

Innovating for a better future: Intellectual property and youth

This year, the World IP Day focus is on intellectual property and youth. The theme is 'innovating for a better future'. We recognise how young people around the world are stepping up to the challenge of innovation. Through their energy, ingenuity, curiosity and creativity, they are helping steer a course towards a better future.

Our New Education Framework

To mark World IP Day, we are highlighting our new [IP Education Framework toolkit](#). Young people are the innovators, creators and entrepreneurs of tomorrow. As such, it is our responsibility to equip them with IP knowledge.

We have developed the IP in Education tool with input from teachers, industry and professional bodies. It will help young people to learn about IP in contexts that are relevant to them. The knowledge will show them how to identify, protect, use, and respect IP. The resources are designed for primary school to higher education and research level.

IPO CEO, Tim Moss, said:

I see young people as having the gift of imagination without limits. I'm delighted that our IP in Education Framework will help grow their understanding of IP as an asset for life. This will help to secure their future and make life better for all.

Reaching out for a Cracking Idea

Young people are fantastic creators and innovators. In a fun, challenging and educational way, we want to impress on them the importance of IP in protecting their ideas.

On World IP Day we're highlighting some of the ways we engage with young people. We take a look at some of our resources and the immersive experiences we take to STEM events for schools. We also spotlight some of the most ingenious ideas we've come across in our flagship national Cracking Ideas competition. Read about it in our [IPO blog](#).

Celebrating together

The IPO has worked with other IP offices to contribute to a video created by the European Patent Office CocoNet network. It features young inventors, designers and trade mark owners under the age of 30, and celebrates youth and innovation. Short film clips discuss how young people contribute to global

innovation.

The video is called ['Youth are the innovators and creators of tomorrow'](#).

One IPO – transforming to be fit for the future

We want to encourage more young people to unleash the potential of their innovative ideas. We want to encourage them to start businesses and create things they are passionate about. The One IPO Transformation Programme is building better IP services that meet the needs of future generations.

In the build-up to World IP Day, we have been highlighting some of the work we're doing through our One IPO Transformation programme. One young Transformation team member looks at how we are reimagining our services programme and building an IP Office fit for the future.