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BUILDING RESPECT FOR IP: UK EDUCATIONAL AWARENESS RAISING INITIATIVES

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ABSTRACT

In today's connected environment, even very young people are consumers of intellectual property (IP), accessing online digital content independently and regularly. They are also creators of IP and many will leave school or university to take up careers in industries that rely on the creation of IP and will go on to develop businesses founded on their own inventiveness and creativity. A basic understanding of IP and a respect for others' IP rights is therefore a key life skill. Despite this, IP is too often ignored in our education system. For the UK Intellectual Property Office (UK IPO), ensuring that the next generation is equipped with the knowledge it needs to succeed in a competitive world and is motivated to respect the effort others have invested in developing new products, images or music is a key priority within our wider outreach work to build IP awareness. This paper sets out the recent educational awareness-raising initiatives of the UK IPO which help to give young people that knowledge and understanding.

* The views expressed in this document are those of the author and not necessarily those of the Secretariat or of the Member States of WIPO.

I. THE UK INTELLECTUAL PROPERTY OFFICE

1. The UK IPO¹ is the UK agency responsible for IP rights including patents, designs, trademarks and copyright. The UK IPO leads on developing IP policy, educating businesses and consumers about IP rights and responsibilities, supporting IP enforcement, and granting UK patents, trademarks and design rights. The UK IPO is required each year to provide a Corporate Plan² that sets out its targets and priorities. These targets are agreed by the Minister for Intellectual Property and laid before Parliament.

2. IP rights will work most effectively where they are respected by potential consumers and where legitimate consumer interests in access to those rights are respected by rights holders. The UK IPO plays a key role in ensuring that there is an effective infrastructure which allows rights holders to enforce their rights where they are infringed, but within which rights holders understand the role they must play in providing appropriate routes for consumers to access their IP legally. This holds true across all IP rights, but digital technologies have thrown up particular challenges for copyright protection where consumers do not always understand the potential harm caused by illegal access to digital content and may perceive restrictions on access or the cost of access as unfair.

3. The work the UK IPO has done to introduce exceptions to copyright to allow third parties greater freedom helps to ensure that the IP system balances the interests of both creators and consumers, but it needs to sit alongside work to build a better consumer understanding of IP and why they should want to respect others' IP rights. For this reason in recent years one of our six strategic goals has been "ensuring IP rights are respected and appropriately enforced".

II. UNDERSTANDING OUR AUDIENCE

4. In 2013/14, the UK IPO undertook several pieces of research to understand the problem of illegal downloading of content and to explore the best ways of reaching these individuals to encourage them to consider their behavior more carefully.

5. The most detailed survey of behavior was funded by the UK IPO, working in partnership with Ofcom, and carried out by Kantar Media.³ The study was carried out in four phases, surveying around 5,000 consumers in each phase, with the last phase concluding in May 2013. The survey covers Music, TV, Films, Books, Software and Video Games, and its sample represents a total internet population (aged 12+) of 44.5 million.

6. The Kantar study highlighted some interesting facts about the pattern of illegal downloading. For example, a small number of infringers were responsible for the vast majority of illegal activity – the top 10% of infringers (1.6% of the 12+ internet user population) were responsible for 79% of infringed content. The study also found that confidence in identifying legal content, which had been low, had increased. This is important. If consumers cannot be confident that the sites they are using are legal, they cannot easily make the right choices. The survey also found that the most frequent illegal downloaders were men in the 16-24 age bracket, with one in three of this group downloading at least some of their content illegally.

¹ <https://www.gov.uk/government/organisations/intellectual-property-office>.

² The 2015 Corporate Plan can be found at: <https://www.gov.uk/government/publications/intellectual-property-office-corporate-plan-2015-2018>.

³ See documents under "Online copyright infringement" at: <http://stakeholders.ofcom.org.uk/market-data-research/other/telecoms-research/?a=0>.

7. A similar survey published by the Office for Harmonization of the Internal Market, looked at the attitude and perception of people across the European Union (EU).⁴ This survey found that 9% of EU citizens reported that they had intentionally accessed, downloaded or streamed illegal content from the internet over a 12-month period. However, the survey also concluded that demographics gave a greater understanding here, with 26% of those between 15 and 24 years old reporting to have accessed, downloaded or streamed illegal content in the same period.

8. The evidence found by these studies clearly shows that tackling the problem of illegal downloading requires influencing younger consumers, those who are accessing a high volume of illegal content, and those who might just be reaching the age where they will begin to do so. Counterfeiting and piracy can be a very emotive topic for creators and consumers alike.

9. In June 2013 the UK IPO undertook some qualitative insight research, listening to our audiences of IP consumers. The purpose of this was to examine our messages, to ensure the UK IPO communicates with them in ways they understand. Researchers heard from 92 consumers aged 13 to 45, from a variety of backgrounds including school children and students, engineers and craftspeople, teachers and instructors, parents, salespeople and many more. They were asked about their attitudes and behaviors, their perceptions of IP and infringement, what they felt about our current consumer campaigns, and what they would like to see in future campaigns.

10. These consumers said that downloading was the worst offence of all the piracy and counterfeiting activities. But they also said illegal downloading is not only free, but also quicker and more convenient. Buying counterfeit goods was considered a very petty crime. Across all ages people expressed little to no legal or moral concerns about buying any counterfeit product. Focus group discussions showed that messages built around the harm illegal downloading did to the economy were likely, at best, to prompt indifference and, worse, resentment where the idea of causing harm to people perceived as wealthy – musicians, record labels, and agents – and failed to stimulate any moral reaction or concerns about damage to the wider economy.

11. Tackling the next generation is felt by many to be the most promising approach. The research said the UK IPO should consider targeting its efforts towards children and teens who had limited or no practical exposure to illegal downloading. There was also a positive response to reaching young people with positive role models, using popular music acts, artists or sports stars that children and young teens look up to. Messages should focus on the detrimental effects of downloading, as well as leading toward legal options and could be made more engaging by using young aspiring artists or music label representatives.

III. ACTIVITIES AND CAMPAIGNS

12. In 2013/14, the UK IPO therefore developed a national campaign of activities to reach at least four million people with messages geared to building respect for IP. Using the insight gained through research, the campaign consisted of a series of highly targeted projects, focusing on key age groups and run in partnership with industry groups. It took a positive approach, based on appreciating the value of music, film and innovation, with negative messages showing the impact on individuals rather than the wider economy. Their key objective here is for young people to:

⁴ <https://oami.europa.eu/ohimportal/documents/11370/80606/IP+perception+study>.

- recognize the value of IP to a business;
- recognize the importance of IP to their future careers; and
- demonstrate an increased respect for IP.

13. Alongside this, an over-arching media presence was also created to draw attention to the UK IPO's work and the importance of respect for IP. This continued in 2014/15, with the campaign being brought together under a Ministerial target aiming to develop respect for IP through industry collaboration: "with partners, develop and deliver a campaign to build understanding of, and respect for, IP amongst consumers and young people. In its first year, the campaign will secure media messaging which reaches over 4 million people".⁵ By the end of March 2015 the campaign had reached over seven million people with partnerships spanning the film and music industry.

1 NANCY AND THE MEERKATS



14. For our youngest audience the UK IPO works in partnership with FunKids Radio. FunKids developed a series of radio broadcasts, aimed at the under 12s, telling the story of Nancy and the Meerkats, a pop group trying to make it big but encountering various IP issues along the way. The series covered the full range of IP issues in a light-touch way, highlighting the emotional attachment to one's creative outputs and why this should be respected. The series had 344,000 listeners, and 963 downloads of the podcasts. A second series was developed at the start of 2015 and is supported with online resources and local stories as the Meerkats go "on tour" around the UK.

15. More information on Nancy and the Meerkats can be found on the FunKids website www.funkidslive.com/features/nancy-and-the-meerkats.

2 SHAUN'S CRACKING IDEAS DESIGN CHALLENGE

16. The UK IPO has a long-standing relationship with Aardman Animations and for several years has run its Cracking Ideas competition. Featuring the characters Wallace and Gromit, and Shaun the Sheep, the competition is supported by a set of resources to help teachers introduce IP into key curriculum subjects (maths, English, art, design and technology). Cracking Ideas introduces our future innovators to the concept of IP, and the value of protecting innovation and creativity. Although aimed at ages 4-16, the main interest tends to be in the 8-14 age range. Over 3,000 entries were received for the 2014/15 competition.



⁵ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/319991/about-plan2014.pdf.

17. More information on the Cracking Ideas competition can be found at www.crackingideas.com.

3 KARAOKE SHOWER

18. Karaoke Shower was launched in 2013 with the live tour starting at the Music Show in Manchester. Aimed at young adults and teenagers, the Karaoke Shower is a small booth where people are invited to sing in the “shower” and post a video of their song to social media. Users learn about the importance of copyright and the value of the UK music industry. This is then used to promote our messages around respect for IP, and to promote our other products. The Karaoke Shower has travelled 1000 miles and welcomed over 12,000 singers as part of The Big Music Project (the UK music industry careers event for young people). It has been placed in schools, shopping centers, at events and in the Houses of Parliament.

19. A short film about the Karaoke Shower can be viewed at www.youtube.com/watch?v=nNwktDM4uJU.

4 CREATING MOVIE MAGIC

20. Creating Movie Magic provides teaching resources for secondary school pupils including teaching notes, curriculum links and activities to support the teaching of intellectual property in design and technology at key stage level 3 (11 to 14 years old). The aim is to teach young people about the value and importance of copyright to creativity, encouraging them to view films legitimately through lawful channels like FindanyFilm.com



21. Children were invited to use everything they learned through the resource to produce a short film idea that celebrates the hard work and skill that goes into creating moving magic. The winning storyboard – Zombie Fairy – was brought to life by Aardman Animations. This resource was supported by the UK IPO and developed by the Industry Trust and Into Film. There were over 5,000 downloads of the Creating Movie Magic teacher pack, whilst Zombie Fairy received 270,000 views as part of the 2014 Into Film Festival.

22. Creating Movie Magic was awarded a coveted 5 stars by the Times Education Supplement for its relevance to the 2014 National Curriculum.

23. More information on the Creating Movie Magic initiative is available on the Into Film website at: www.intofilm.org/creating-movie-magic.

24. Zombie Fairy can be viewed at: www.youtube.com/watch?v=gQgO0F7-Apo.

5 MUSIC INC APP

25. Music Inc is a downloadable game aimed at 14 to 18 year olds giving gamers an insight into the modern music industry as well as educating them on aspects of copyright. The game has been designed to educate a younger audience on the challenges thrown up by copyright infringement as well as developing an understanding of the benefits of copyright and the income streams it creates. Working in partnership with UK Music and Aardman Animations, the goal was to create a game that showcased the various stages of music production and highlighted the very real issues caused by piracy. Within the game players select artists and nurture their talent in their quest to top the charts and make money.



26. Music Inc. has had over 200,000 downloads to date, and has been played worldwide, including Jakarta, New York, Milan, Paris and Madrid. 76.9% of players make positive piracy choices.

27. A trailer of the app can be seen at: www.youtube.com/watch?v=05lneR4UHxQ.

IV. WHAT NEXT?

28. Despite the initiatives already underway, there is always scope for building on existing initiatives and doing more. Therefore we have a number of new or refreshed initiatives to be launched as 2015 progresses.

1 THINK KIT – EDUCATION RESOURCES FOR KEY STAGE 4 (14 TO 16 YEAR OLD)

29. New education resources are being developed focusing on subjects that complement, and will benefit from, a knowledge and practical competence in the understanding of intellectual property rights. The resources are aimed at Key Stage 4 learners for Business Studies, Media Studies and Design and Technology. The resources will be developed using recent research undertaken by the UK IPO on current teaching of IP in UK schools and styles of teaching practice. The resources will be launched in autumn 2015, and hosted on the new crackingideas.com site.

2 WEBSITE – WWW.CRACKINGIDEAS.COM

30. The UK IPO's 2015/16 Corporate Plan has a Ministerial Target to "launch a new online hub, bringing together educational material for all forms of IP, and achieve a 7.5% increase in traffic to this website over that achieved over the previous website".

31. To achieve this, a new website (www.crackingideas.com) will pull all UK IPO and key partners' education resources under one distinct banner promoting IP education and support. Targeted at teachers (both primary and secondary) the website will become a comprehensive web portal for all aspects of the UK IPO to support UK and devolved Governments' curriculums from aged 4 to 18 years plus advice and guidance for schools on IP. The site is planned for launch in autumn 2015.

3 CREATING MOVIE MAGIC 2 – KEY STAGE 2

32. Creating Movie Magic (Key Stage 2) will introduce learners aged 7 to 11 to concepts of content creation and ownership in relation to film, encouraging them to respect IP and want to preserve it in future. The materials will be curriculum-linked with a focus on literacy, design and technology and art and design, and will be created for ease of use in the classroom.

V. CONCLUSION

33. In today's connected environment, even very young people are IP consumers, accessing online digital content independently and regularly. They are also creators of intellectual property and many will leave school or university to take up careers in industries that rely on the creation of IP and will go on to develop businesses founded on their own inventiveness and creativity. A basic understanding of IP and a respect for others' IP rights is therefore a key life skill. Despite this, IP is too often ignored in our education system. For us, ensuring that the next generation is equipped with the knowledge it needs to succeed in a competitive world and is motivated to respect the effort others have invested in developing new products, images or music is a key priority within our wider outreach work to build IP awareness.

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