

## Introduction to the 'IP in Education' project, EU perspective by the European Observatory

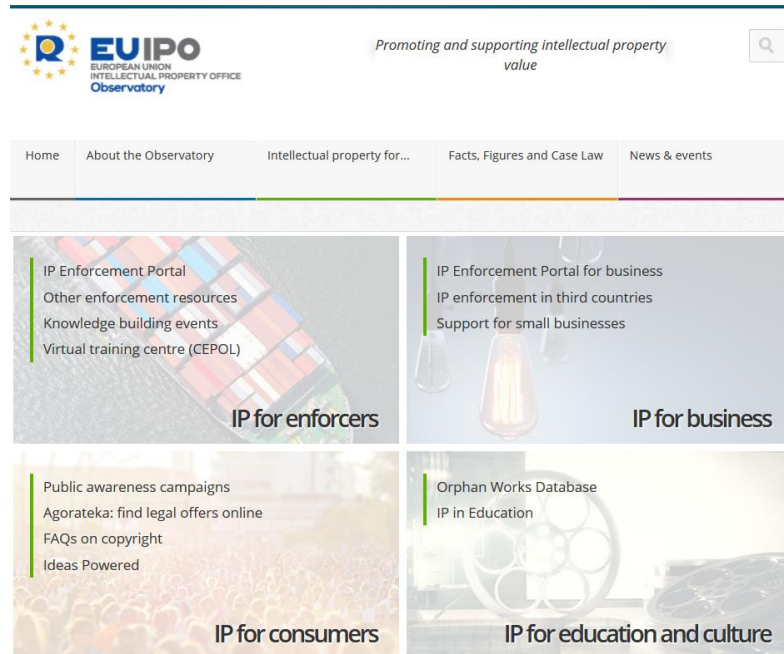
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*Speakers: Tina Filzek, Observatory  
John O'Connor, Deloitte*

## European Observatory on Infringements of Intellectual Property Rights

- Networks
- Enforcement
- Studies
- Awareness Raising



<https://euipo.europa.eu/ohimportal/en/web/observatory/home>

## Why IPR matters

### IPR-intensive industries in the EU



EUR **5.7 trillion**

They generate  
**42 %** of EU GDP



**60 million** jobs

They create  
**38 %** of all  
employment



They pay a  
wage premium  
of **46 %**



Trade surplus of  
EUR **96 billion**

They account for  
**90 %** of EU trade  
with the rest of  
the world

## IP in Education network

Representatives from:

- education ministries
- IP offices
- and other relevant bodies across the EU

Meet on a regular basis to:

- share examples of good practice
- facilitate the decision-making process
- discuss projects materials and campaigns
- coordinate efforts in IP in Education

### IP in Education Network








About the IP in Education Network

The IP in Education Network is:

- A practical and useful social network for Member State civil servants in the education sector;
- A facilitator of decision-making processes through relevant sets of IP facts and figures;
- A place to identify relevant national curricula and case studies of countries that have already introduced IP concepts;
- A forum to collect, select, and share good practice;
- An opportunity to develop and test modern, up-to-date resources for pupils and teachers that could serve as examples of best practice.

EU Member States

Other

Organisation	Country	Address
 Vlaanderen Flemish Ministry of Education and training	Belgium	Koning Albert II-laan 15, 1210 Brussels
 Fédération Wallonie-Bruxelles Ministry for the Federation Wallonia-Brussels	Belgium	Boulevard Léopold II, 44, 1080 Brussels
 BOIP Benelux Office for Intellectual Property	Benelux	Bordewijklaan 15, 2591 XR Den Haag, The Netherlands
 Патентно ведомство на Република България Patent Office of the Republic of Bulgaria	Bulgaria	52b, Dr. G.M. Dimitrov Blvd, 1040 Sofia
 Министерство на Образованието Ministry of Education and Science	Bulgaria	bul. Kniaz Aleksandar Dondukov 2A, 1000 Sofia
 Министерство на Културата и Наредбата Ministry of Culture, Copyright and Neighbouring Rights Directorate	Bulgaria	bul. Aleksandar Stamboliyski 17, 1000 Sofia
 Državni zavod za intelektualno vlasništvo State Intellectual Property Office	Croatia	Ulica grada Vukovara 78, 10000 Zagreb

## Mission

The mission of the Intellectual Property in Education project is to encourage and enhance creativity, innovation and entrepreneurship of young Europeans.



## Teacher engagement



- Teachers work with creative minds
- Teachers produce themselves plenty of creative materials
- Curriculum competences

*"Creativity is the process of having original ideas that have value."*

*Sir Ken Robinson*



## Key Competences for Lifelong Learning

### Digital competence:

‘...to acquire information in intellectual property related questions...’

### Citizenship Competence:

‘...act as responsible citizens...’

### Entrepreneurship Competence:

‘...know how to transform ideas into values for others...’

### Cultural Awareness and Expression Competence:

‘...develop an ethical and responsible approach to intellectual ownership...’



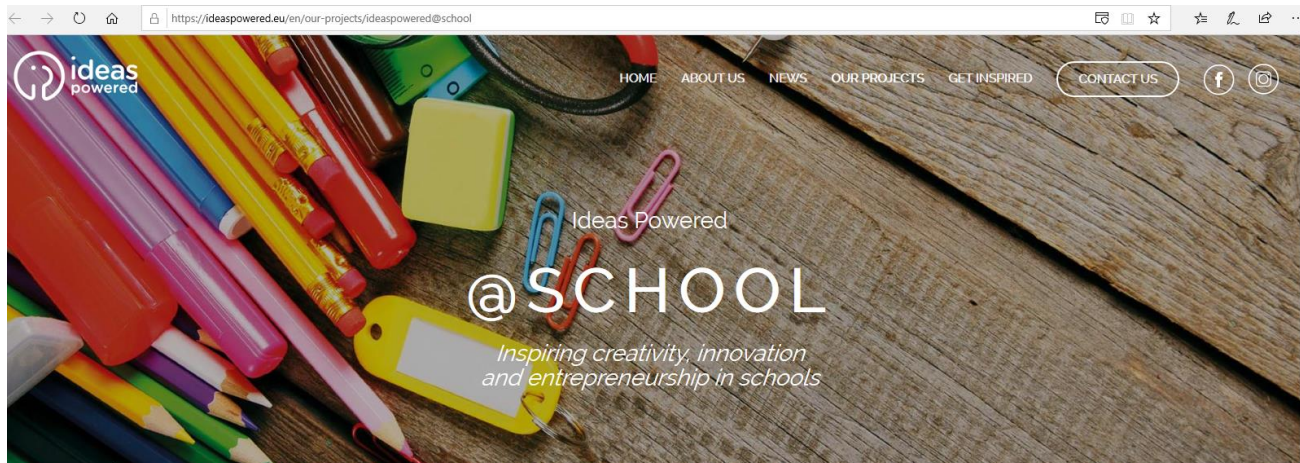
## Students and Intellectual Property

- ✓ creativity can be learned
- ✓ learn how to transform ideas into action
- ✓ awareness of the value of own creations
- ✓ awareness leads to respect for those of others





## Ideas Powered



- Teacher training material
- Classroom resources
- Project information & videos
- IP Awareness Day material
- Database of learning activities resources

<https://ideaspowered.eu/en/our-projects/ideaspowered@school>

## Coming up



- Subject lesson packs
- Project material based on Key Competences
- Board games
- Interactive app/online resources



**ideas powered**  
@SCHOOL

**21 DAYS**  
TO A MORE CREATIVE LIFE

- Helping pupils value creativity -

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**THANK YOU**