Building Respect for IP: UK Educational awareness raising initiatives

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1015 staff based in Newport in South Wales
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Our task is to help stimulate innovation and raise the international competitiveness of British industry through Intellectual Property Rights (IPR)
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 copy. ¹

• 9% of EU citizens had intentionally accessed, downloaded or streamed illegal content from the internet in a 12 month period. ²

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

Creators

IP Rights – Key Life Skill