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IP IN EDUCATION

INTELLECTUAL PROPERTY AWARENESS DAY ACTIVITIES

Inspiring Workshops

EUIPO
EUROPEAN UNION INTELLECTUAL PROPERTY OFFICE

Inspiring Workshops

Synopsis	Invite young inspirational speakers to hold workshops with the students, showing the link between intellectual property (IP) and the creativity, innovation and entrepreneurial aspects of their work. The workshop format can be effective in developing important technical skills which enable all students to better understand the digital world, for instance through computer coding sessions to make apps and other software.
Level	There should be a range of interesting workshops to cover all secondary years.
Timing	1 x 45-minute session repeated for different groups
Aim	This activity aims to consolidate student understanding of the concepts of intellectual property, and how it affects their lives, both as consumers and creators. The inspirational speakers will: • help students learn about real work experiences; • give successful young people the chance to share their story with students; • encourage a vibrant learning experience; • tune in more to students' areas of interest.
Learning outcomes	Students will become familiar with: • the protection afforded by different IP options in practical situations; • how IP plays a role in their lives as content creators on social media, thus seeing the value of their creativity; • the need to respect the work of others so that in turn their work will be respected; • ways in which IP can be protected and its application.
Competences	• Digital competence • Literacy competence • Cultural awareness and expression competence • Personal, social and learning to learn competence • Entrepreneurship competence
Preparation	Giving a series of workshops to secondary school students requires first, a careful selection of the workshop hosts and second, careful preparation of the content and message the workshop hosts are going to give. The CoderDojo foundation https://coderdojo.com/ is a good starting point for planning a programming workshop.
Resources	The main resource is the inspirational speakers who will deliver the workshops. Inspirational speakers for secondary schools could typically be: • charity/community workers; • artists; • musicians; • programmers / bloggers / gamers / social media commentators; • entrepreneurs / business people; • sports personalities / entertainers; • scientists/academics/researchers.

Example of inspiring workshop hosts from other IP awareness days

A citizen scientist, who explained to students about his work in the world of scientific investigation. He encouraged the students to think about science as something that is open to all citizens with the development of new technologies. Importantly, he informed the students about the role on intellectual property as a vehicle for advancing scientific investigation.

A lettering designer and artist, who specialised in calligraphy for businesses and individuals, gave an explanation of his work followed by a demonstration. He inspired the students to think about the role of intellectual property in helping him to make a living from the creative work that was central to his art. This guest was also a musician, so he could talk about how IP was vital in the music industry to help recording artists.

Learning to code for a school project, helped this young entrepreneur to successfully build a web-based price comparison business. He gave a series of clear examples of how investing in IP proved to be crucial in his business development. As a strong proponent of the teaching of coding skills to all students, his participation as a workshop host was highly relevant and inspiring.

A social media influencer gave the students an insider's account of her life as an influencer with a great number of followers. This testimony of how IP helped to form part of her successful professional life was popular and particularly inspiring.

A writer, academic and broadcaster who is passionate about design. She considered the especially important role of design and aesthetics in everyday life. She spoke about the need to think diversely when it comes to including people with disabilities more in society. The speaker led the workshop on the need to protect one's own creativity while at the same time respecting the creativity of others. The students participated by writing their creative ideas and the ways of protecting them on sticky notes within a given time.

Example: Brief for speakers / workshop hosts

Preparation is everything

To prepare for the awareness day it is advisable to work with the workshop guests beforehand to clearly establish the nature of the workshops they will be hosting. Below are some of the points we thought relevant for the hosts at the IP awareness day.

Think about the audience

Ideas Powered @ School is a project for teaching IP awareness to students of all ages.

The workshops will be for secondary students from the ages of 11 to 17. There will be approximately 25 students in each group. (You may adapt according to your school settings.)

One of the main objectives of the day is to organise activities that are creative and inspiring for the students; in this way they will recognise the need to protect their ideas and creations as well as respect those of others.

Inspiring the next generation

The most important thing about the workshop is that you should be inspirational for the students.

Students could be given the opportunity to learn about your career path, how you got started, the challenges and rewards, personal anecdotes etc.

You could also talk about the process of becoming a professional in your chosen area of work in a way that is interesting and relevant to teenagers.

You could explain the way you work, in terms of hours, place, where you get your inspiration and so on.

The idea is not to give a speech from the front of the room, but rather a workshop in which the students will be involved actively throughout, participating in a series of shorter and longer activities.

Make it hands-on

As the day is about the students creating something of their own, we would like you to lead the students through an activity in which they work individually, in pairs or in small groups to complete a productive task.

Time should be allocated for the students to present or share their work with the rest of the group. Feedback, encouragement and practical advice should be given at the end of the session.

The workshops will be given in standard school classrooms with whiteboards and projectors. Please let us know as soon as possible if you will need any extra equipment.

Please send us a brief outline of your proposed workshop so that we can provide any assistance necessary.

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For more information and to download the materials go to:
www.ideaspowered.eu
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