

Appendix: CNCP's Strategic Projects

(adapted from Brasil Original, pp. 36-37)

Project	Actions	Expected Results
"Piracy-free" Cities	To create mechanisms and incentives for anti-piracy action at the municipal level.	Greater engagement from municipalities in the fight against "illegal commerce".
Legal Fair	To negotiate with administrators of local popular fairs and municipal authorities the legalization of commerce in these markets.	Reduction or elimination of the sale of illegal products in the target fairs.
Commerce against Piracy	To nationally mobilize the commerce sector in the fight against piracy.	Greater awareness regarding the damages caused by piracy.
Anti-Piracy Portal	To develop an interactive web portal, with educational and promotional campaigns.	The creation of an interactive communication channel between CNCP and society, with information regarding the national anti-piracy scenario.
Partnerships and Cooperation with ISPs	To create mechanisms, along with ISPs, to prevent distribution of pirated content.	A drop in the offer of pirated goods on the Internet.
Specialized Police Divisions/States	To negotiate with state level authorities the creation of anti-piracy police division, or for the improvement of existing divisions.	Increase in enforcement actions at the state level, with greater engagement from states in anti-piracy efforts.
"Piracy 'out of Schools'" or "Education against Piracy"	To produce educational content for children, teenagers, teachers/professors and university students. To disseminate content produced or approved by the CNCP.	Greater awareness regarding the damages caused by piracy, and as a consequence a drop in the consumption of pirated goods.
The Mercosur Anti-Piracy Council (Conselho Mercosul de combate à Pirataria - CMCP)	To propose and create a public-private institution modeled after the CNCP at Mercosur.	The creation of a regional anti-piracy collegiate.
Training of public agents	To promote training programs for the police, fiscal agents (federal, state, municipal), public prosecutors and judges. To decrease the purchase of pirated goods by the State.	Greater efficiency in anti-piracy efforts by enforcement agents. Eliminate the purchase of pirated goods by the State.
National Anti-Piracy Award	To award, based on different categories, public and private entities involved in anti-piracy actions.	To intensify anti-piracy actions by public and private entities.
Database	To develop a database based on intelligence, information concerning fairs and street markets, operational results (seizures, convictions, etc.), and to map the entry points of illegal goods in Brazilian borders.	The gathering of intelligence for the strategic planning of anti-piracy actions.
The Piracy X-Ray	To compile information regarding the damages caused by piracy, and to identify issues demanding research (consumer profile and behavior, consumer perception of piracy).	Acquiring information that aids the planning of anti-piracy strategies.

Administrative Management	To structure and map the internal processes and competencies of the CNCP.	Strengthening the representativeness of the CNCP.
Panel of Collaborators	To broaden and strengthen the panel of collaborators by identifying and developing mechanisms for greater action and integration between the members of the panel.	Broadening and strengthening CNCP's activity.
International partnerships to combat piracy	To develop mechanisms for cooperation in anti-piracy actions, focusing on China and Paraguay.	The promotion of synergy, and the execution of joint actions for the reduction of the global commerce of pirated goods.
Legislative fine-tuning	To improve enforcement legislation, mainly with regards to: a) the Internet; b) evidence by sampling, destruction/destination of seized pirated goods; c) tax benefits; d) curbing abuse in the exercise of IP rights, and anticompetitive practices.	Improvement of enforcement legislation.
Innovative Solutions in the Fight against Piracy	To improve and develop support mechanisms for surveillance, prevention, and enforcement such as a system for the tracking of drugs.	Greater efficiency in anti-piracy efforts.
0800 PIRACY	To structure the process of reception, analysis and forwarding of reported occurrences of piracy.	The creation of an efficient system for processing reports of acts of piracy.
Marketing concept	To create a marketing model that allows every sector affected by piracy to use a brand in their own communication channels.	The creation of a 'communications identity' for CNCP.
Marketing campaigns	To create and support marketing campaigns combating and preventing piracy.	Increasing awareness on the damages caused by piracy.
Monograph contest	To promote a piracy-themed monograph contest.	The dissemination of the anti-piracy theme within society.
Integration of the piracy theme to other government programs	To include piracy, as a theme, in other government programs, such as, for instance, the PNID (Programa Nacional de Inclusão Digital - National Program for Digital Inclusion).	The dissemination of the anti-piracy theme within society.
Economic initiatives	To identify and reproduce successful experiences, Brazilian or otherwise, which shortened the gap between prices of legal and illegal goods.	The promotion of greater access to legal goods.