



Intellectual  
Property  
Office

# Copyright education & awareness initiatives

Bringing ideas to life

Nic Fearon-Low



## IPO strategy

### MAKING LIFE BETTER THROUGH IP

Making the IPO a  
brilliant place to  
work

Creating a world-  
leading IP  
environment

Delivering excellent  
IP services

Increase IP impact through education & awareness

# Why does IP matter?



## Why does IP matter?

### Business

Career  
choices

Entrepreneurs

### Creativity

Protection

Exploitation

### Leisure

Safety

Legal



# Working with the National Curriculum

Although intellectual property was viewed as very relevant, it **did not have a high priority among teachers** – neither for generalist or specialist teachers

- **Strong links to national curriculum**
- **Positive reason to teach**

[IP] would be **the lesson I'd sacrifice** for something more important, for example, grooming.

(Generalist Teacher, Female, Manchester)

## Positive reasons to teach

It's very relevant now because **students are very inventive**. They come up with apps and all these ideas. It's important for them to be aware of how to protect these ideas and be aware of the laws  
(Generalist Teacher, Female, Manchester)

They don't think about the risks of posting things on social networks. When you get to the conversation about who owns that photo that's been published, there are a lot of questions. Even **getting that conversation going is really, really empowering**  
(Generalist Teacher, Female, London)

We've got a music label attached to our music department. They make their own songs. The kids have actually made tracks and put them on YouTube. I wonder whether they've ever sat the kid down and told them their song is theirs. The kid probably would never turn around and ask for a contract or something. You can help them like that. They come up with all of these different things. You don't want these ideas to be stolen. **They should be able to protect themselves**  
(Specialist Teacher, Female, London)

# Living in a shared culture

... it's so widespread as well. It's not just a handful of people. A picture comes out, and it's shared amongst thousands, millions  
(Generalist Teacher, Male, London)

Teachers are really guilty of downloading anything they like. Nobody ever acknowledges where they get their photos. We should be looking at it as adults as well. What belongs to whom? How do you credit people?  
(Specialist Teacher, Female, London)

It's a digital culture... The younger generation now is used to having access. They see it as a good thing, that everything is available. You can find everything. They've grown up with that culture. You can't fight it, you have to work with it  
(Specialist Teacher, Female, London)

The times we're living in right now are so different. When I was younger, you had to go through certain procedures to access images, music. Copyright infringement is happening left, right, and center. It's so difficult for students to fathom that that's actually theft. Sharing is a good thing, right?  
(Specialist Teacher, Male, London)

I don't think it [IP] does mean the same to students because they're so used to sharing everything on social media  
(Specialist Teacher, Female, London)

# Understanding ownership

They don't understand the consequences of it either. When I was eighteen, a friend was prosecuted for sharing files on LimeWire. When I told them, my students were absolutely shocked. **No one ever gets caught.** I don't think they understand it fully.  
(Specialist Teacher, Female London)

A bigger question is, **if something's available, then why is it illegal?** There are so many video-sharing sites now where they're showing TV series, movies. It's just there  
(Specialist Teacher, Male, London)

It's a lot harder to actually find out how or if a material is copyrighted. A lot of infringements go on, but there's no **system in place** to make it easy for them **to check if it's copyrighted.** How are they going to know what to do?  
(Specialist Teacher, Female, London)

With something like downloading, whether it's films or music, I don't think the kids make the connections. It's freely available. **They don't understand it's theft**  
(Generalist Teacher, Male, London)

They assume that, if it were illegal, they'd have to be **sneaky** about it  
(Specialist Teacher, Female, London)

# IP in Education Portfolio

## Vision

School leavers have a basic understanding of IP rights & responsibilities  
 School leavers have the IP insights first employers want  
 Young people show respect for others IP  
 Young people are aware of the harm IP infringement does

Relevant information on IP is included in every HE programme  
 HE students recognise the relevance of IP in their future careers  
 HE students are confident that coverage of IP supports future career choices  
 HE Tutors can find and use good quality IP teaching materials

## Audience

Key Stage 1

Key Stage 2

Key Stage 3

Key Stage 4

Further  
Education

Higher  
Education

## Channels

Cracking ideas website <http://www.crackingideas.com/> plus events and seminars

## Activities

- Cracking Ideas: Lesson Plans and activities
- Cracking Ideas Competition
- Nancy and the Meerkats - radio broadcasts

- Cracking Ideas: Lesson Plans and activities
- Cracking Ideas Competition
- Creating Movie Magic
- Education shows
- First News – Tabloid Newspaper

- Cracking Ideas: Lesson Plans and activities
- Creating Movie Magic
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- Big Bang Education Show
- First News – Tabloid Newspaper

- Cracking Ideas: Lesson Plans and activities
- Cracking Ideas Competition
- Education Shows
- Think Kit

- IP Tutor
- Welsh Baccalaureate
- Future Innovators

- IP tutor
- Quality Assurance Agency for HE to include IP in subject benchmarks
- Lambert Toolkit
- IP for Research

## Campaigns

**IPO Respect for Copyright** – led by the Karaoke Shower and MusicInc fun and engaging ways to get young people talking about the effects of piracy on Music Industry.

**Get it Right from a Genuine Site** - Consumer facing campaign guiding consumers to legal sites.

## Partnerships

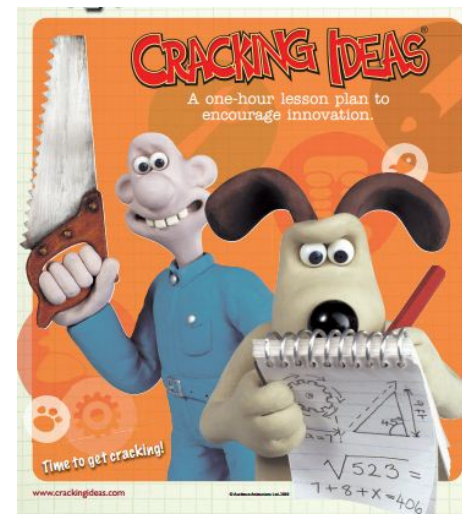
### IP Education Map

Captures past and current educations activities around IP. Used to identify gaps, assess outputs and outcomes from projects, and help guide future activities and potential collaborations.

## Key stage 1: 5-7year olds



A range of curriculum-linked activities that will inspire KS1 students to think creatively – whether to solve problems or simply design amazing inventions. Resources are linked to popular characters like Shaun the Sheep and contain activities for group and individual work.



# INTO FILM

Creating Movie Magic:  
Primary

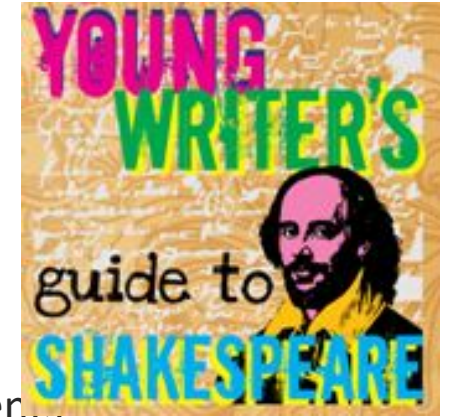
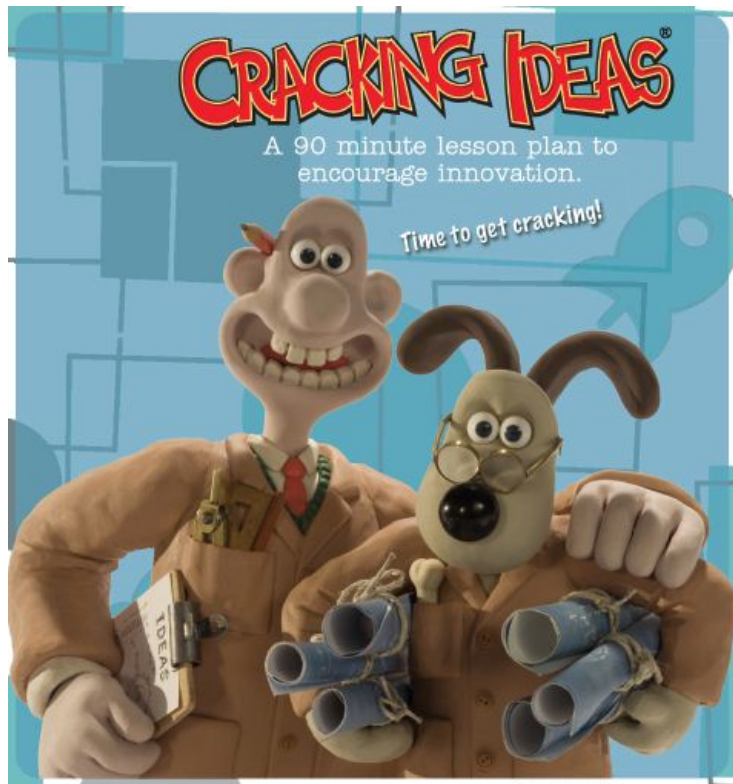
## Key stage 2: 7-11 year olds



Curriculum-linked lesson plans and activities designed to encourage innovation, creativity and problem-solving skills in KS2 students. They also use popular characters to introduce issues around protecting ideas. subjects including Art, ICT, Science and English



## Key stage 3: 11 -14 year olds



A range of materials you can use to help your KS3 students understand how to protect their ideas and make sure they're rewarded. From business studies to ICT to art and science, explore curriculum-linked resources that will get them thinking - maybe even about a future career.





## Key stage 4: 14-16 year olds

Detailed lesson plans and extension activities to support teaching of IP issues at GCSE/KS4. These are suitable for use in business studies, design and technology, ICT, art, media studies and science, and focus on the link between innovation and ensuring ideas are protected.

## Inspiring innovation

### Intellectual property in product design

New resource has been produced by the Design and Technology Association to help students better understand the role of IP and how to protect their ideas/innovation and make sure they're rewarded.



### Vin Diesel's socks:

impact and ethics of film piracy, the consequences of downloading a film illegally and the impact of film piracy on the creative industries and creative individuals

# Specialist resources



The comprehensive resource pack is designed to help teachers of **GCSE or NQ Business Studies, Media Studies, Design Technology or Music** get students thinking about innovation and how they can protect and benefit from their ideas. All materials are relevant to their subject - and to students' lives.

Developed with **teacher insight** and **feedback**  
Linked to curriculums of **Design & Technology, Art & Design, Language & Literacy, Employability** (KS4-5) and **Media Studies** (KS4). Competitions.



# Specialist resources

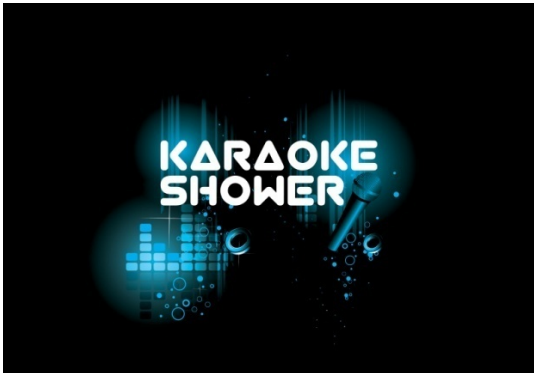


Business Battle is an educational activity to support teachers in teaching Business Studies through a game of cooperative and competitive play



Music Inc. Interactive game aimed at teenagers with an interest in the music industry

# Outreach



Fancy yourself as a singing sensation? The Karaoke Shower gives you a moment in the spotlight. Open to all, our singing booth is a loud way to introduce the IP issues faced by the music industry and encourage young people to make responsible choices when downloading. It is taken to different locations, including festivals and big events – and can even be hired.



**Aardman Animations** – licensing creative materials, creative input

**GET IT RIGHT  
FROM A  
GENUINE SITE**

Creative Content UK, Motion Picture Association, BPI, PPL,  
PRS for Music and ERA

The screenshot shows the top section of the StopStoppers website. On the left, the logo "StopStoppers." is displayed in red and black, followed by the tagline "Crimp up. Stay safe." below it. In the center, the phone number "0800 555 111" is prominently featured in large black font, with "100% anonymous Helpline" written underneath in smaller grey text. On the right side, there are two buttons: a dark blue button labeled "DONATE" and a red button labeled "CALL INFORMATION ABOUT US". Below these elements is a horizontal navigation bar with links: "GIVE INFORMATION", "SUPPORT US", "KEEPING SAFE", "ABOUT THE CHARITY", "FOR BUSINESS", and "CAMPAIGNS &amp; MEDIA". The background of the entire page features a word cloud where the words "SECURITY" and "CYBER" are the largest and most central, surrounded by other terms like "trojan", "bitcoin", "porn", "rares", "root", "data", "spoof", "keylogger", "antivirus", "malware", "firewall", "worm", and "hackers".

Copyright Education  
and Awareness

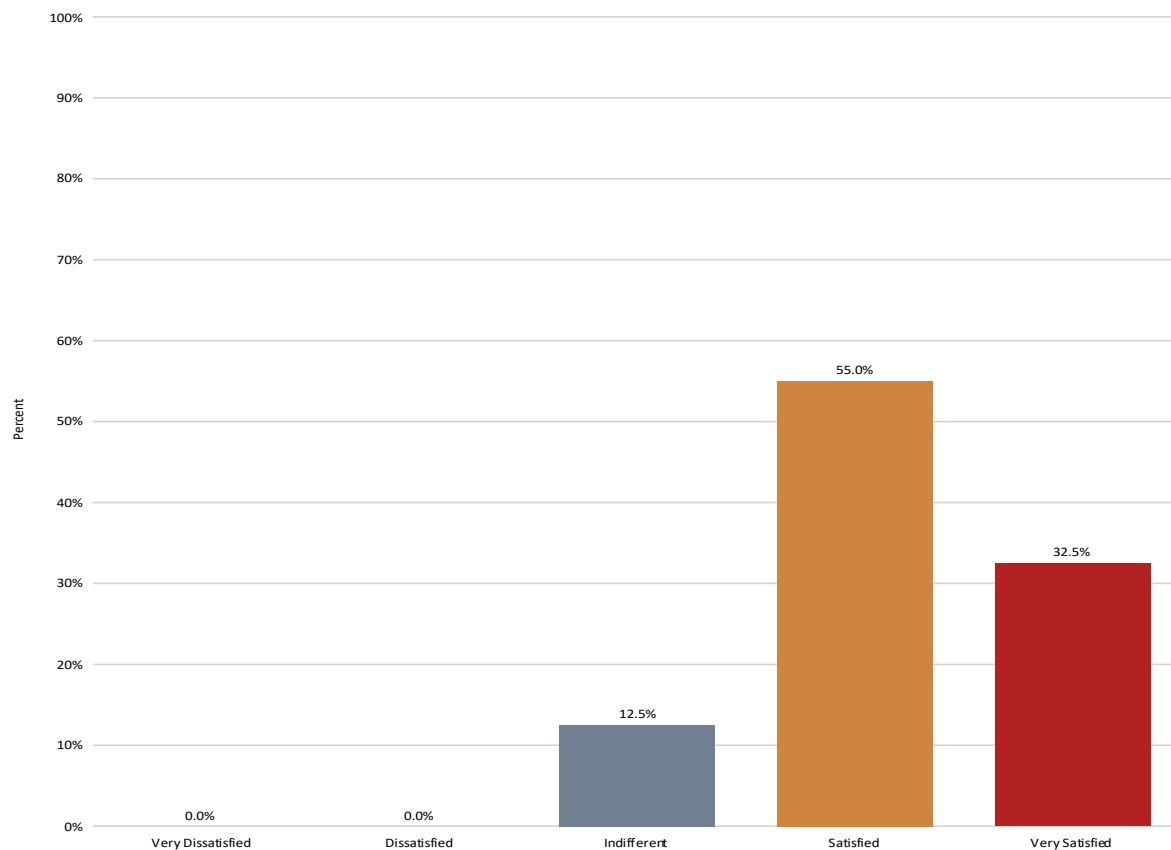
A Discussion Paper  
by Mike Weatherley MP  
Intellectual Property Adviser to the Prime Minister



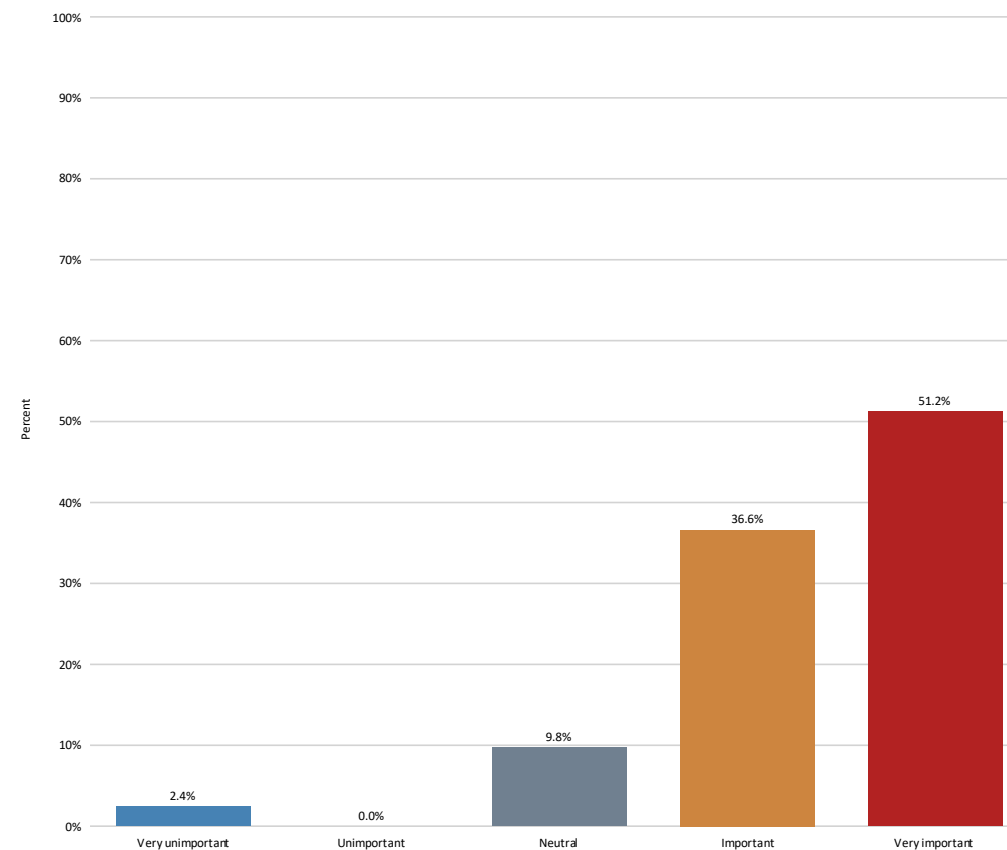
[www.crackingideas.com](http://www.crackingideas.com)



# Research



How satisfied were you with the information provided via CrackingIdeas?



How important do you think it is for students to be taught about IP?

# Review

## **Commitment to increase IP's impact through awareness and education**

- December 2018 commissioned an external research to undertake a comprehensive review of our education resources.
- Understand the social and economic impact of our resources and identify opportunities to increase these.
- New policy being created
- Revised communications campaign to follow

**Intellectual Property  
Office**

Educational Impact Review  
May 2019



# QUESTIONS?