



# WE RELY ON YOU, WE RELY ON YOUTH

PRESS RELEASE

## **Youth IGF Movement form an alliance with 3 French healthcare companies and ASOP EU launching a global education programme to combat COVID-19 scams and fake medicines**

Paris, June 10, 2020 - The [Youth IGF Movement](#), created by Yuliya Morenets, has teamed up with the Alliance for Safe Online Pharmacy in the EU ([ASOP EU](#)) supported by three French global healthcare companies [Ipsen](#), [Sanofi](#) and [Servier](#) to educate the youth about buying fake medicines online in particular COVID-19 scams. The campaign is called “We rely on you. We rely on youth”.

The campaign will comprise a series of educational debates across the world to inform the youth about the rising tide of websites capitalising on fear and misinformation regarding COVID-19. These illegal sites advertise and sell falsified medicines and vaccines. Ultimately, this places significant risks and opportunities for harm to citizens.

The launch of the campaign is part of the World Anti-counterfeiting Day on June 10th. This will be followed by 10 awareness-rising online debates across the world between the Youth IGF Ambassadors and top level national and international senior leaders.

The objective of the campaign is to accurately inform the youth about where one can buy medicines safely on the Internet, but also to explore ways of catalysing a multistakeholder approach to fight against falsified medicines online.

*“There are many young people who may be duped in to thinking there is a cure for COVID-19 or even a vaccine. The truth is there is not, and people need to know about this”, says Yuliya Morenets, founder of the Youth IGF Movement.*

The three healthcare companies, Ipsen, Sanofi and Servier, said “As companies involved in the fight against fake medicines, we believe that supporting educational campaigns to combat the false claims about COVID-19 cures are essential during this very challenging period. The Youth IGF Movement is a focused and effective way to reach the youth of today and we look forward to seeing the fruits of their work.

### **About Youth IGF**

The Youth IGF ([www.youthigf.com](http://www.youthigf.com)) created in 2011 is a UN recognised initiative present in more than 35 countries across the globe. It allows the young to discuss and take a lead on issues related to Internet governance in the format of local, national or regional debates. [@globalyouthigf](#)

### **ABOUT ASOP EU**

The Alliance for Safe Online Pharmacy in the EU (ASOP EU) is a not for profit Community Interest Company and represents a multi-sectorial coalition of organisations and individuals, dedicated to creating an environment that enables patients to buy their medicines online safely (where it is legal to do so). [www.asop.eu](http://www.asop.eu) [@ASOP\\_Europe](#)

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