

IP Inclusive: LEO's report 1Q 2020



[Note: this report relates to the period *following* the annual meeting on 21 January 2020.]

1 Progress on 2020 priorities

1.1 Extending our reach

Persuade more people of the importance of diversity and inclusion (D&I) to the IP professions

- Communities and regional networks collaborating on projects to encourage and support diversity “allies”
 - 8-centre recorded panel discussion organised for March though cancelled due to coronavirus; rescheduling intended
 - Similar event intended for London and potentially other locations later this year
 - Hoping to work with the communities to establish “quick wins” for supporting the groups they represent (see also 2 below)
 - Webinar/podcast planned for later in the year to highlight “unconscious privilege”, to help people outside minority groups understand their role in improving inclusivity
 - Daniel Winterfeldt, founder and chair of InterLaw Diversity Forum, booked to speak on “Allies and intersectionality” at the June diversity breakfast with CIPA; hoping his talk can still go ahead in some format
- Simon Fanshawe (journalist, presenter, Stonewall co-founder, diversity champion and business consultant) has offered to chair a round-table/think-tank for free, to debate the importance of diversity with senior IP business leaders
 - Working with Gwilym Roberts on suitable format and invitees
 - Plans slightly on hold due to coronavirus (has to be a live event)
 - Desired outcomes: high-level commitments; new and more influential “champions”
- Planning a June round-table with (a) specialist IP recruitment consultants and (b) recruiters within IP sector organisations
 - Date and speakers agreed; now trying to establish suitable remote-access formats
 - Desired outcomes: a business case for D&I, based on its impact on recruitment and retention; practical steps for recruiters to drive improvements in the sector
- Encouraging all event attendees to invite someone along who has not been involved with IP Inclusive before

1.2 Disability confidence

Through IP Ability, encourage and support disability confidence in the IP professions

- IP Ability busy collating ideas, resources and case studies, for both employees and employers
- Events planned, subject to coronavirus restrictions, eg on neurodiversity-related issues
- Continuing to collaborate with the IPO's disability support networks and the Law Society's Lawyers with Disabilities Division
- February webinar on inclusivity and the menopause; outcomes included links to relevant resources and suggestions for workplace adjustments
- Working with CIPA on issues to do with accessibility of the European patent qualifying exams
- IP Ability articles published in *World Trademark Review* and *CITMA Review*
- IP Ability to feature in the September 2020 post-CIPA Congress reception

1.3 Ethnic diversity

Understand more about, and begin to address, the current low levels of ethnic diversity in the IP professions

- Initial planning for round-table/think-tank involving IP & ME members and other appropriate IP professionals, to discuss the nature, extent and causes of the problem and practical measures to address it
 - Desired outcomes: practical measures (both systemic and local) to improve ethnic diversity in our sector; ideas for future research or discussion

1.4 Careers in Ideas (CinI)

Continue to raise awareness of, and improve access to, IP-related professions, focusing on currently under-represented groups; develop the existing Careers in Ideas resources

- CinI "task force" (initially established March 2019) reconvened this month
 - Working groups established to progress specific tasks to agreed timescales
 - Plenary catch-ups every 2 months to coordinate efforts
- One working group will focus on comms:
 - New LinkedIn group set up
 - Twitter account now more active
 - A website team will update content more regularly, revive the opportunities board and process visitor communications
- Other working groups will develop the existing CinI resources:
 - Targeted resources for school years 10 and 12
 - Updated "careers pathways guide" (including interactive versions)

- Resource packs for IP professionals' outreach activities (eg work experience events)
- (Later in the year) guidance, for IP professionals, on effective outreach tactics
- Some of this work requires input from professionals such as Johnny Rich, who created the original CinI materials; proposal and project plan to be created before seeking sponsorship for this (some sponsorship already received)
- Further working groups are (a) collating information on our contact with educational establishments, careers advisers, charities and other relevant organisations (shared database established; note this does not contain any personal data for our contacts); (b) working with specific groups such as the IPO's outreach team and IP Futures
- Collaborating with IP Federation on projects to do with socio-economic mobility and access to the IP professions
- Scotland network event January 2020 on access to the IP professions; yielded new contacts for the CinI task force
- Planning a "Careers in Ideas Week", 16-22 November 2020 (a replacement for IP Inclusive Week this year)
 - As part of that, considering a CinI work experience/taster day for invitees from our charity contacts (eg we've been developing closer contact with the social mobility charity in2scienceUK)

1.5 The EDI Charter

Encourage and support greater involvement from Charter signatories, and fulfilment of the Charter commitments

- Regional networks continue to bring signatories together; their work is hindered by the coronavirus outbreak but I'll work with them to encourage remote-access alternatives
- Outcomes from other activities and events will feed back to Charter signatories to help them fulfil the Charter commitments
- Hoping to run a survey of Charter signatories soon, asking them to confirm their commitment and update their details; propose to include questions about the value of their association with IP Inclusive and their thoughts on future funding schemes such as Charter signatory subscriptions or sponsorship packages
- 3 new Charter signatories since 1 January 2020; need to give thought to increasing this; could do with more in-house departments, also IP-specialist business support organisations

2 The five communities

- **IP & ME** social media comms now more active; several new committee members on board; South West regional group established; panel event planned for later in the year with IP barristers; see also 1.3 above
- **IP Ability** incredibly active: see 1.2 above
- **IP Futures** breakfast event in January; will also work with the CinI task force
- **IP out** events in January and (South West social event) February; excellent series of weekly blog posts to mark LGBT+ History Month in February
- **Women in IP** panel discussion in early February; social media campaign of quotes for International Women’s Day on the #EachforEqual theme; informal “coffee date” in March; committee meets monthly and is actively planning other projects, including collaborations with external organisations (eg AIPLA, ChIPs, EPO staff networks), external speaking opportunities, a mentoring scheme, and collation of practical D&I-improving measures
- Hoping to organise a get-together of community and regional network committees later in the year, to thank them, canvass their views and increase collaboration; date and format TBD; IPIM representatives will be invited

3 Mental health & wellbeing

- Working with LawCare and Jonathan’s Voice on mental health-related issues, including through my role as a LawCare “Champion”:
 - Jonathan’s Voice guidance booklet for patent and trade mark professionals
 - LawCare survey on mental wellbeing in the legal sector (instead of our annual Mental Health Awareness Week survey; we will have access to IP sector-specific data)
 - Support for mental health first aiders (event planned, with follow-up resources and a potential support network)
 - Session on wellbeing and mental health at the September 2020 CIPA Congress
- Working with CIPA and LawCare on an April webinar about stress, burn-out and addiction
- Hoping to organise an event with South West network, IP Ability and IPO contacts about “Wellness Action Plans”
- Organising a #BetterBedtimes campaign to mark Mental Health Awareness Week (18-24 May 2020; theme = “sleep”)

4 Coronavirus response

- Current approach: IP Inclusive can't advise, but it can signpost resources; stimulate and host conversations; encourage exchange of support, ideas and best practices; look out for the interests of under-represented groups; and generally be the "glue" that holds together an inclusive, empathetic and supportive community
- On Twitter, LinkedIn and the website blog we're promoting IP Inclusive as a source of reassurance and community support
- Conversations initiated in our LinkedIn group; Women in IP planning something similar for their LinkedIn group
- Hoping to do a webinar with CIPA and others on the mental health implications of working from home (wfh)
- IP Ability and IP Futures both planning blog posts on topics relating to wfh
- Communities keeping an ear open for challenges affecting their members; we will address these as best we can, eg by:
 - signposting specific guidance and resources
 - raising awareness, in particular among employers and managers
 - if necessary working with external bodies (eg membership bodies, regulators, LawCare) to ensure support reaches the right people
- I'll continue to explore ways to engage with people in the absence of face-to-face events, eg through podcasts, social media channels and website

5 Operational

5.1 Website

- 18 "News and Features" posts since 1 January 2020, including IP Inclusive news, event reports, guest blogs and comment
- Second 6-monthly update provided for the site sponsors in February, based on the Google Analytics stats; traffic had improved since the first update
- Hoping to upgrade certain aspects of the site later in the year, to improve accessibility and functionality; project yet to be scoped; sponsorship will be needed
- Hosting packages for both IP Inclusive and Careers in Ideas sites renewed in February

5.2 Other

- February: IPIM insurance renewed
- February: ICO data protection fee paid for 2020
- February: free Zoom account set up; looking into its use for small-scale webinars or podcasts (we also have a free Podbean podcast-hosting account)
- March: SurveyMonkey account renewed

- Mailchimp account will need upgrading to paid version soon (subscriber numbers approaching the upper limit); I'm keeping this under review; IPReg 2020 funding covers this

6 Miscellaneous

- Response filed in February to CIPA's Mercer Review Call for Evidence, based on input from community committees and the CinI team; we called for EDI impact assessments to form part of the design of future assessment and qualification systems, also for better wellbeing support for trainees and trainers

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