

PRESS RELEASE
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Fostering creativity, innovation and entrepreneurship among young Europeans

New educational platform brings intellectual property closer to the classroom

As the school year begins, a new multimedia resource will bring intellectual property (IP) closer to classrooms, helping schoolchildren across the European Union develop their creativity and innovation skills.

The new [Ideas Powered @ School](#) web page, launched by the European Union Intellectual Property Office ([EUIPO](#)), offers teachers, lecturers and parents a set of modern learning materials to be used in daily teaching practice to improve knowledge of [IP](#) rights and enhance understanding about how IP can foster creativity.

Developed in collaboration with educational experts and the [IP in Education network](#) — which gathers national-level intellectual property offices and Ministries of Education from the Member States — it provides an overview of intellectual property concepts and practices — such as trade marks, designs, copyright and patents — and their application in education for children aged 4 to 18.

Practical teaching modules to inspire educators

Aimed to promote entrepreneurial and innovation-oriented mindsets, the web page features three practical [teacher training modules](#) to inspire educators to include age-appropriate intellectual property principles and concepts in their lessons.

It includes nine tailor-made workshops with presentations, worksheets, trainer notes and activities to be carried out in the classroom.

The platform also provides a structured outline on how to organise an [IP Awareness Day](#) for school children with appealing activities. These include playground games, logo-making sessions, an inventor's corner and workshops with inspiring speakers.

The Executive Director of the EUIPO, Christian Archambeau said:

Protecting your own work and respecting the work of others plays an increasingly important role in the professional and private lives of all citizens in the 21st century. This new resource represents a valuable instrument to increase the creative and innovative skills that are at the heart of European economic, cultural and social wealth.

The website also offers the first-ever [resource database](#) of IP-related educational materials from organisations from the EU and beyond, in all EU languages. Examples include [IP4Youth&Teachers](#), an awareness tool developed by the World Intellectual Property Organization, and playful initiatives such as Finland's [Kopiraittila School](#), which features free online material to support copyright teaching and learning.

Promoting the Key Competences for Lifelong Learning

[Ideas Powered @ School](#) is part of the EUIPO's wider IP in Education project and in line with the EU's efforts to promote the [Key Competences for Lifelong Learning](#), a set of educational guidelines that include the knowledge, skills, and attitudes needed by all for personal fulfilment and development, employability, social inclusion and active citizenship.

The IP in Education project and network are managed by the EUIPO through the [European Observatory on Infringements of Intellectual Property Rights](#).

ABOUT THE EUIPO

The European Union Intellectual Property Office (EUIPO) is a decentralised agency of the EU, headquartered in Alicante, Spain. It manages the registration of the European Union trade mark (EUTM) and the registered Community design (RCD), as well as carrying out cooperation activities with the national and regional intellectual property (IP) offices of the EU. The EUIPO carries out research and activities to combat IP rights infringement through the European Observatory on Infringements of Intellectual Property Rights.

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