

Copyright Education & Awareness Symposium – Contextual Overview

The symposium workshop to be held on 24th May, is sponsored by CREATE, ALCS, CLA, ERA, PRS for Music, the Industry Trust for IP awareness, and supported by the UK IPO. The Symposium Steering Group believes that this is the first time a wide range of educators, policymakers, academia, and industry partners has been invited to work together to assess how to improve copyright education/awareness initiatives in the future, focusing specifically on how evidence, data, and research can play a more helpful role.

This symposium is timely. Over the last year a joint industry / Government CCUK public education campaign – ‘Get it Right from a Genuine Site’ – has been launched. The BBC has created its own Copyright Awareness website. The Industry Trust’s latest tracking research for its established consumer education campaign, *Moments Worth Paying For*, shows the campaign has continued to track well with audiences and will be publishing fresh insight from the tracking research to coincide with the symposium. CREATE researchers have published papers providing insights into consumer behaviours in this area. The UKIPO has now developed an educational portal, as well as brought together various stakeholders to meet regularly to discuss how to work more collaboratively. This is against the backdrop of an ever-increasing need to equip creators and users with helpful copyright related information and manage attitudinal and behavioural change during a time of rapid technology development.

We offer here a snapshot of stakeholders’ views across the UK copyright education and awareness landscape. It should be read in conjunction with the IPO copyright education map (which sets out past and present education projects), as well as a brief overview of relevant research and evidence in this area.

The symposium will be about assessing how data and research can help us to understand which projects will best achieve the level of copyright education that will result in diminished infringing behavior and increased recognition of value in creators’ creative endeavors. It will explore the effectiveness of various educational initiatives in respect of resource development, academic research and policy making against a backcloth of questions:

- What is out there?
- What is working?
- How do we measure success?
- What should we be doing in future?

We look forward to exploring these questions with participants, through the presentations, panels and workshop discussions that will take place during the day.

In 2014 former IP adviser to the Prime Minister, Mike Weatherley’s MP published a discussion paper ‘Copyright Education and Awareness’, which stated that, *“measuring the success (or lack thereof) of different copyright education and awareness programmes is critically important otherwise the value of any given initiative will only be limited. Whilst measurement mechanisms exist for assessing the impact of projects, these have not always been fully utilised.”* Accordingly, Weatherly made two specific recommendations:

1. CREATE to work with industry to devise measurement mechanisms for assessing impact of education and awareness projects through good evaluation metrics.
2. Government, Ofcom, industry and academia should work together to deliver comprehensive research to assess current IP perceptions and behaviours both quantitatively and qualitatively.

The symposium reflects both these recommendations. At the conclusion of the symposium we hope to reach agreement on a statement as to how evidence and best practice might further enhance copyright education.

Scott Walker & Professor Ruth Soetendorp

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Contributors to the symposium include:

- **Authors Licensing & Collecting Society (ALCS):** has undertaken copyright education initiatives with partners, including Carnegies Shadowing Scheme, National Literacy Trust, National Schools Partnership. It has created A5 leaflets regarding copyright rights and works with Creative Content UK's 'Get it Right from a Genuine Site' campaign. ALCS work suggests most respondents would like copyright education on the national curriculum.
- **Copyright User (funded by CREATE):** Emerging digital practices, e.g. fan fiction and interactive video games, allow young audience to shape the media they consume, making them simultaneous users and creators. Copyright User produces innovative, engaging learning tools informed by a 'bottom-up' research methodology, so creators, media professionals, entrepreneurs, teachers, students, and members of the public understand what they can, rather than cannot, do (including a short animated film for ALCS). Promotes critical thinking about copyright, creativity and the creative economy in the public and private sector.
- **Creative Content UK (CCUK):** 'Get it Right from a Genuine Site' aims to inspire people in the UK to support the products they love by getting them from genuine services. CCUK objectives are to: Guide consumers to visit and consume from legal sources; change attitudes to online copyright infringement; provide education about the creative industry; change perceptions that infringement is socially acceptable and safe.
- **ERA:** The ERA Licensing Scheme provides a single point of clearance for all rights necessary for educational establishments at all education levels to create and use resources obtained from television or radio broadcast materials. An ERA licence is needed if educational establishments are to enable students or teachers to use UK broadcast material, including catch up services, for teaching purposes. ERA is a not for profit organization, ensuring that Rights' holders are being paid fairly for the work they have created.
- **The Industry Trust for IP Awareness:** Provided a decade of consumer education and behavior change insight. The Trust's over-arching two-pronged strategy is to *inspire* audiences to value moments worth paying for, tapping into their motivators to choose legal audio-visual content to drive more of this behaviour, and to *inform* them of where to purchase it – steering them towards routes to legal purchase through FindAnyFilm.com. With a clear focus on consumer education campaigns such as the successful *Moments Worth Paying For* campaign, *The Guide to Screen Entertainment*, FindAnyFilm.com, ScreenThing and in-school education programmes through Into Film, they are constantly driving consumers towards legal content.
- **PRS for Music:** a B2B music licensing body which has an education and outreach team with dedicated copyright education efforts managed by **UK Music**. PRS also works with the **British Copyright Council** education and awareness sub-group, bringing together a wide range of members across the creative industries. PRS is involved funding UK Creative Content.
- **Society of Authors:** SoA does not create copyright education resources, but has worked on developing the copyright 'highway code' along with other British Copyright Council members.

Research:

- **CREATE.** Brings together academics from UK and international universities. Research covers: understanding behaviour (empirical insights from behavioural economics/psychology); cataloguing peer reviewed research/making primary data available (www.copyrightevidence.org); communicating in response to knowledge needs by creators/users/entrepreneurs: what they tell they want to know, what copyright enables, finance of cultural production/artists, improving legal offers
- **Intellectual Property Awareness Network (IPAN).** Works with National Union of Students (NUS) to research students attitudes to IP (2012), currently researching HEI IP policies (publication due 2016)
- **UK Intellectual Property Office:** IPO's work is underpinned by a commitment to provide a robust evidence base. It works closely with key stakeholders across the creative industries and academia and has made a long-term commitment to take forward a key piece of research, the Online Copyright Infringement (OCI) Tracker. IPO plays a key role in minimising infringement and helping rights holders and users get the most out of IP, working in parallel with the formal education system, it provides teaching materials across all four key stages. It provides support for Higher Education students and lecturers to understand IP rights across a range of disciplines.