

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

Debbie McDonnell,
Intellectual Property Manager, British Council



The library
and information
association



#CILIPCopy18

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

Young Arab Voices has helped

100,000
young people

in Algeria, Jordan, Egypt and Morocco generate and exchange ideas that will spur social and political cohesion and development

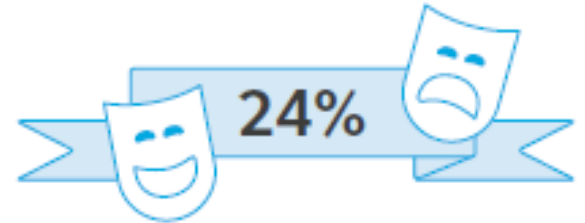
90%



85%

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

24%



People who have participated in our cultural relations activities trust the UK, 24 percentage points more on average than those who have not

£170,000

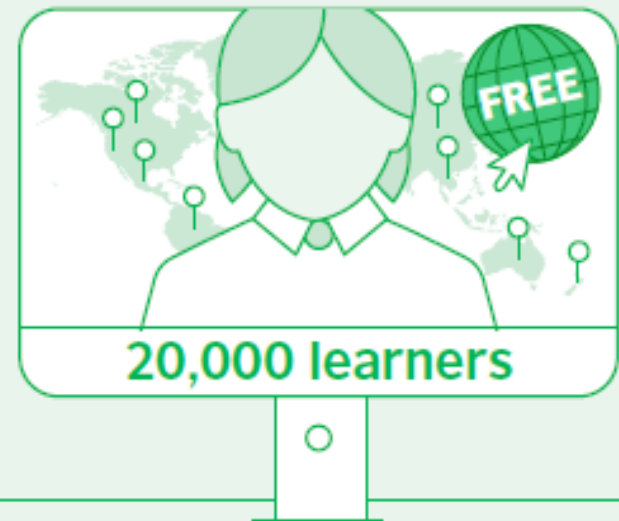
Active Citizens provides a return on investment of £170,000 for every new community we work with



OUR WORK IN EDUCATION



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



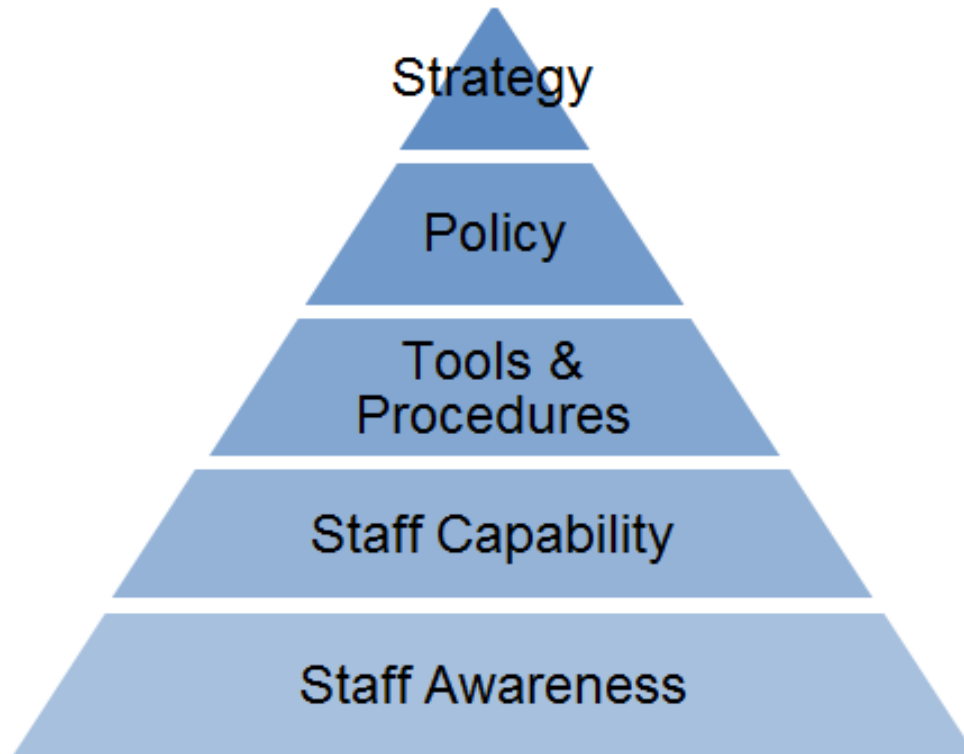
from 173 countries
joined our free online Global
Workplace course

OUR WORK IN CULTURE



WHERE TO START?

Top down, bottom up approach

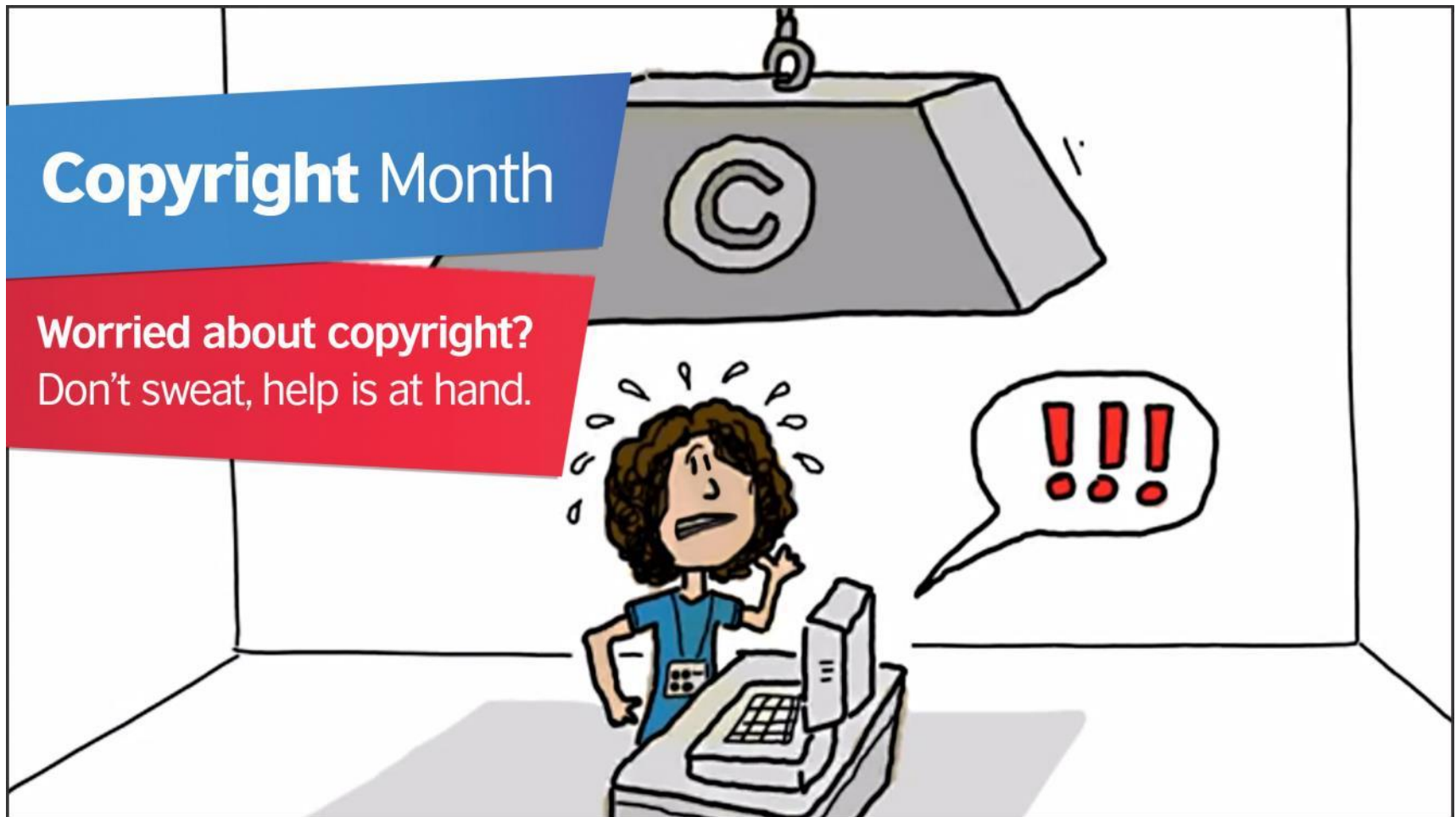


The NKCC Copyright and Compliance Framework
adapted for the British Council

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

HOW WE STARTED IN 2014



COPYRIGHT REFRESH 2015 onwards

Using music in videos



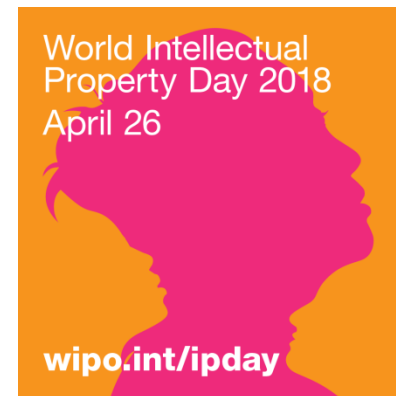
External Suppliers



Copyright and the web



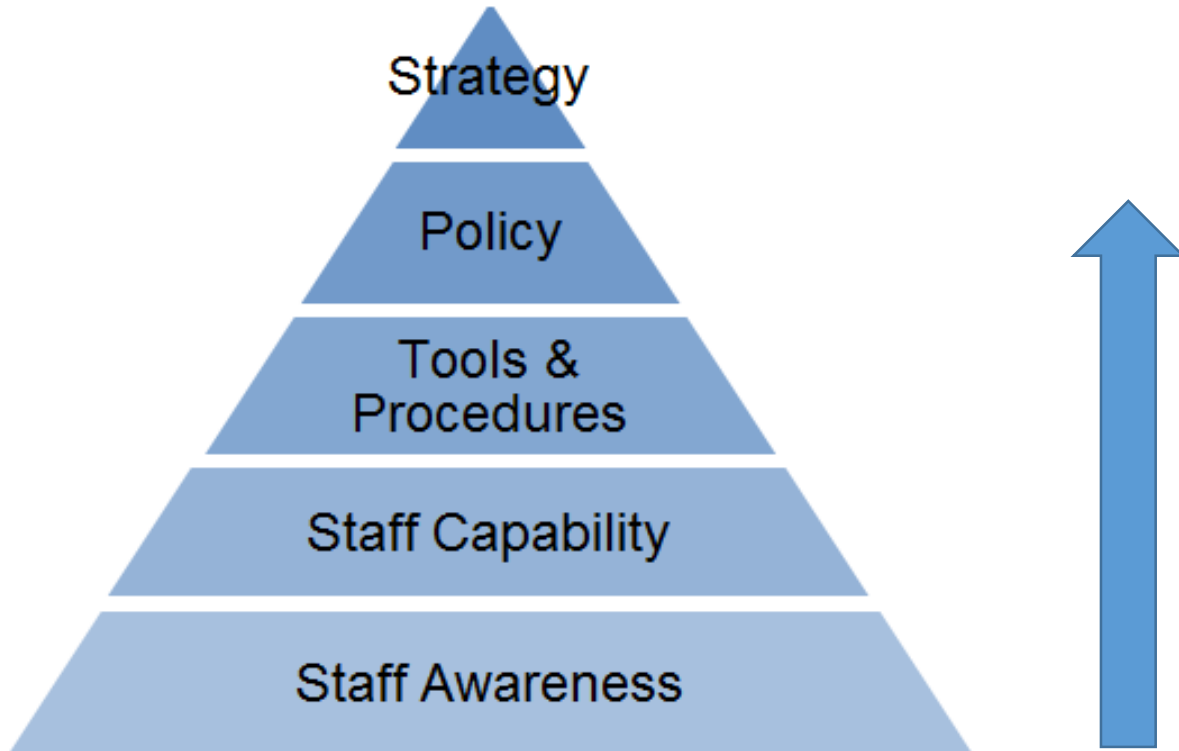
Links to external events



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

AWARENESS NOT ENOUGH



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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

MAKE COPYRIGHT EXCITING!

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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