

Building Respect for IP: UK Educational awareness raising initiatives



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UK Intellectual Property Office

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Executive Agency within Department of Business,
Innovation and Skills (BIS)

1015 staff based in Newport in South Wales
54 based in, London

Our task is to help stimulate innovation and raise
the international competitiveness of British
industry through Intellectual Property Rights (IPR)

Strategic Goals

1. Promoting UK growth through IP policy
2. Delivering high quality rights granting services
3. **Ensuring IP rights are respected and appropriately enforced**
4. Educating and enabling business to understand, manage and protect their IP
5. Improving the skills and capability of our people
6. Increasing efficiency and delivering value for money

Understanding our Audience

- Top 10% of infringers were responsible for 79% of infringed copy¹.
- 9% of EU citizens had intentionally accessed, downloaded or streamed illegal content from the internet in a 12 month period².

THE INDEPENDENT MONDAY 21 SEPTEMBER 2015

NEWS VIDEO PEOPLE VOICES SPORT TECH LIFE PROPERTY ARTS + ENTS TRAVEL MONEY

Edinburgh Fringe / Arts / Photography / Architecture / Music / Classical / Films / TV & Radio / Theatre & Dance / Co

Frontpage > Arts + Ents > TV & Radio > News

Game of Thrones season 5 breaks piracy record with 32m illegal downloads

Bruno Mars, Rihanna and Daft Punk have been revealed as the most pirated music stars of 2014. The Top 20 artists who had music downloaded illegally through BitTorrent were topped by Bruno Mars, who had 5,783,556 tracks pirated, while Rihanna followed closely behind with 5,414,165 illegal downloads.

The season five premiere alone was p...

JESS DENHAM Thursday 23 April 2015

SHARE TWEET SHARE REDDIT in SHARE

It is known for being the most pirated TV show in the world and now, fantasy drama *Game of Thrones* has reached a **record high** with illegal downloads.

FILM

1. UK IPO /Ofcom / Kantar May 2013
2. OHIM: attitudes and perceptions 2014

Solution

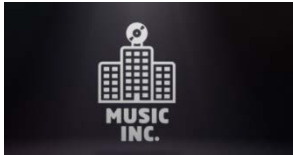
Influencing younger consumers who are:

- Accessing high volumes of illegal content, and
- Those reaching the age of awareness, by

Ensuring IP rights are respected and
appropriately enforced

Key Objectives of UK Campaign

- Recognise the value of IP to a business
- Recognise the importance of IP to their future careers
- Demonstrate an increased respect for IP



Game/App



Resource / Competition / Games



Radio Series



Resources

Resources



Resources



Event / Social Media

Key Stage	1	2	3	4	5	
Age	1 2 3 4	5 6 7	7 8 9 10 11	11 12 13 14	14 15 16	16 17 18

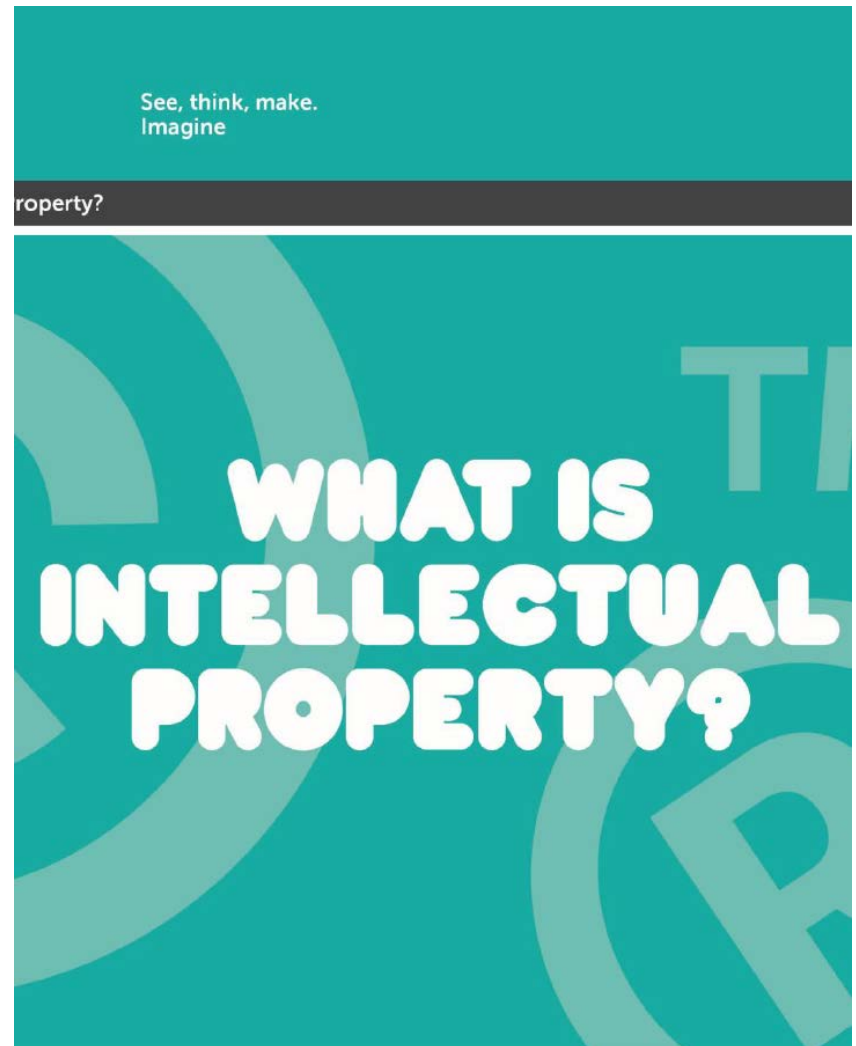
Karaoke Shower

- Users learn about the **importance of copyright**, and the value of the UK music industry.
- Travelled 1000 miles and welcomed over 12000 singers as part of the Big Music Project (UK music industry careers event).



Creating Movie Magic

- Teaching resource for ages 11-14.
- Supports the **teaching of IP** in design & technology curriculum
- Partnership with **Industry Trust for IP Awareness**



Nancy & the Meerkats

- **Radio Series** with Fun Kids Radio aimed at **4 – 8 year olds**
- Covers **IP issues** through the eyes of Nancy & the Meerkats, a newly formed band
- Reached **344,000 listeners** and **963 downloads**



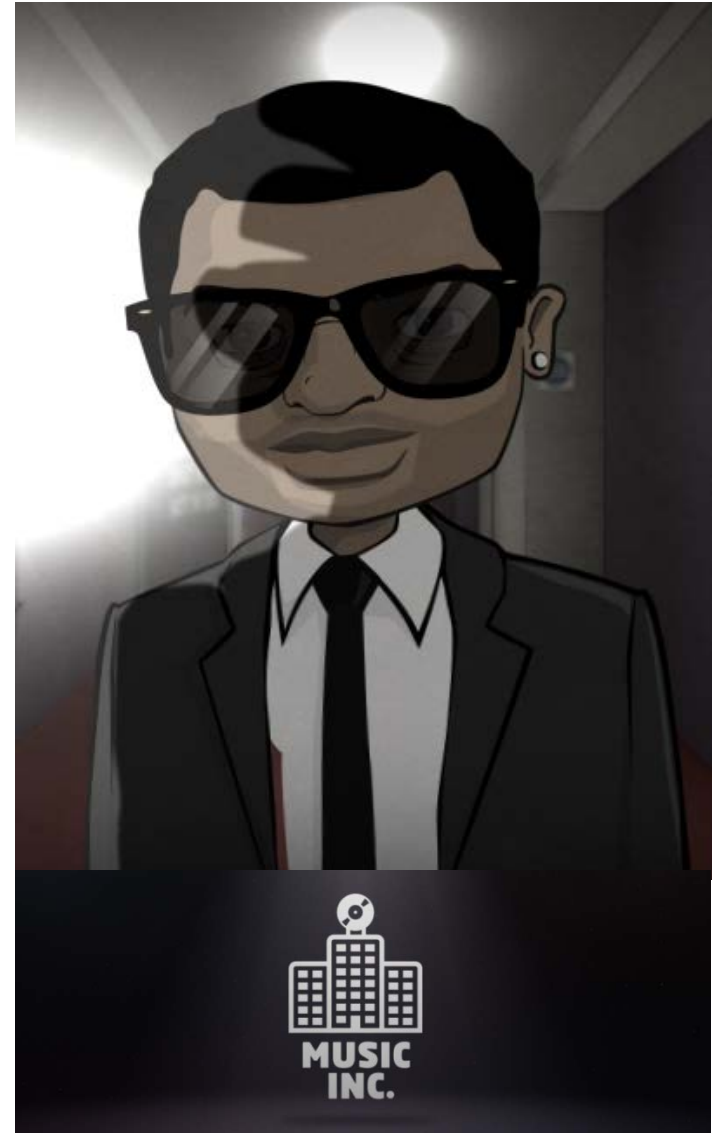
Shaun's Cracking Ideas Design Challenge

- Teacher resources and competition to introduce IP into key curriculum areas of maths, English, art, design & technology
- Resources & competition targeted at 4 – 16 year olds
- Fronted by Shaun the Sheep & Wallace & Gromit
- Over 4000 competition entries in 2014/15



Music Inc

- Free downloadable game aimed at 14 – 21 year olds
- Insight into music industry and copyright and piracy in music
- Over 200,000 downloads
- 76.9% of users make positive piracy decisions



Think Kit

- Education resource for 14-16 year olds
- Lesson plans, debating activities and case studies
- Aimed at Business Studies, Media Studies and Design & Technology curriculum

Cracking Ideas Website

- New portal for IPO and partner education resources
- Targeted at teachers
- Support UK and devolved Governments' curriculums from aged 4 – 18 years

The screenshot shows the homepage of the Cracking Ideas website. At the top, the logo reads "CRACKING IDEAS TEACHING & LEARNING RESOURCES". Navigation links include "Catherine Phillips", "SIGN OUT", "FOLLOW US", and a search icon. A main menu contains "ABOUT IP", "TEACHING RESOURCES", "COMPETITIONS", "IDEAS GALLERY", "NEWS & EVENTS", and "CONTACT US". The hero section features two images: on the left, characters from the animated film "Chicken Run" holding "Cracking Ideas" mugs; on the right, a child with a toy car. Below the images is a blue text box with a welcome message. A section titled "WHY LEARN ABOUT INTELLECTUAL PROPERTY (IP)?" contains introductory text. At the bottom, a "TEACHING RESOURCES" section displays four cards for different age groups: "AGE 5-7 Key Stage 1", "AGE 7-11 Key Stage 2", "AGE 11-14 Key Stage 3", and "AGE 14-16 Key Stage 4". Each card features a photo of children working at a desk.

CRACKING IDEAS
TEACHING & LEARNING RESOURCES

Catherine Phillips SIGN OUT FOLLOW US

ABOUT IP TEACHING RESOURCES COMPETITIONS IDEAS GALLERY NEWS & EVENTS CONTACT US

Teachers, students and inventors: welcome to a world of cracking ideas – and expert insight in how to protect your ideas. Discover a broad range of teaching and learning materials related to intellectual property (IP) – plus projects and competitions for all ages that will inspire innovation. Let's get cracking!

WHY LEARN ABOUT INTELLECTUAL PROPERTY (IP)?

Is there a budding Branson or Dyson in your classroom? Know a future Bill Gates or JK Rowling? Or will your name be enough to inspire future generations?

Whatever you create or plan to create, learning about intellectual property will ensure you get the credit you deserve. Art and apps; technology that saves time or saves lives: this site shows you how to protect your cracking ideas.

TEACHING RESOURCES

<p>AGE 5-7 Key Stage 1</p>	<p>AGE 7-11 Key Stage 2</p>	<p>AGE 11-14 Key Stage 3</p>	<p>AGE 14-16 Key Stage 4</p>
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Summary

Consumers

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Creators

ing Engineer
ition opens r

ad for My School challenge
England to read as m
available for month
in the compet
levels.

designing and testing a new

THE BRIEF
something that solves a problem.
are looking for designers who think differently to c
and ready prototypes. Products that
in mind.

IP Rights – Key Life Skill