

IP Inclusive Plans for 2018



Working for diversity and inclusion in IP

The following are projects and priorities which we have set ourselves for 2018. This list was prepared for and approved at our 23 January 2018 AGM. We may, of course, not achieve all of them, but it doesn't hurt to be ambitious...

The Management Committee welcomes suggestions for other events and projects, from all IP Inclusive supporters. Please contact the Chair Andrea Brewster, andreabrewstercipa@gmail.com.

Key initiatives for the year

- Establish IP Inclusive “champions”
 - Recruit and support champions/allies to help pursue IP Inclusive’s objectives, raise awareness and disseminate key messages about D&I, and to strengthen the community of Charter signatories
 - Mirror this work in the activities of the Women in IP, IP Out and IP & ME support groups
- Establish an annual “IP Inclusive Week”
 - Encourage all Charter signatories and champions to focus on the IP Inclusive objectives during a specified week, for example with in-house awareness-raising events and training, by hosting events for the wider IP Inclusive community and/or through involvement in other IP Inclusive projects
 - Provide suggestions and support for suitable IP Inclusive Week activities
 - Publicise these activities in order to promote the IP Inclusive cause and to foster and celebrate a sense of belonging among our supporters
- Reach out to regional supporters
 - Where possible, target events at supporters outside of London, eg through webinars, webcasts and live regional events/“roadshows” (including multi-location events)
 - In particular, consider regional events, focused on practical ideas for improving D&I in the workplace
 - Establish regional networks of IP Inclusive champions and/or Charter signatories
 - Seek to include D&I sessions at CIPA’s regional meetings
- Reach out to a wider audience of “IP professionals”

- In all activities and communications, emphasise that IP Inclusive is for *all* IP professionals at all career levels, including those in “supporting” roles, and not restricted to members of “minority” groups
- In particular, encourage IP professionals from all levels and job types to become IP Inclusive champions

Workstream A: awareness-raising upstream of the professions

- Hold an awareness-raising event
 - Hold a reception to showcase the Careers in Ideas resources, both to IP professionals and to people and organisations who might help us to disseminate them
 - Use the event to identify, and recruit help with, tactics for reaching the target audience
- Produce “My Career in Ideas” videos to supplement the current resources**
- Grow the Careers in Ideas contacts network
 - Continue to build relationships with organisations willing to share their experience and contacts in careers promotion and to partner with us in widening access to the IP professions
- Consider initiatives focused on social mobility, for example:
 - Encourage organisations to offer outreach schemes to those from non-traditional and/or underprivileged backgrounds, eg work placements, internships, apprenticeships, training, mentoring?
 - Convene a round-table meeting of senior IP professionals to address this issue?

Workstream B: the IP Inclusive Charter

- Continue to develop the community of Charter signatories
 - Encourage their involvement in the key projects identified above and other 2018 ventures, in particular the establishment of IP Inclusive champions in signatory organisations
 - Encourage more in-house IP departments to sign up to the Charter
 - Continue to collate information and resources for Charter signatories to access via the IP Inclusive website
- Promote D&I audits
 - Encourage signatories to undertake a basic D&I audit, to identify steps they could take to promote D&I within their own organisations
 - Provide guidance as to what the audit might include and links to relevant resources

Workstream C: training & awareness-raising

- Increase awareness among key target audiences
 - Produce and circulate information about IP Inclusive and D&I more generally, targeted at beginners to the IP professions and at those about to enter senior management roles
 - Organise IP Inclusive and Careers in Ideas stands at conferences and other relevant events (including the regular CITMA CPD meetings?)
- Continue to address unconscious bias
 - Publicise, and encourage use of, the unconscious bias “toolkit” formulated at the 8.11.17 workshop
 - Re-run the workshop, potentially outside London
 - Run a seminar/workshop about how people define “professional”, to help identify inappropriate stereotypes, assumptions and biases
- Expand on the 2017 work on the business case for diversity:
 - Organise an event to share experiences with industry clients
 - Develop further resources for use in promoting the business case
- Organise additional events (potentially through the support networks) on:
 - Best practices for recruitment and selection procedures
 - Flexible working, including career breaks and back-to-work support, remote working and part-time arrangements
 - Discrimination law
- Support Mental Health Awareness Week (14-20 May 2018)
 - With the help of willing Charter signatories and external contacts, and potentially the support networks, organise events around the country to explore, address and destigmatise mental health issues in the workplace
 - Organise, with LawCare, a webinar or seminar as follow-up to their 5.12.17 webinar on mental health in the workplace and the support that’s available

Workstream D: support schemes

Women in IP

- Under discussion

IP Out

- Under discussion

IP & ME

- Organise themed celebrations
 - Celebrate events in the religious and cultural calendars of under-represented groups, eg Chinese New Year and Diwali, to raise awareness about different beliefs and traditions

- Consider incorporating advice or training on how to do business with people from different cultures
- Produce guidance on inclusive hospitality
 - Collate and publish information on dietary requirements of people from under-represented cultures and religions

Also...

- Support the formation of new support groups where appropriate
- Remain open to opportunities for establishing mentoring schemes

Management Committee

- Secure appropriate third party liability insurance
- Produce supporter guidelines
 - Produce basic guidelines for operating under the IP Inclusive and Careers in Ideas banners and for associated promotional (including social media) activities
- Ensure GDPR compliance
 - Ensure IP Inclusive's compliance with the General Data Protection Regulations at their commencement on 25 May 2018
- Establish a donation handling policy
 - Produce a policy for seeking and processing donations – including both financial and other forms of support – from IP Inclusive supporters and external bodies
 - Seek funding for individual projects where needed (see “Financial considerations” below)

Other general projects

- ? Upgrade the IP Inclusive website**
 - Update the website and/or increase its functionality, eg to incorporate mailing list subscription, events listings (with registration facility?) and a safer discussion forum?

Financial considerations

The projects identified by ** above would require separate funding. Therefore:

- Request donations from IP Inclusive supporters, and from appropriate external sources, to progress the chosen projects