“ An excellent initiative that helps young people to understand the meaning of copyright ”.(I.C. Di Rivarolo - Genova)

“The meeting was very important to explain to pupils the “hidden” world of music” (Cavalcanti - Sesto Fiorentino)

“It was a very interesting initiative that helped make children more sensitive about the issues relating to the world of music” (Barsanti - Firenze)

“In my opinion, it was a good idea not to emphasize the legal aspects but to underline the importance of an attitude of respect by all” (U. Foscolo - Cagliari)

“The presentation was important because the students have actually understood several things that often seem abstract”(C. Nivola - Cagliari)

Aknowledgment and Institutional action

The activities of the campaign “**Rispettiamo la Creatività**” have been officially included among the following institutional events:

- **The Week of Culture** issued every year by the Italian Ministry of Culture (year 2009 and 2010)
- **European Year for Creativity and Innovation** (2009)
- **World IP Day** (2010)

European Observatory on Counterfeiting and Piracy

Following the meeting held in Brussels on May 2010, the EMCA coordinator has been invited to join the working group on the educational and awareness issues that will be set up in next months.

Survey

The **questionnaires for families gathered in 2010** will be used to realize a survey about the level of interest and knowledge that Italian families have in the field of intellectual property rights.

Respect Creativity distinctive aspects

1) Educational resources that illustrate and explain all topics of music world and rights

What is Creativity - Music as a job - The recording industry value chain - The role of music in our life and society - The rights of Authors and Publishers - The rights of Performers and Phonographic Producers - The role of the collecting societies - Legal and illegal use of music - Social, cultural and economic consequences of illegal acts.

2) No antipiracy rhetoric language - Not focusing on the repressive aspects

The resources explain the cultural and social damages of any unauthorized copying or sharing of music starting from the fact that piracy deprives all the people involved in the music production, creation and distribution of their livelihood.

Respect Creativity distinctive aspects

Respect Creativity is not just meant to deliver the educational kit to schools but it also aims to monitor and verify its efficacy and impact towards pupils, teachers and families.

3) Verification of the campaign's impact

- **Questionnaires for parents** to get their feedbacks about the initiative and about their level of interest and knowledge on the campaign's topics
- **Questionnaire and forms for teachers**

4) Reports on the campaign's results

Teachers feedbacks allow to **evaluate** the campaign's results and impact.

Parents feedbacks allow to issue a **survey** on the families level of awareness about the topics of the educational campaign.



Partners of EMCA Italy



“Rispettiamo la Creatività”

To promote awareness on the
value of IPR and creativity



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