



# CARIFORUM Intellectual Property Rights and Innovation

Dr. Sharon B. Le Gall | Port of Spain, Trinidad  
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CARIFORUM



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# Creativity and IP in CARIFORUM States' Schools

## Pilot Project Update – Educational Materials



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# Presentation Format

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This presentation will address the following:

- IdeasPowered@school Educational Materials - Overview
- Educational Materials - Initial Findings and Preliminary Observations
- Initial Feedback

# IdeasPowered@school Educational Materials - Overview

# IdeasPowered@school Educational Materials



The EUIPO Observatory manages the project “IdeasPowered@school” which is a compilation of activities and lesson kits divided according to target age groups – 3-5, 6-8, 9-11, 12-15, 16-18, 18+ – inclusive of dedicated teacher training packs.

The materials were developed by the EUIPO along with education experts to give teachers of all subjects and ages all the information, ideas and ready-to-use activities and games to engage their students: see <https://ideaspowered.eu/en/our-projects/ideaspowered@school/ip-teaching-materials>

One of the deliverables of this Pilot Project is to adapt these materials to the Caribbean context. The focus will be on the 6-8, 9-11, 12-15, and 16-18 age groups.

## IP Basics for Teachers

- This provides an overview of the most commonly used intellectual property rights (inclusive of an IP Quiz) namely
  - Copyright – nature of those rights and exceptions
  - Trademarks – rights – advantages and disadvantages of protection
  - Designs – what can be protected and how- advantages of protection
  - Geographical indications – nature and function
  - Trade secrets – criteria for protection
  - Patents – what is protected - criteria for protection – registration – disadvantages of protection

## Primary School

- Go Creative Boardgame (upper primary)
- Go Creative Lesson Pack
- Playground Games
- Inventor Corner
- Logo Making



## Primary School

- Playground Games
  - Hopscotch
  - Snakes and Ladders
  - Netball

The learning outcomes include

- Identifying personal property and intellectual property

Resources include playground chalk, buttons/markers, four hoops, balls, copies of pictures provided in the pack

## Primary School

### Inventor's Corner

- This activity begins with a discussion about
  - What are some important inventions?
  - What leads people to invent?
  - How are our lives impacted by inventions?
  - How do inventions change over time?

Students are required to work in pairs or groups to investigate the work of an important inventor and prepare a poster of the best invention.

The final part of the project is to identify a modern-day problem and ask students to use their creativity and investigative spirit to invent a solution to this problem. Inventions will be presented and then displayed in the “Inventor's Corner”.

## Primary School

- Logo Making

The goal of this activity is to allow students of all ages to express their creativity through designing a personalised logo which can be used to decorate a t-shirt or other object.

Students will be given an introduction to logo design where they are asked to identify logos for different types of products and services.

## Secondary School

- Creativity Diary
- Creatrivia Boardgame
- Entrepreneurship Lesson Kit
- IP for Secondary School Teachers

## Secondary School

- Creativity Diary – 21 days to a more creative life

On designated days, students are invited to create something (a t-shirt design, a story, cartoon strip, design for a bedroom, a new home invention, an app to use at school).

They are also invited to think about things that they love (people – places- animals- objects, world issues they worry about) and use these to inspire them to create.

## Secondary School

- Entrepreneurship Lesson Kit

The kit is designed to help secondary and vocational school teachers to promote the entrepreneurial spirit through practical activities to develop 21<sup>st</sup> century skills and attitudes in their students.

Entrepreneurship is a skill that can be taught.

The Lesson Kit consists of several sections or blocks including

- What is an entrepreneur – Why become an entrepreneur – Introducing young business startups

## Secondary School

The Lesson Kit consists of several sections or blocks including

- Activities around Creativity and Ideas Generation
- IP Basics for Young Entrepreneurs
- Writing business plans
- Creating a winning pitch – selling your ideas

- **Secondary School**

Guidance provided on how IP can be incorporated in the various subject areas.

- Art
- Economics
- Geography
- History
- IT
- Language
- Music
- STEM
- Sports



Digital handouts are provided on the various subject areas and they generally follow the same format namely:

- Introduction
- An IP discussion – for example, on Copyright, Trade Marks, Patents, Geographical Indications relevant to the subject area
- Goals
- Learning Outcomes
- Rationale
- STEPS 1-4
- Resources

Using “Geography” as an example:

- There will be an introduction to Geographical Indications with the provision of links to the relevant resources
- Students are given a task to search for a local or regional product that may be given more prominence or qualifying as a geographical indication. They should prepare a presentation and pitch their ideas to the class. (STEP 1)
- This is followed by a brainstorming session with students on how intellectual property contributes to the economic development of a country or region with examples. This activity could be combined with a study visit to a local company. (STEP 2)

Using “Geography” as an example:

- Students are required to create a new product which could bring jobs, economic growth, and export possibilities to the country/region. The groups should prepare a presentation to introduce the product idea and definition, name, logo/brand, and business plan. The class/school could vote for the best idea. (STEP 3)
- There will be a reflection session after the exercise, in which learners share their experiences about the task with others, discussing the following questions (STEP 4):
  - What have they learnt from the activity?
  - Was it a useful activity to have engaged in?
  - Has the activity increased their IP awareness?

# Educational Materials - Initial Findings and Preliminary Observations

# Initial findings and preliminary observations

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These findings and observations are preliminary since we are in the early stages into the operationalisation of this Pilot Project.

- **IdeasPowered@school Educational Materials**

- Translatable largely because we are TRIPs compliant
- Adjustments need to be made to reflect our historical context and our primarily (though not exclusive) British legal transplantation

# Initial Feedback

# Initial Feedback

**Initial feedback about the subject areas covered and the age groups covered.**

## **Subject areas covered:**

- Consideration could be given to including the follow subject areas:
  - VAPA – the Visual and Performing Arts
  - Drama/Theatre Arts
  - General Science
  - Social Sciences
  - Principles of Accounts
  - Principles of Business

## **Age groups covered:**

- Consideration given to post-secondary/pre-tertiary cohort

# Thank you \* Gracias \* Merci \* Bedankt

**Website**

[www.caripi-hub.com](http://www.caripi-hub.com)

**Email Address**

[caripi@euipo.europa.com](mailto:caripi@euipo.europa.com)



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