PINCLUSIVE

Working for diversity and inclusion in IP

IP Inclusive and the gender gap

Andrea Brewster OBE Lead Executive Officer, IP Inclusive 12 October 2021

About IP Inclusive

- A group of UK-based IP professionals, working together for a common cause:
- ...to improve equality, diversity, inclusion and wellbeing in their sector
- Set up by IP professionals, for IP professionals
- Powered largely by volunteers
- Open to anyone who works in IP
 - Regardless of role, seniority or career background



- 1. The problems IP Inclusive is trying to address, within the broader umbrella of "Bridging the gender gap in IP"
- 2. Which solutions IP Inclusive is putting in place to address those issues



The problems (i)

- There isn't yet a level playing field:
 - We don't have 50% women, particularly in patents
 - Women are less well represented at senior levels
 - Working arrangements are not always ideal for women



The problems (ii)

- Some men don't think there is a problem
- Women think it's *their* job to solve it
- We're hampered by biases, stereotypes and assumptions
- People are bored and/or scared of "feminism"



Our solutions: a broader approach

- Yes, we have a "Women in IP" group
- But:
 - We cover *all* aspects of diversity
 - We focus more on inclusivity than diversity
 - We're open to allies



Why?

- More people! 🙂
- Less risk of being sidelined; better chance of being heard
- Helps us address "intersectionality"
 - People from different minority groups can support one another
 - Many people's identities are a mixture of minority group and ally



Why?

- The focus on inclusivity means *everyone* can get involved
 - We encourage acceptance of everyone, whatever group(s) they belong to
 - We try to celebrate differences, not overcome them
- Allies are vital to help us recognise, articulate and solve the problems
 - We're more powerful working with them than excluding them



Some examples

- Parenting provisions
- Gender neutral language
- The drive to make women better at things
 - (eg networking, public speaking, selling themselves, negotiating)

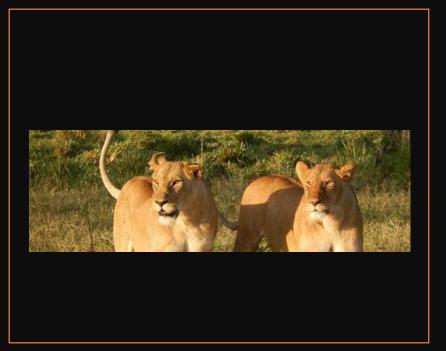


Some things IP Inclusive does (that help women)



IP Inclusive's Women in IP

- A networking and support "community"
- Around 1,000 members
 - From in-house and private sector
 - From all IP backgrounds and roles
- <u>https://ipinclusive.org.uk/com</u> <u>munity/women-in-ip/</u>

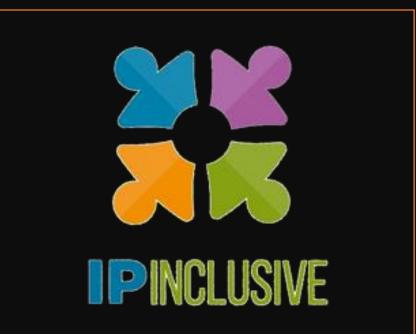




IP Inclusive's Women in IP



- Open to all genders
- Exists to address issues that affect *people who identify as women*
 - Including trans and non-binary people
- Male allies can be part of the solutions to those issues



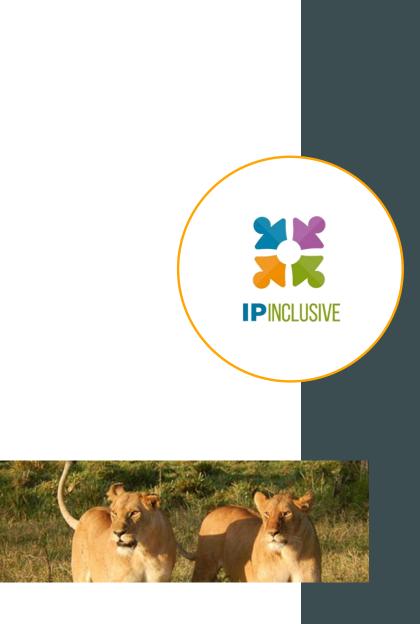
What Women in IP do

- A safe space
- Sharing ideas and experiences
- Events
 - Some training, some social, all highly popular
- Resources
- Support
 - Eg a proposed mentoring scheme
- Lobbying



What Women in IP do

- Work with our other five communities
 - To understand and support one another
 - (eg joint events, resources for allies)



Our Senior Leaders' Pledge

- Complements our EDI Charter
- For individual leaders and managers
- A personal commitment to champion diversity and inclusion
- A great way to bring male allies on board
- <u>https://ipinclusive.org.uk/the-ip-inclusive-senior-leaders-pledge/</u>

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The benefits for women

- Developing networks
 - Professional and personal
- Role modelling; mutual support
- Starting up new conversations
 - Including with allies
 - And with other minority groups
 - Some on difficult topics
- A strong sense of community, ownership and engagement
 - (...and not just for straight, white, non-disabled women)

To summarise...

We're tackling the gender gap at IP Inclusive:

by focussing less on the **symptoms** (low numbers, pay gaps, barriers to progression, etc)

and more on the underlying **causes** (lack of inclusivity, bias, insufficient allies)

Because the issues that women face have a much wider context



How to find out more



- <u>www.ipinclusive.org.uk</u>
- www.ipinclusive.org.uk/community/women-in-ip/
- contactipinclusive@gmail.com
- @IPInclusive
- @WomeninIPI
- LinkedIn



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Thank you for listening!

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