



Evolving Intellectual Property Rights Skills for Athletes

D4.2 – Web Tools

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PROJECT DETAILS

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1 BACKGROUND. ABOUT IPR-A PROJECT

For the majority of athletes, including many successful ones, much in their sport, the alternative ways to sustain themselves financially are a reality. IPR-A project addresses the objective of “encouraging Dual Careers of Athletes” by formulating and carrying out a training program for athletes during and after the end of their involvement in sports, focused on their training on a specific field of entrepreneurship skills, the Intellectual Property Rights Skills. Our projects concept approach is spread in three phases which relate to the Work Packages structure and address specific objectives. Our project will work on three levels: supporting the community (by developing educational programs and IPR entrepreneurial based skills), affecting the social aspect by involving athletes in the process and organizing seminars for immediate application of knowledge through specific educational method and affecting at personal level by increasing the beliefs about IPR and build skills so as to equip athletes for successful and active action with entrepreneurship. The first phase of the project will incorporate activities related to design and define the learning outcomes of our projects program. During this phase partners will focus their actions to development of trainer’s manual and to make the educational course available online. On the second phase co-creation studio will be organized, where the modules will be co-designed with the participants effort, and together with the other activities of this phase, the training program will be delivered to the participants in the form of educational seminars through specific educational method. This will equip them with confidence and a deeper understanding of the IPR skills being acquired to encourage them to tackle entrepreneurship more effectively. The third phase is horizontal and will run from day one and all the way through to the end. It will concentrate on the promotion of IPR skills to retired athletes.



2 INTRODUCTION

2.1 Purpose and Scope of the document

This deliverable has been developed within the framework of Task 4.2 of the IPR-A project, which focuses on the development, implementation, and analysis of modern digital tools designed to promote awareness and understanding of intellectual property rights (IPR) among athletes and key stakeholders in the sports sector. Through a holistic approach, this deliverable aims to provide a comprehensive and in-depth overview of the online tools created within this Task, while also evaluating their relevance, usability, and overall effectiveness in achieving the project's objectives.

Within the broader context of Work Package 4's goals, these tools aim not only to disseminate knowledge and information but also to enhance active user engagement through modern, interactive, and user-friendly digital resources. The core tools include the project's official website, the online educational repository, and the strategic use of social media channels, which collectively create a multifaceted ecosystem of learning and communication. This document thoroughly analyzes the conceptual and functional design of each tool, highlighting how technology is integrated as a central driver for educational dissemination and raising awareness on intellectual property matters.

The scope of this document goes beyond a simple technical description of the digital resources; it seeks to emphasize the strategic importance of digital innovation as an effective means of educational outreach, particularly to population groups that traditionally show lower levels of awareness and sensitization, such as athletes and related professional networks. Through the systematic evaluation of the tools' effectiveness and outreach, the document significantly contributes to the project's sustainability objectives, while also laying the foundation for their long-term maintenance and further development beyond the official project phase. In doing so, the deliverable reinforces the prospect of a lasting and multiplying impact of the project, contributing to the broader effort to promote knowledge and application of intellectual property rights in sports and beyond.



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3 IPR-A Website – <https://ipr-a.eu>

3.1 Structure

The official website for the IPR-A project serves as a comprehensive digital hub for the initiative's objectives, activities, and resources. The structure of the website includes the following key sections:

Homepage:

a) Introduces the name of the project, main goals and provides a brief overview.

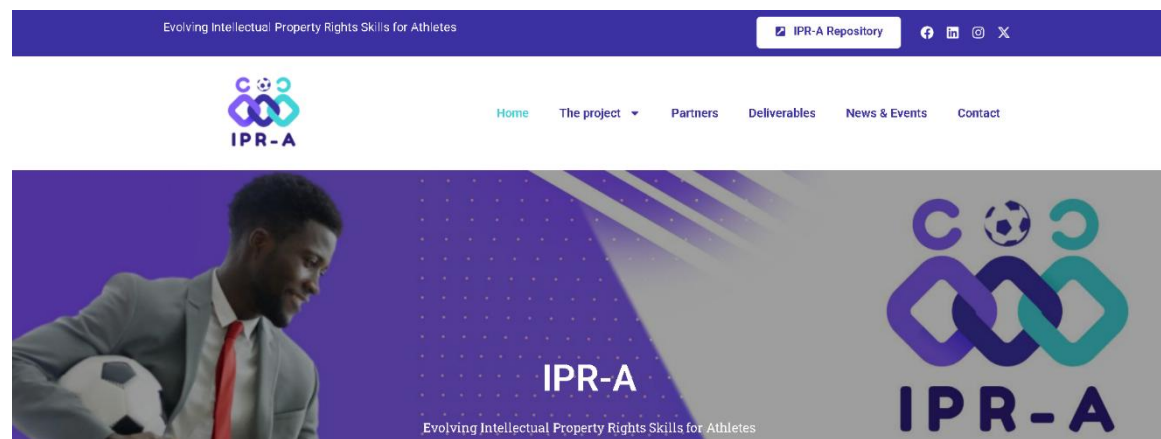


Figure 1 IPR-A website homepage-screenshot 1

b) “About” section

Project goals, target groups, and consortium members.



Figure 2 IPR-A website homepage-screenshot 2



c) IPR-A Promotional Multimedia Presentation

The IPR-A multimedia presentation serves as a dynamic and engaging overview of the project's highlights and achievements. Designed to summarize key aspects of the IPR-A project, the video communicates its goals, milestones, and outcomes to a wider audience. The presentation not only show the essence of the project but also reinforces its relevance and impact across the target audience. The primary purpose of the multimedia presentation was to provide an accessible and visually engaging summary.

IPR-A PROMOTIONAL VIDEO: EMPOWERING ATHLETES THROUGH INTELLECTUAL PROPERTY RIGHTS



Figure 3 Multimedia Presentation

The Project

It contains information about the objectives, the outcome, and the workplan of the project.

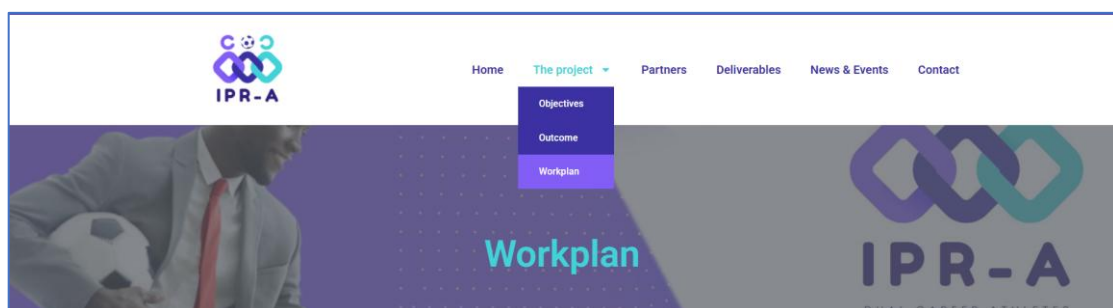


Figure 4 The Project menu item



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Partners

Highlights the three partner organizations, their description, location, and their contributions and active participation.

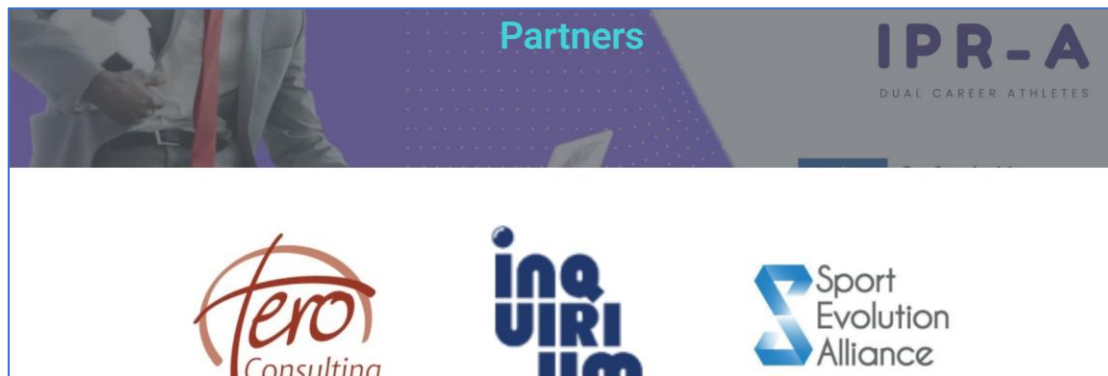


Figure 5 Partners menu item

News & Events

Updates, event announcements, and highlights.

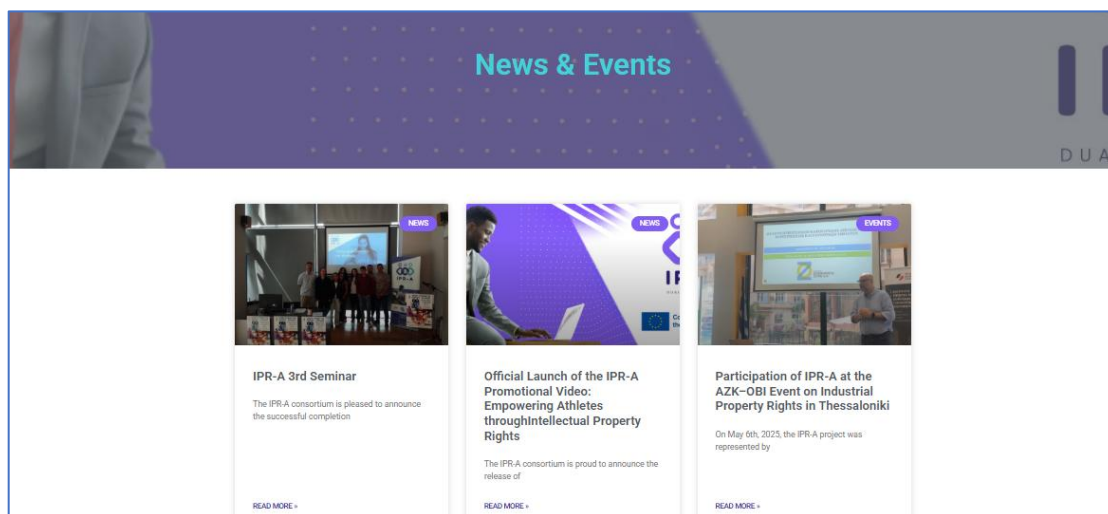


Figure 6 News & Events menu item



Contact

Inquiry form and contact details.

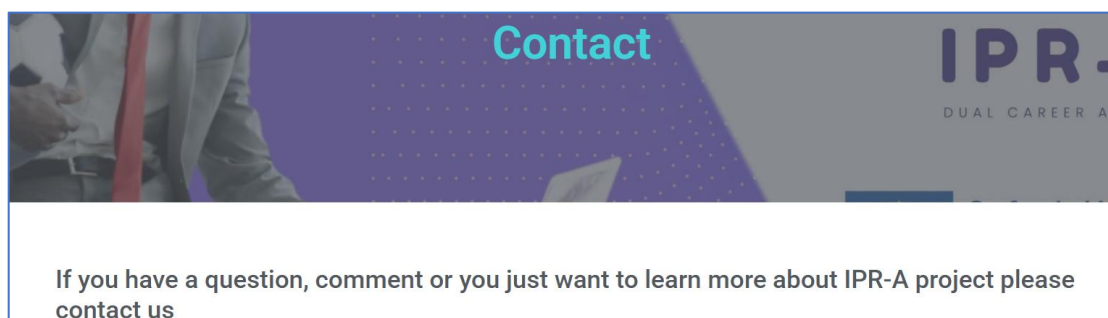


Figure 7 Contact menu item

IPR-A Repository

It leads to the implementation of the IPR-A Online Repository.

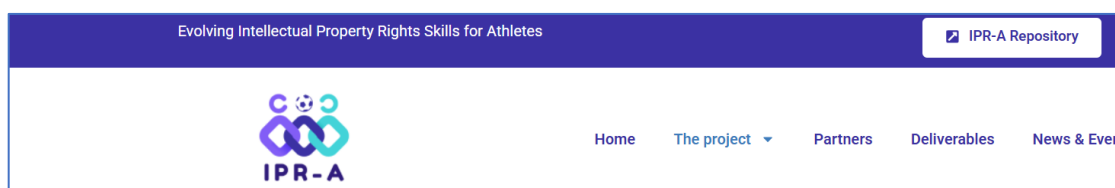


Figure 8 IPR-A Repository button

3.2 Content

The website provides regular updates on the project's activities and deliverables, allowing visitors to follow the progress and outcomes of the IPR-A initiative. It serves as a comprehensive hub for information and education, offering content related to intellectual property rights (IPR) specifically tailored for athletes, as well as information about the project partners, deliverables, news, and events. Finally, the website offers direct access to the IPR-A Online Repository, which brings together all educational materials and resources developed within the project, such as articles, guides, and training videos that support the understanding of key concepts and issues related to intellectual property in the field of sport.



3.3 Updates

The website is updated regularly to reflect ongoing progress and events within the IPR-A project. Notable updates include meetings, seminars, and the dissemination activities. Key milestones, such as the launch of the IPR-A Online Repository and significant partner meetings, are also prominently highlighted. Through regular updates, the website ensures that stakeholders and visitors remain informed about the project's latest developments.

3.4 Impact

- The project website surpassed its target of 2,000 visits, reaching a total of **2,117 viewers**.

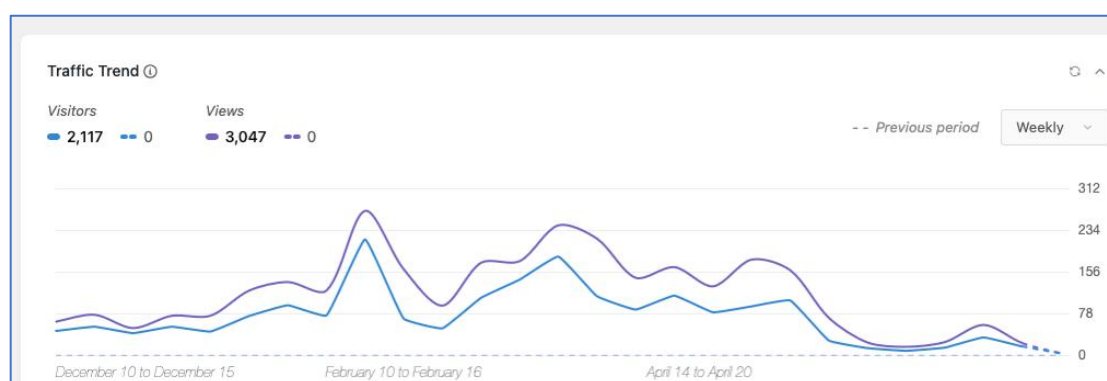


Figure 9 Website Viewers

- The majority of visits occurred during the last six months, **coinciding with the implementation of the seminars**.
- Website engagement remained consistent, reflecting the **increased interest and visibility of the project during key dissemination periods**.
- The IPR-A project website plays a critical role in disseminating information and attracting a wide audience. Through well-structured content and an intuitive design, the website effectively promotes awareness of the project's mission and achievements. It serves as a key platform for engaging with stakeholders, sharing updates on social media, and encouraging the adoption of IPR-A methodologies beyond the participating countries. By making resources accessible and showcasing successes, the website inspires other organizations to explore sports as a means of social inclusion.



4 IPR-A Online Repository

A core output of the IPR-A project, the IPR-A Online Repository is a centralised knowledge platform designed to provide ongoing guidance, support, and educational resources on IPR and dual career matters.

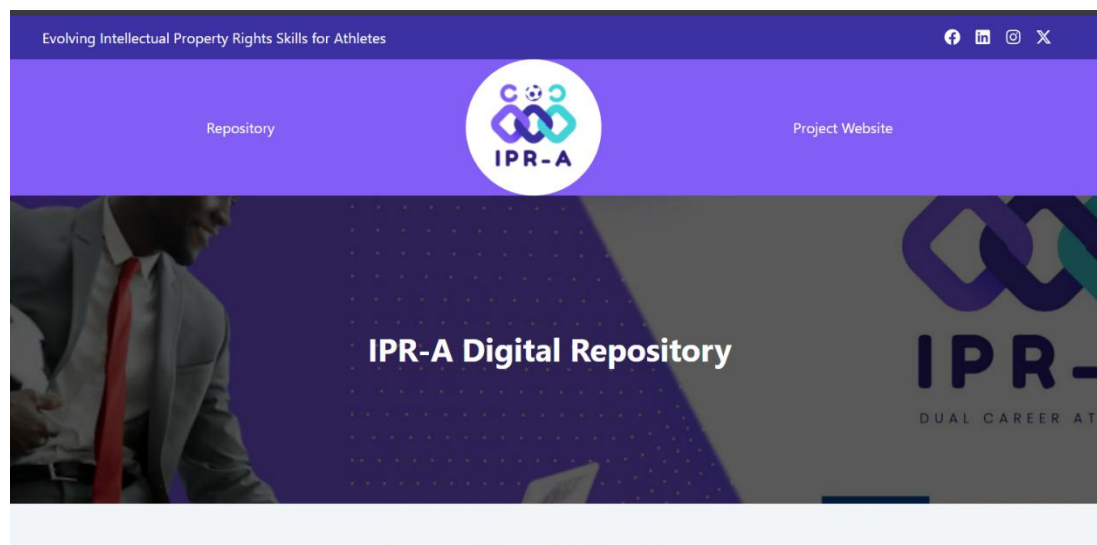


Figure 10 IPR-A Online Repository

4.1 Features

Repository hosts a broad range of materials that have been carefully curated to meet the practical and educational needs of its users. These resources are organised into five key sections to ensure clarity and ease of navigation.



Figure 11 IPR-A Online Repository Categories



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5 Social Media Tools

5.1. Platforms Used

- [Instagram \(@ipra_2024\)](https://www.instagram.com/ipra_2024)

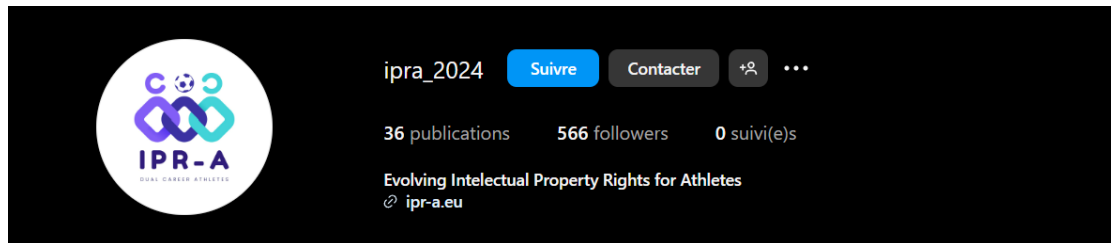


Figure 12 IPR-A Instagram Page

- [LinkedIn \(evolving-intellectual-property-rights-for-athletes\)](https://www.linkedin.com/company/evolving-intellectual-property-rights-for-athletes)

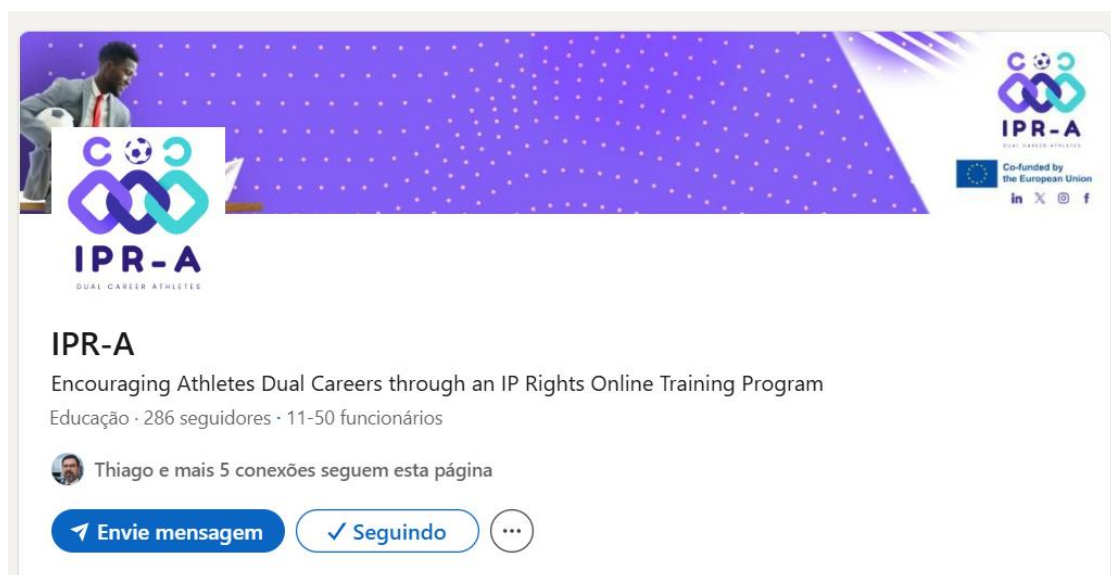


Figure 13 IPR-A LinkedIn Page



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- [Facebook \(@IPRAthletes\)](#)

To connect with a broader audience and share impactful posts and stories.

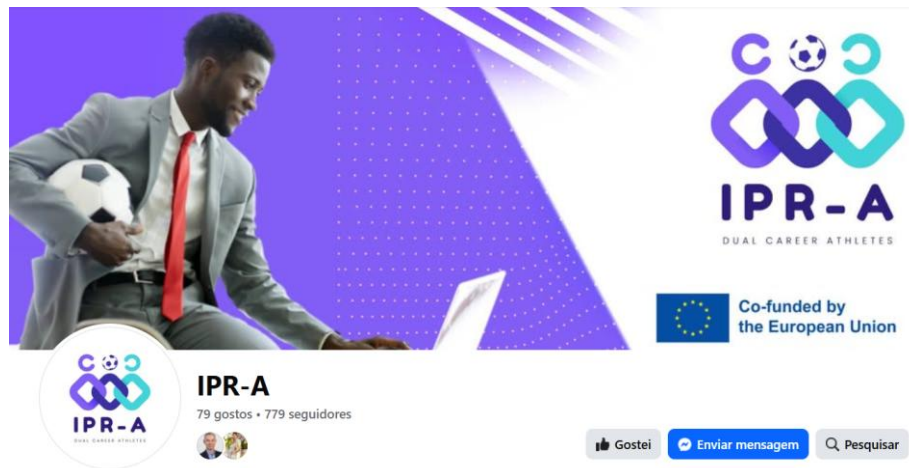


Figure 14 IPR-A Facebook Page

- [X \(@ipra_2024\)](#)

To showcase vibrant imagery and updates from seminars and events.

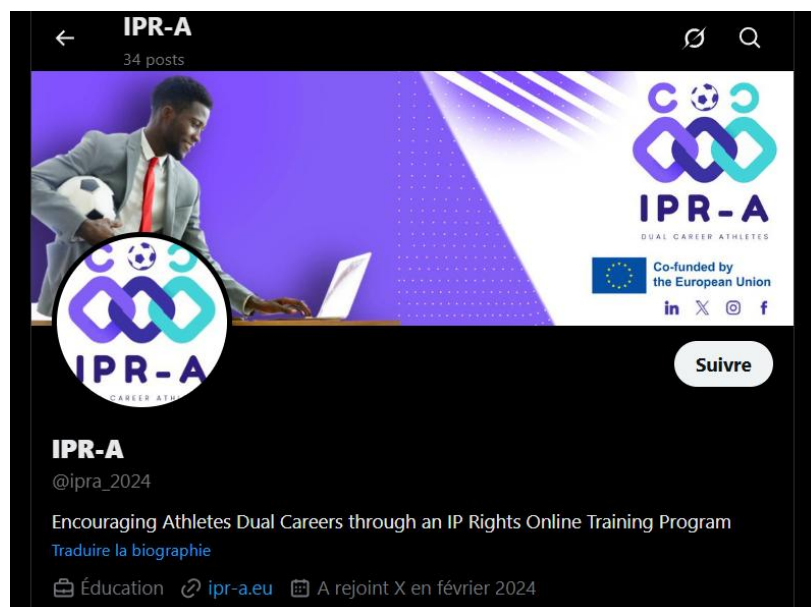


Figure 15 IPR-A X Page



5.2 Social Media Update and Content

Social media updates are posted consistently with the aim of continuously enhancing the project's visibility and maintaining active engagement with stakeholders and followers. The content is tailored to reflect ongoing activities and is shared in connection with key events, such as the delivery of training seminars, presentations at scientific and professional conferences, and partner meetings. In parallel, posts of a broader educational and informational nature reinforce the project's message and objectives by highlighting its core values and encouraging dialogue and the exchange of ideas among users.

5.3 Social Media Impact

Social media platforms serve as powerful tools for enhancing the reach of the IPR-A project. By presenting engaging and accessible content, the project successfully connects with stakeholders from the sports sector across Europe. The frequent sharing of success stories and updates encourages community involvement and inspires new groups to apply intellectual property rights skills within the framework of dual careers. The interactive nature of social media further facilitates dynamic dialogues, reinforcing the values of equality and teamwork.

All proposed objectives for follower growth were successfully exceeded:

- Instagram: +550 followers
- Facebook: +700 followers
- LinkedIn: +250 followers
- Twitter: +200 followers

In total + 1500

Content included over 50 posts, 18 reels, and high interaction with targeted audiences.



6. Digital Toolkit

A downloadable digital toolkit was developed to support offline dissemination:

- Leaflets, posters, presentation templates.
- FAQs on IPR for athletes.
- Workshop guides for trainers.

Available in English, Portuguese, and Greek.

7. Conclusion

The web tools developed under WP4 have been central to the dissemination and educational objectives of IPR-A. The website, the online repository, and social media channels have ensured wide outreach, strong engagement, and the promotion of key messages around intellectual property and sport. Continuous updates and user feedback loops have contributed to their relevance and usability.

The tools will remain online beyond the project's lifetime, ensuring long-term sustainability and impact.