Managing copyright in an international organisation working in the educational and cultural sectors

Debbie McDonnell, Intellectual Property Manager, British Council
MANAGING COPYRIGHT AT THE BRITISH COUNCIL
an international organisation working in the educational and cultural sectors
The British Council is the UK’s international organisation for cultural relations and educational opportunities.

We create a friendly knowledge and understanding between the people of the UK and the people of other countries, using the cultural resources from across the UK.

Working in over 100 countries.
A FEW TASTERS

Working in over 100 countries
Strengthening education and skills through partnerships with the UK

1 in 4
Countries in the world have a leader who was educated in the UK

500,000
The British Council helps attract 500,000 higher education students to the UK every year

100,000 young people
Young Arab Voices has helped

90%
90% of the people we interact with understand the UK better and 85% have stronger links with the UK

£170,000
Active Citizens provides a return on investment of £170,000 for every new community we work with

24%
People who have participated in our cultural relations activities trust the UK, 24 percentage points more on average than those who have not
Teaching over 80,000 9–11 year olds all over Uruguay

remote teachers based in Manila, Montevideo, Buenos Aires and London

from 173 countries joined our free online Global Workplace course
Reached more than 2.5bn people online

Shakespeare Lives in over 140 countries
WHERE TO START?

Top down, bottom up approach

The NKCC Copyright and Compliance Framework adapted for the British Council
WHY START WITH AWARENESS?

• Copyright and trademark knowledge affects almost all staff
• More effective at operational level than pass to Legal
• Copyright law has default copyright ownership position
• Most common reason for copyright issues was ignorance of copyright law
• Empower staff to make the right decisions
• Promote best practice
Copyright Month

Worried about copyright? Don’t sweat, help is at hand.
COPYRIGHT REFRESH 2015 onwards

Using music in videos

External Suppliers

Copyright and the web

Links to external events

www.britishcouncil.org
IMPORTANT TO MEASURE CHANGE

• Copyright Knowledge audit in 2012 and 2015
• How measure IP awareness?
• Focus on perception and main IP risks
• Reinforce with knowledge based questions
• Check whether any regional variations
• Where to go for specialist advice

www.britishcouncil.org
AWARENESS NOT ENOUGH

The NKCC Copyright and Compliance Framework adapted for the British Council
TOP TIPS

• Good communications – make copyright seem relevant and exciting
• Identify audiences and tailor communications
• Repeat, repeat, repeat
• Provide self help guides
• Network of IP champions – Community of Practice
• Embed IP management in business processes
• Engage senior management on risk managed decisions
• Collaborate with other teams
Office hacks – using images, video and music

Want to liven up your content with images, video and music? Debbie McDonnell, Intellectual Property Manager from the Digital, Partnerships and Innovation team, tells you how to do it without breaking copyright law.

Creative Commons is a suite of open licences where the creator or copyright holder actively wants other people to use their works.

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