



## **Vero come Loro: a Serious Game to Sensitize Teenagers about Counterfeiting**

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### **Abstract**

*Vero come Loro* is a web based serious game designed and developed by LABeL, the e-learning laboratory of CATTID (research centre for ICT of Sapienza University of Rome), in partnership with The Ministry of Economic Development - Directorate General for Combating Counterfeiting, Italian Patent and Trademark Office.

The primary aim of *Vero come Loro* is to highlight the value of authentic products and to show counterfeiting risks to teenagers. At the basis of the designing there's the need of fostering the comprehension of the difference between true and false products and the convenience of choosing the first ones, and the main theme is what does buying non-original products could mean and entail.

A serious game has been considered the best solution because it's an interactive experience with the same characteristics and structure of a game (a friendly and engaging solution for our target) that reproduce real situations in which using knowledge and acting with strategy could help reaching a final goal [1].

*Vero come Loro* could represent an occasion for teens to reflect on counterfeiting, and learn how Italian establishment manages this problem.

*Vero come Loro* has both educational and social purposes and aims to answer to different questions: what are counterfeiting and piracy risks? When and how, in everyday life, teenagers could run up against counterfeiting and piracy? What is suggested to do when you realize to have a non-original product? Which are the suggestions to avoid counterfeiting risks?

To better answer to these questions we've preferred to adopt storytelling approach so that we can involve teenagers on thinking about a potential problem, taking decisions and learning consequences of wrong choices. Using storytelling we can also build realistic stories in which teens can identify themselves, so we can explain the complexity of the theme without a didactical tone and show how easy to hit counterfeiting is.