

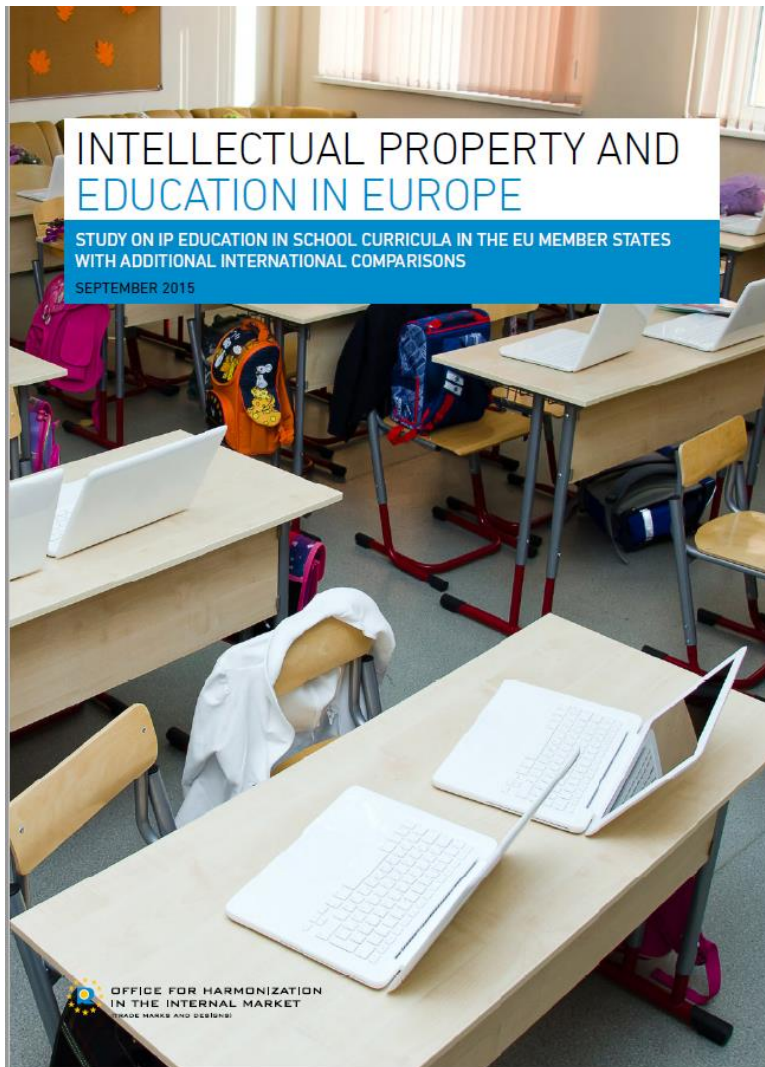
# The European Observatory on Infringements of Intellectual Property Rights: *IP in Education*

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## YOUNG EUROPEANS AND IP

- **Contribution of IP intensive industries.** 42% of the EU GDP and 28% of all EU jobs. Wage premium of 46 %.
- **Recognition by Europeans.** 97% believe that creators and inventors need to be rewarded.
- Yet it is **challenged by young people** more than others when it comes to personal behaviour: 27% young Europeans surveyed accessed pirated digital content and 15% bought fakes (vs 10 and 7% for EU citizens).
- This threatens industries creating the jobs of the future.
- Youth scoreboard: **lack of information and effective communication** about IP as key factors.

## STUDY ON IP AND EDUCATION



**Need to act:  
Education must be  
part of the  
equation**

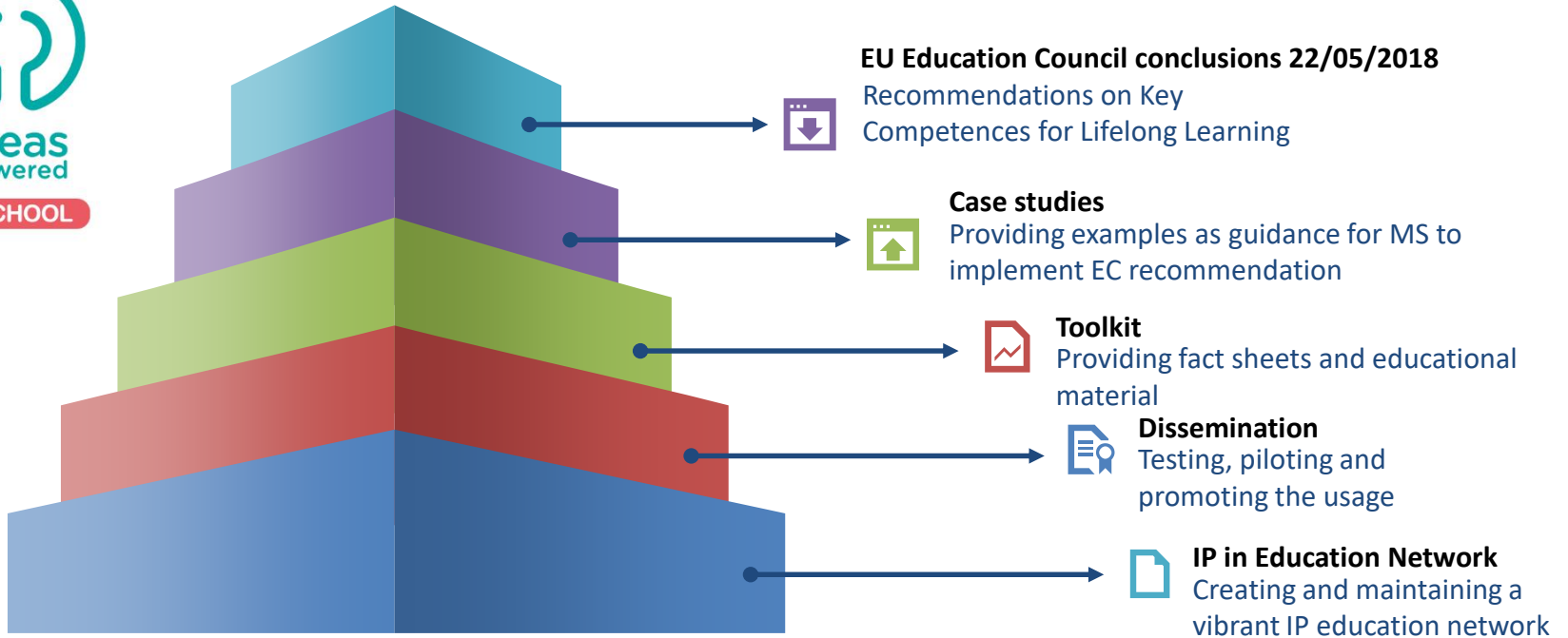
## KEY COMPETENCES ON IP

Key Competences for Lifelong learning related to IP, as recommended by the Educational Council of the EU on 22 May 2018:

- **Digital:** ‘...to acquire information in intellectual property related questions...’
- **Citizenship:** ‘...act as responsible citizens...’
- **Entrepreneurship:** ‘...know how to transform ideas into values for others...’
- **Cultural Awareness and Expression:** ...develop an ethical and responsible approach to intellectual ownership...’

# IP IN EDUCATION

A project about teaching young Europeans how to protect the results of their investments in creativity, innovation and entrepreneurship.



## IDEAS POWERED

- Online community on Facebook, Twitter and Instagram: over 50,000 followers
- Website [www.ideaspowered.eu](http://www.ideaspowered.eu) with dedicated pages for education and resources
- IP awareness in schools— [promotional video](#) (also in Czech)
- Events with influencers and multipliers at EU (e.g LEAP Summit) and national level



## PERSPECTIVES

- Legislation and criminal sanctions not enough
  - IP awareness of young generations is crucial
  - IP is only a means: Creativity and innovation as key to a better future
- **Need long-term commitment to IP in education: implement Council conclusions**



[www.euipo.europa.eu](http://www.euipo.europa.eu)



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Thank you