



Intellectual
Property
Office

IP Education & Awareness in the UK

BCC Session 2021

Nic Fearon-Low

IP in UK Education - Core Issues

**Intellectual property
is not part of the UK
education curriculum**

What is IP?

**Fragmented education
system**

IP in UK Education - Core **Fixes**

Intellectual property is not part of the UK education curriculum

Integrate IP education

What is IP?

Support teachers and educators

Fragmented education system

Build effective partnerships

Use and collect evidence

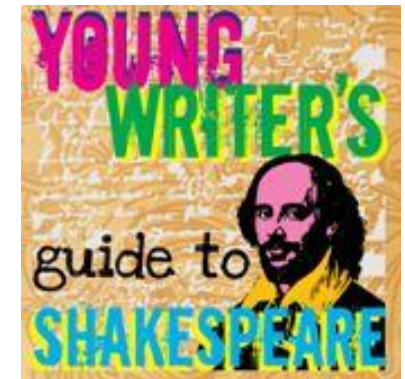
Integrated resources

Key stage 1 (5-7 year 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.

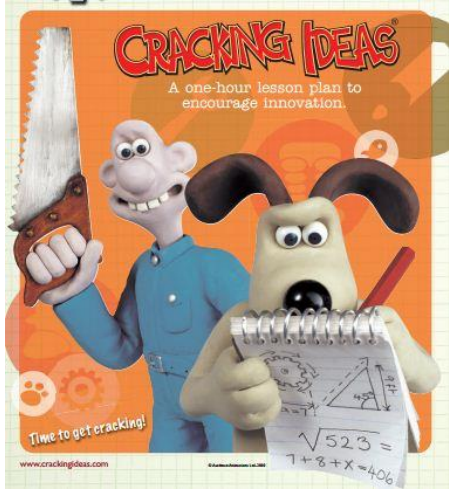


Key stage 2 (7-11 year olds): Curriculum-linked lesson plans and activities designed to encourage innovation, creativity and problem-solving skills in KS2 students. They also use popular characters to introduce issues around protecting ideas. subjects including Art, ICT, Science and English

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.



Specialist resources

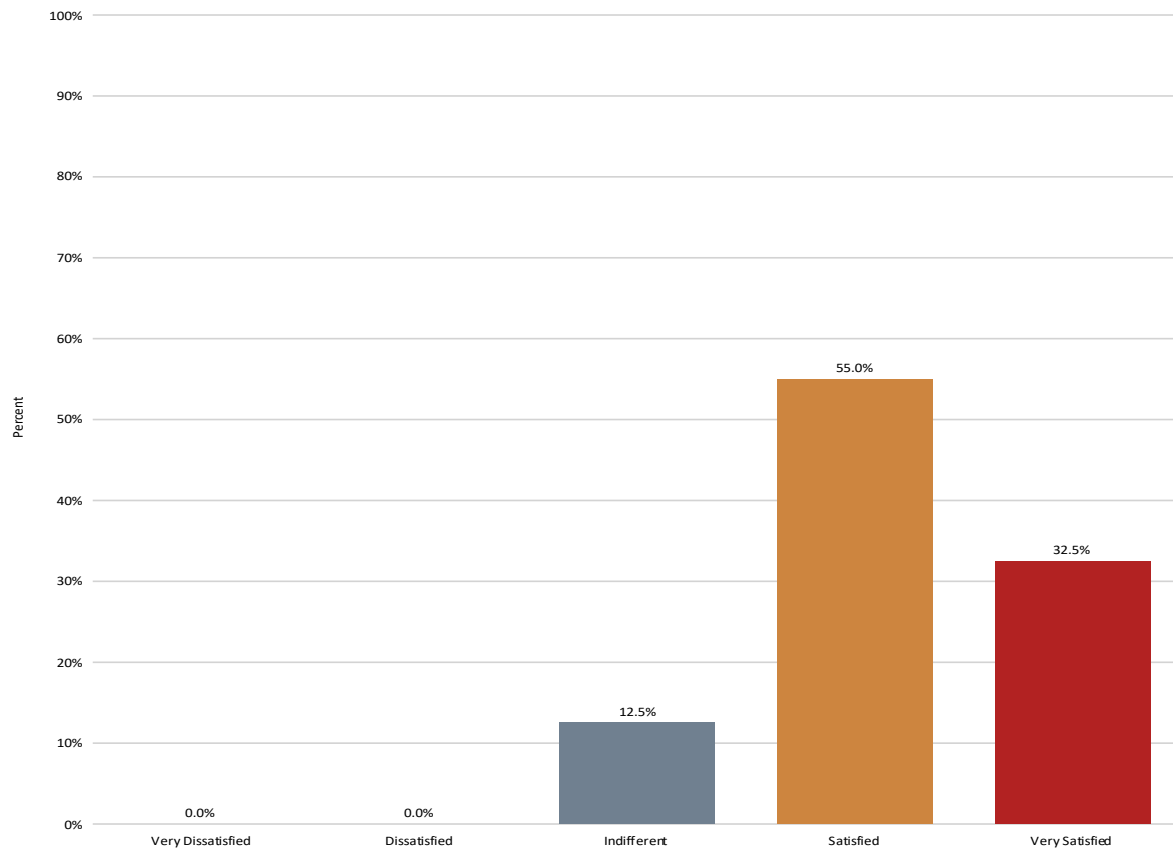


Developed with **teacher insight** and **feedback**
Linked to curriculums of **Design & Technology, Art & Design, Language & Literacy, Employability (KS4-5)** and **Media Studies (KS4)**. Competitions.

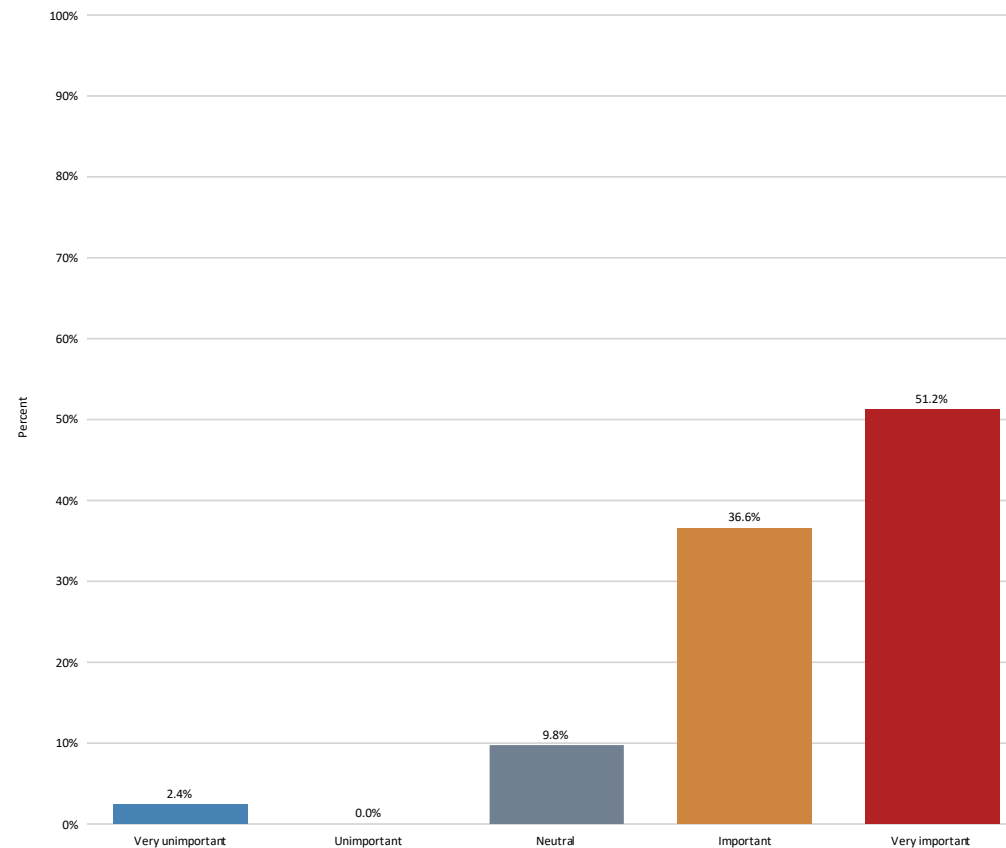
Business Battle is an educational activity to support teachers in teaching Business Studies through a game of cooperative and competitive play



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?

Wallace & Gromit's Cracking Ideas

Wallace & Gromit's
CRACKING IDEAS!
COMPETITION



ACCESS PANEL
PORRIDGE GUN
HATCH

Online & Marketing

Wallace & Gromit's
CRACKING IDEAS!
COMPETITION

trailer views

91000

web visits

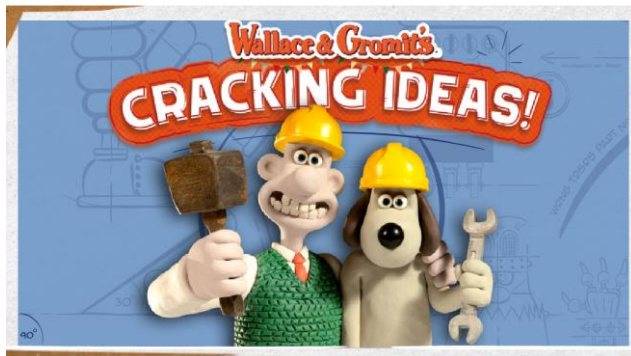
29786

downloads

3537

teacher film
views

996



Partnered with 'Kids Invent Stuff' to bring a winning entry to life with **6,000** views of the winning invention



- Featured multiple times in the Cracking Ideas email newsletters sent with **open rate** between **17%** and **35%**
- TES regionally targeted campaign to engage with Scotland and Northern Ireland

Outcomes

Wallace & Gromit's
CRACKING IDEAS!
COMPETITION

1624

entries against a
target of 1000

58%

entrants identified the
IP in their inventions

91%

surveyed felt the resource
achieved its aim of

- Entries weighted 52% female, 39% male (remainder mixed groups / unidentified)
- Increased engagement with Northern Ireland
- 81% linked the use of the resource to the curriculum
- Increased presence in Northern Ireland through stakeholder engagement

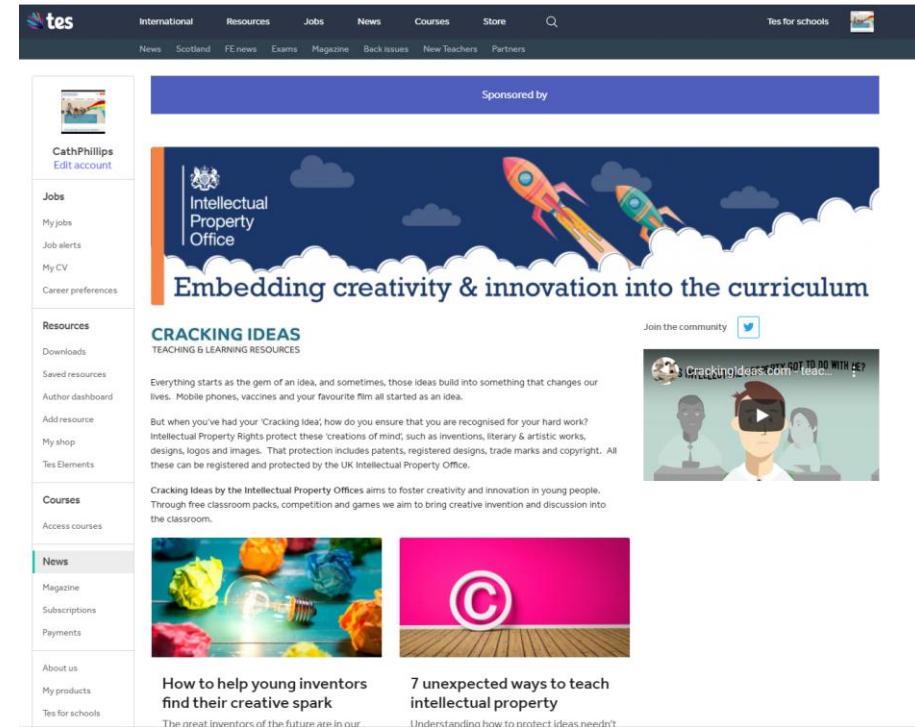
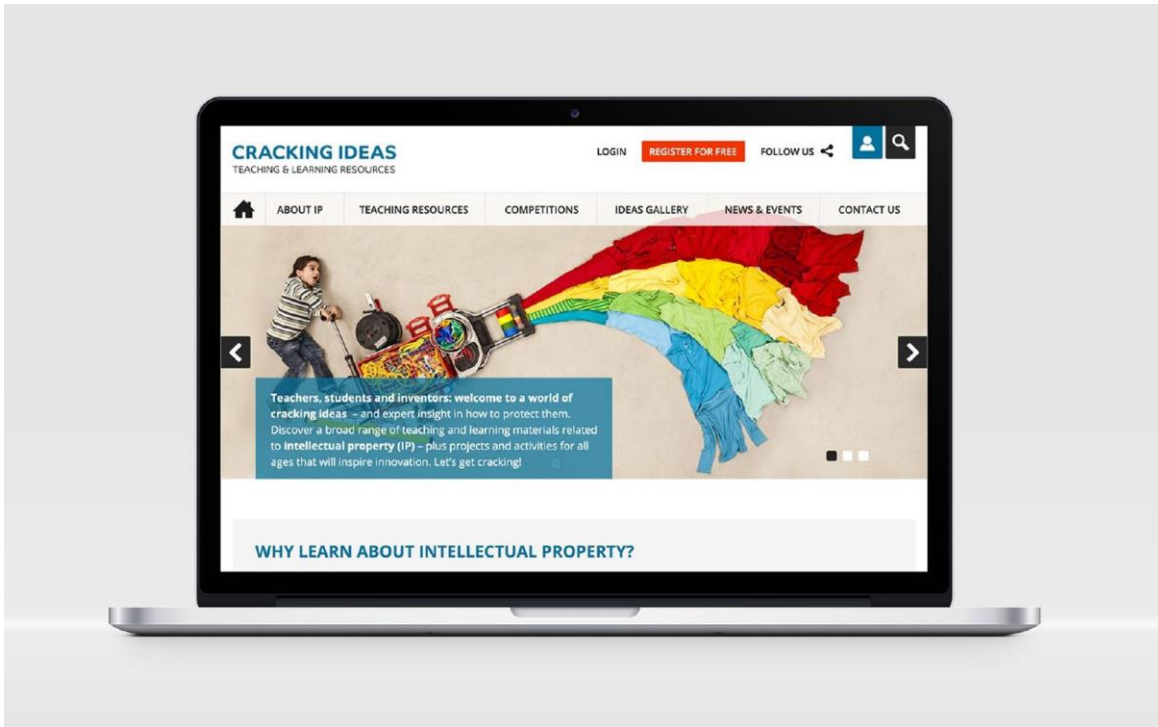
A great resource. Unfortunately, with the madness of this year I didn't get to send them to you which is a big regret on my part. We will use this again in the 2021-22 academic year because we all had such fun with it and it was a perfect start to a very successful writing unit. Thank you

'inspiring creative design, innovation and invention'

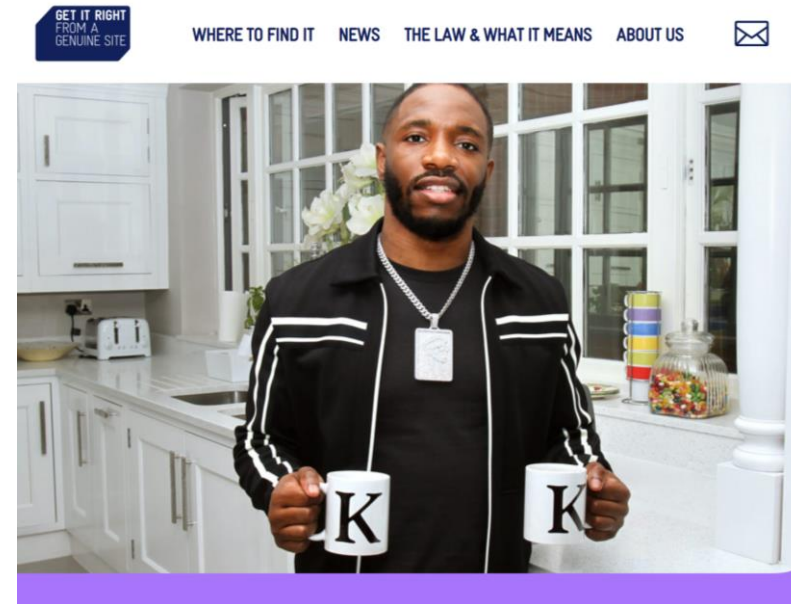
IPO Education 2021/22

Activity	Cracking Ideas	Big Bang Digital	Big Bang Competition	TES Website	Kids Invent Stuff	IP Support Platform
Activity	Lesson plans, home schooling packs and competition	Online STEM celebration around the theme 'building a brighter and greener future through STEM'.	Awards that recognise and reward young peoples' achievement in all areas of STEM through project based work. Sponsorship of special award.	Platforming IPO Education resources on Times Education Supplement and supporting articles. TES.com is the primary source for education resources for UK teachers	Winning CI entry is made & demonstrated by inventors Ruth Amos & Shawn Brown. Patent Examiner Mark Lewney to feature in film demonstrating the IP	Platform for IPO university resources
Audience	4 – 11 years Key Stage 1 & 2	11 – 14 years Key Stage 3	11 - 19 years Key Stage 3 - 5	Teachers Key Stage 1 - 5	5 – 11 years Key Stage 1 & 2	18+
Pillars	Creating a world leading IP environment – <i>Increasing Impact through awareness and education</i>					
	Making the IPO a brilliant place to work – <i>Culture: One IPO</i>					
Impact	<ul style="list-style-type: none"> 2020/21 shortlist was split 52/48 in favour of girls. Research identifies that 'girls start turning off STEM between the ages of 10 and 14'. 	<ul style="list-style-type: none"> 2020 1 day event achieved 28,000 unique views & 29,000 live chat messages 55% of schools meet equality, diversion and inclusion criteria 	<ul style="list-style-type: none"> Special award can showcase the value of IP in winning project 	<ul style="list-style-type: none"> Article to showcase female role models in STEM (IP as a career and the value of understanding IP in STEM careers) 	<ul style="list-style-type: none"> On average films generate 6,000 views KIS presenters are historical winners of Big Bang competition 	
Dates	<ul style="list-style-type: none"> Live: Jan to May Awards: May - Jul 	<ul style="list-style-type: none"> June 	<ul style="list-style-type: none"> Live: April – July Awards: July 	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Live: March Film: June 	<ul style="list-style-type: none"> Ongoing
	Catherine Davies (Ext Comms)	Catherine Davies (Ext Comms)	Catherine Davies (Ext Comms)	Catherine Davies (Ext Comms)	Catherine Davies (Ext Comms)	<ul style="list-style-type: none"> Jenny Vaughan (ID)

Reaching teachers



Partnerships



IPO Outreach 2021/22

Activity	Inside STEM Series	Girls in STEM	IT Graduate Scheme Promotion	IT Year in Industry Scheme Promotion	Patent Examiner Outreach	IP For Research Programme
Activity	Production of short introductory videos for schoolchildren on areas of technology that will be influential in their future. The videos will promote both STEM and IP and where they interact.	A one-day event at the IPO where we host approx. thirty 11-12 year old girls from a local school, for a day of STEM & IP-related teaching activities, and fun. The intention was to hold 3-4 of these events per year.	A number of virtual engagement events & webinars with universities. Social media & Vercida campaign showcasing videos that promote the IPOs culture, our IT Academy and our 2-year IT graduate scheme.	A number of virtual engagement events & webinars with Universities. Social media & Vercida campaign showcasing videos that promote the IPOs culture, our IT Academy and our year in industry scheme.	Virtual seminars to university students and STEM groups on the patent examiner job and working at the IPO. Alumni articles	Webinars for universities, live lectures for researchers; new package of training resources
Audience	11-15 years Key Stage 3-4	11-12 years Key Stage 3	STEM university students in their final year	STEM university students in their second year	STEM students, STEM groups, some high school careers talks	PhD Students and Early Career Researchers
Pillars	Creating a world leading IP environment – <i>Increasing Impact through awareness and education</i>					
	Making the IPO a brilliant place to work – <i>Culture: One IPO</i>					
Impact	<ul style="list-style-type: none"> Videos will showcase both male and female role models in STEM (IP as a career and the value of understanding IP in STEM careers). To raise awareness of IP in school aged children 	<ul style="list-style-type: none"> To showcase both male and female role models in STEM (IP as a career and the value of understanding IP in STEM careers). To inspire girls in the local area to consider STEM To raise awareness of IP in school aged children 	<ul style="list-style-type: none"> To promote the IPO as an employer of STEM graduates. To raise the profile of our 2-year IT graduate scheme to STEM graduates. To demonstrate how the IT Academy supports graduates during our 2-year scheme 	<ul style="list-style-type: none"> To promote the IPO as an employer of STEM students. To raise the profile of our year in industry scheme to STEM students. To demonstrate how the IT Academy supports students during our year in industry scheme. 	<i>Raise awareness of the patent examiner job</i>	
Dates	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Currently on pause due to COVID, but will be ongoing 	<ul style="list-style-type: none"> Various dates from Oct - March 	<ul style="list-style-type: none"> Various dates from Oct - March 	<i>Ongoing</i>	<i>Ongoing</i>
Contact Point	Philip Lawrence / Claire Jenkins	Philip Lawrence / Claire Jenkins	Beth Rose Meyer	Beth Rose Meyer	Philip Lawrence	Jenny Vaughan (ID)

Questions?

Thank you