



GUIDE ON CLASSICAL PLUS IP LICENSING

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Acronyms

| | |
|--------------|--|
| AHSS | Arts Humanities and Social Sciences |
| CC | Creative Commons |
| EU | European Union |
| GDPR | General Data Protection Regulation |
| GLAM | Gallery's Libraries and Museums |
| IA | Intellectual Assets |
| IP | Intellectual Property |
| MIT Licenses | Massachusetts Institute of Technology Licensing |
| NGO | Non-governmental organization |
| OER | Open Educational Repositories |
| OSS | Open Source Software |
| RAMM | Royal Albert Memorial Museum & Art Gallery |
| STEM | Science, Technology, Engineering and Mathematics |
| TTO | Technology Transfer Office |

1. Introduction

In the grand marketplace of ideas, society has become adept at recognising and commercialising certain forms of intellectual property (IP) and intellectual assets (IA) such as a patent for a life-saving drug, the copyright to a best-selling novel or an algorithm developed by a tech giant are universally recognised as valuable and worthy of significant investment and legal protection. Yet lurking within the archives of universities and research institutions is a different class of intellectual output. This class of output is systematically undervalued within traditional IP frameworks, yet it constitutes critical infrastructure for social progress that remains largely untapped: the assets of social science.

These outputs, meticulously designed surveys, behavioural games, curated datasets, methodological frameworks, are often dismissed as mere "research instruments" or preliminary steps on the path to a more tangible publication. This perception, however, fundamentally misjudges their inherent worth and enduring utility. The survey that captures the nuances of public trust, modern training and education resources incorporating multi-media content, the economic game that reveals hidden biases, or the dataset tracking longitudinal well-being are not just means to an end; they are durable public goods with high societal impact in their own right. Their economic undervaluation stems from a confluence of factors. Firstly, the dominant IP model is ill-suited to these creations. Patents protect inventions with specific industrial applications; however, the functional design of a survey questionnaire or the architecture of a social simulation cannot be protected as a process or method patent, but copyright protection can be availed, enabling nuanced IP licensing and varied business models can be adopted to ensure wider societal reach.

Such intangible assets are non-rivalrous and their impact accrues to the society rather than a single licensee. Secondly, academic incentive structures prioritize the "final" research paper in a high-impact journal, not the creation of robust, reusable tools. The career rewards for developing a ground-breaking dataset are often negligible compared to publishing multiple papers derived from it. This neglect represents a staggering loss of potential. These arts, humanities and social science outputs hold the key to addressing some of our most persistent societal challenges.

In this regard, some illustrative examples of these outputs are presented, which have been undervalued, failing to recognise their potential value, when in reality they can be a great investment asset if their potential is exploited.

Surveys as Societal Mirrors: A well-validated survey on civic engagement, mental health, or social cohesion is not just an academic exercise. In the hands of policymakers, it becomes a diagnostic tool to measure the health of a democracy. For non-profits, it provides a baseline to measure the efficacy of interventions. For educators, it offers a window into the evolving needs of their student body.

Games and Simulations as Engagement Engines: [Behavioural economics games](#)¹ designed to study cooperation or trust can be transformed into powerful training tools for corporate teams, conflict resolution workshops, or educational platforms that teach financial literacy and systemic thinking in a way that lectures cannot.

Datasets and Databases - Curated longitudinal datasets tracking everything from genomic data², neighbourhood development to career pathways are invaluable for identifying trends,

¹ See <https://economicsnetwork.ac.uk/showcase/>

² See Economic Games at <https://economics-games.com/>

testing policy outcomes, and empowering communities with data about their own trajectories. They provide the empirical bedrock upon which an evidence-based society can be built.

The untapped potential lies in recognising these outputs not as academic by-products, but as a form of civic and commercial infrastructure. By systematically preserving, standardising, and making them accessible, moving beyond the "file drawer" to curated, interoperable repositories, we can unlock a powerful cycle of innovation. A future social entrepreneur could adapt a proven behavioural nudge from an old psychology game; a city planner could use a validated well-being scale to assess the impact of a new public space; a teacher could use a dataset to bring local history to life.

In conclusion, the chronic undervaluation of social science outputs as IP is a critical blind spot in our innovation ecosystem. By failing to steward these tools, we are discarding the very machinery needed to diagnose, understand, and improve the societal condition. The challenge ahead is not merely to produce more research, but to radically reimagine how we value, curate, and deploy the intellectual infrastructure that research creates. The path to a more resilient, equitable, and enlightened society may depend less on the next disruptive patent and more on the strategic use and licensing of a dataset, survey, or even archival collections of historical data.

2. Non-Classical IP Asset

Traditionally, the conversation around IP is framed by the lexicon of commerce: revenue, market exclusivity, and competitive advantage. When applied to the outputs of social science, the validated surveys, methodological frameworks, behavioural nudges, and curated datasets, this narrow economic lens proves not only reductive but often counterproductive. It obscures a far more profound potential: the capacity for IP licensing to function as a strategic mechanism for scaling societal impact, disseminating evidence-based solutions, and building a more informed and equitable civic infrastructure. The true value of this IP is not realised when it is locked away for maximum profit, but when it is strategically released to catalyse positive change.

The core of this paradigm shift lies in moving from a philosophy of exclusion to one of stewardship. Instead of using IP rights primarily to prevent use (the traditional "negative right"), social science institutions can use them to guide use. A well-crafted license becomes a civic tool, ensuring that a resource is used ethically, effectively, and for the public good. Consider a university that holds the IP for a rigorously validated mental health screening questionnaire. Such intangible assets can be freely licensed to all public schools and community health centres under an agreement that ensures proper training is provided and data privacy is maintained, thereby generating societal value: early intervention for at-risk youth, better resource allocation for counsellors, and the creation of a standardised, comparable dataset on student well-being at a population level; however, for continual maintenance and updating of the materials the tired licensing model can be adopted wherein a fee is levied (subscription fee or one time lump sum fee) to the license the material to a commercial enterprises. This approach generates societal value through several distinct channels:

Scaling Evidence-Based Practices with Fidelity

Without the stewardship of IP, impactful social innovations risk being diluted, misapplied, or lost in the noise of well-intentioned but unproven alternatives. Licensing allows the creators to package their tool with essential guidance, training protocols, and quality controls. A poverty alleviation program, proven effective through randomised controlled trials, can be licensed to NGOs and governments with mandatory trainer certification. This ensures the program is

implemented as designed, preserving its efficacy and protecting the vulnerable populations it serves from ineffective interventions. The license becomes a guarantee of integrity, scaling the impact, not just the product.

Fostering Equitable Access and Preventing Exploitation

The strategic use of IP can actively promote equity. Through tiered or cross-subsidisation licensing models, an institution can charge commercial entities (e.g., pharmaceutical companies using a quality-of-life survey in clinical trials) while providing the same tool at no cost to researchers in low-income countries or to small non-profits. This prevents the tool from becoming a luxury good available only to well-funded actors and ensures that the knowledge created for humanity benefits all of humanity, not just its wealthiest segments. The economic value extracted from the commercial sector directly subsidizes the societal value delivered to the public sector.

Building Interoperable Civic Infrastructure

Many of our most pressing challenges, from climate migration to pandemic preparedness, require coordinated action across sectors and borders. Social science IP, such as standardised metrics for community resilience or social cohesion, can be licensed under terms that mandate interoperability. When cities, NGOs, and international agencies all use the same validated framework to collect data, their findings become comparable, aggregate, and far more powerful. The licensed framework ceases to be a mere tool and becomes a shared language, enabling a collective understanding of problems and a coordinated assessment of solutions.

Catalysing Collaborative Innovation

"Open" licenses, such as Creative Commons, are a form of IP management deliberately designed to generate societal value. By releasing a dataset or a survey under a permissive license, a research team invites global collaboration. Policymakers can adapt it, educators can build curricula around it, and tech developers can create user-friendly applications atop it. The original IP acts as a seed crystal, precipitating an ecosystem of innovation that the original creators never could have envisioned or executed alone. The value multiplies through the network of contributors, all guided by the legal permission embedded in the license.

IP licensing should thus consider the larger societal benefits and interconnections they activate as a suitable metric rather than just economic revenue an IP asset brings. A survey instrument licensed for a fee provides a single data point of income; that same instrument, strategically licensed to public health networks and NGOs, becomes an early-warning system for community mental health crises, a standardized metric enabling cross-national research, and a foundational tool for training a generation of practitioners. The true worth of such an asset is not found on a balance sheet, but in its ripple effects: its ability to create robust, interoperable civic infrastructure, foster equitable access to evidence-based tools, and catalyse collaborative innovation that addresses complex human problems far beyond the scope of its original creation. To measure a license's success by revenue alone is to value the seed for its weight, while ignoring its potential to cultivate an entire forest.

Illustratively, the **Royal Albert Memorial Museum & Art Gallery (RAMM)** collaborated with the **GLAM-E Lab** to develop and implement its Open Access Strategy, which was officially adopted in early 2024. Their approach was methodical and research-led. RAMM began with a small-scale test in 2023, uploading 63 public domain artworks of historical local places to Wikimedia Commons using the **CC0 Public Domain Dedication**. This allowed them to track impact with minimal risk. The museum conducted an internal review which revealed that their traditional licensing service was not cost-effective. They found that the administrative costs of running the service often exceeded the income

generated, and high fees prevented many researchers and educators from using the images. RAMM's move to Open Access was motivated by several goals:

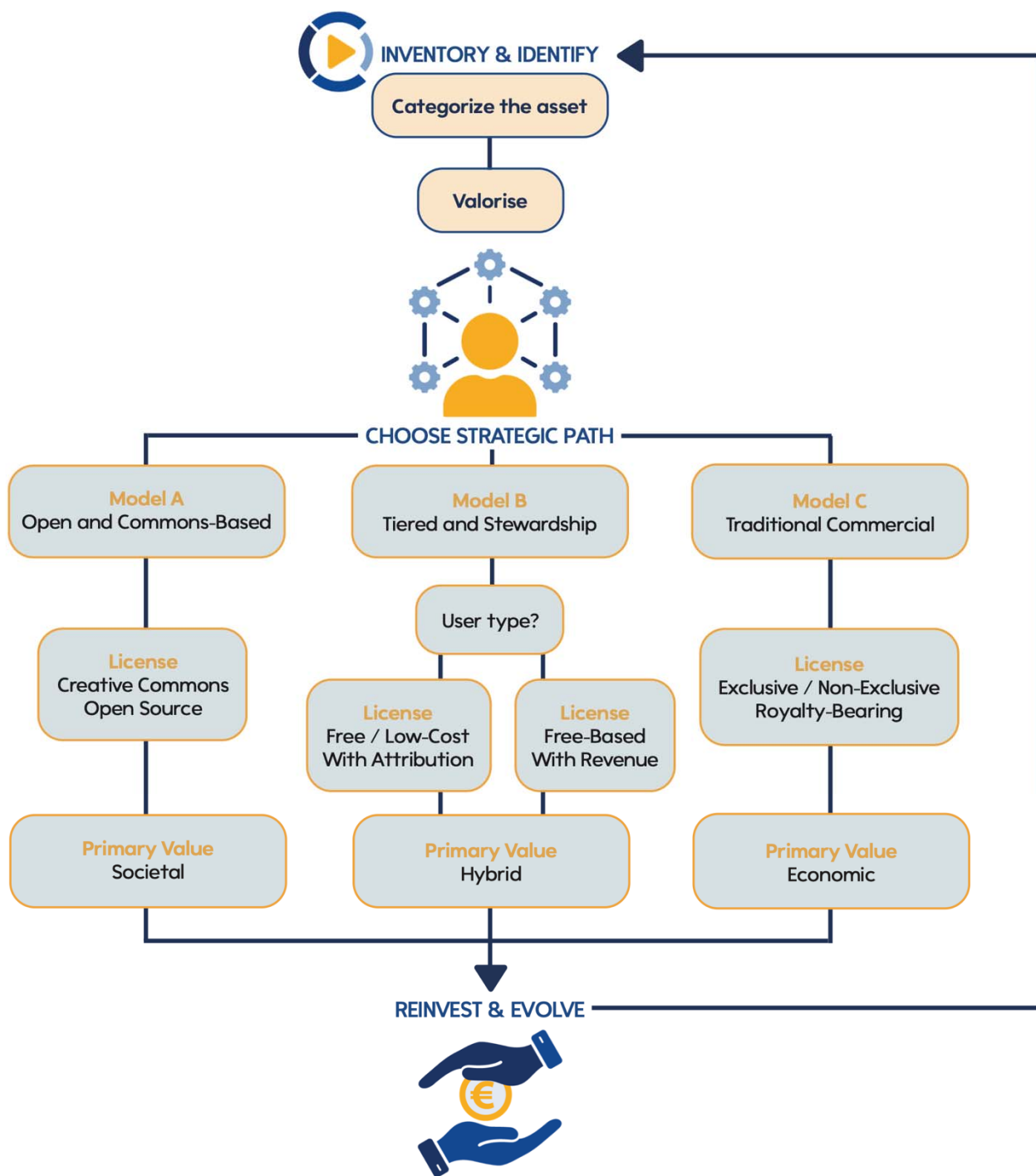
- Aligning with funders' open licensing requirements.
- Improving staff efficiency by simplifying rights management.
- Increasing the visibility and reach of its collections.
- Fulfilling its mission as a civic museum by ensuring equitable, free access to cultural heritage.

The results from RAMM's pilot program demonstrate how Open GLAM directly fuels public interest and participation.

- **Exceptional Public Reach:** In just one year, the initial 63 pilot images received **over 6.16 million views** across various platforms. At least 41 were added to 65 Wikipedia articles in 7 different languages.
- **Spurring Local and Educational Use:** The open images quickly appeared on local history websites, educational materials, and study guides. A local business even used them for tours of Exeter, demonstrating real-world economic and cultural value.
- **New and Diverse Revenue Models:** Contrary to concerns, open access can support financial sustainability. RAMM found that while direct licensing income might decrease, it could be offset by:
 - Increased grant funding opportunities.
 - Potential for new commercial partnerships and brand licensing.
 - Growth in other revenue streams like public donations, ticketing, and gift shop sales driven by higher collection visibility.

2.1. Self-Assessment Framework

In the AHSS context, an IP audit diverges significantly from its traditional counterpart; it is less about cataloguing patents for defensible monopolies and more about a systematic "impact discovery" process. It seeks to unearth the hidden infrastructure of research, the reusable tools and frameworks, that hold potential for scaling knowledge and solving human-centric problems. This specialized audit is essential because it identifies assets whose primary value is not necessarily economic but civic, serving as the foundational step for choosing a licensing pathway that can strategically amplify their reach and reinforce a virtuous cycle of innovation and reinvestment. A simple flow diagram is provided below to highlight the IP asset discovery and potential avenues for IP licensing based on strategic factors.



2.2. Step-Wise Checklist: Identification, Assessment, and Diffusion of Intangible Assets with High Social Potential

STEP 1 Identification of Intangible Assets

- **List Potential Asset Types:**
 - Survey questionnaires
 - Educative games
 - Language training materials
 - Datasets and research outputs
 - Non-traditional teaching tools or methods
- **Key Questions:**
 - What is the primary purpose of the asset (education, awareness, skills training)?
 - Who created it and under what conditions (funded project, academic research, etc.)?
 - Does it address a societal need, underserved group, or specific community challenge?

STEP 2 Documentation and Description

- **Checklist Items:**
 - Asset title and description
 - Creator(s)/organization(s) involved
 - Intended user group (students, teachers, vulnerable groups, etc.)
 - Format: digital, print, interactive
- **Key Questions:**
 - Is the description clear and accessible?
 - Are instructions for use or adaptation included?
 - Is it translated/multilingual or locally adapted?

STEP 3 Social Value Assessment

- **Checklist Items:**
 - Impact on learning, inclusion, or social empowerment
 - Reach (current and potential users)
 - Testimonials, user feedback, pilot results
- **Key Questions:**
 - What positive outcomes have been observed (skills improvement, engagement, empowerment)?
 - Is the asset relevant to marginalized or special-needs groups?
 - Could it be scaled to new contexts, languages, or regions?

STEP 4 Intellectual Property and Rights Evaluation

- **Checklist Items:**
 - Existing IP registration: copyright, trademark, or other
 - License type (e.g., Creative Commons, open source, proprietary)
 - Permissions needed for adaptation or sharing

- **Key Questions:**

- Is the asset protected by any form of intellectual property?
- What license or terms can be attached (CC BY, CC BY-NC, open source)?
- Are the creators willing to allow free or paid sharing/adaptation?

STEP 5 Diffusion and Sharing Strategy

- **Checklist Items:**

- Potential channels for distribution (web portals, NGOs, educational networks)
- Suitable platforms (OER repositories, social media, learning management systems)
- Target audience identification

- **Diffusion Questions:**

- Who stands to benefit most from this asset?
- What partnerships—government, NGOs, academia—could extend reach?
- What online communities or networks could support dissemination?

STEP 6 Monetization and Free Access Options

- **Checklist Items:**

- Assess if paid models are sustainable or ethical (freemium, grants, donations)
- Explore funding grants for social diffusion (UNESCO, national schemes, etc.)
- Plan modes of free sharing (open repositories, Creative Commons licenses)

- **Questions to Consider:**

- Should the asset be freely available, partially, or conditional on certain needs?
- Is there scope for donations, crowdfunding, or price waivers for vulnerable users?
- How can monetary value be balanced with maximizing social impact?

STEP 7 Monitoring and Feedback

- **Checklist Items:**

- Collect usage metrics and feedback regularly
- Iterate asset based on user suggestions

- **Questions:**

- How are users engaging with the asset?
- What barriers to use or sharing exist?
- How can impact measurement improve future assets?

Avenues for Sharing and Distribution

- **Free:** Creative Commons platforms, open educational repositories (OER), NGO and school partnerships, hackathons, local government outreach, translation/localization workshops, social media campaigns
- **Monetary Considerations:** Freemium access (basic free, advanced paid), institutional licensing to schools/universities, paid access for enterprises, grant-funded dissemination, donation-based systems, crowdfunding.

Summary Table: Questions and Avenues

| Step | Key Questions | Sharing Avenues |
|-----------------------|--|---|
| Identification | What is it for? Who created it? Societal need? | Community mapping |
| Documentation | Is it clear/adaptable? Multilingual? | Templates, guides |
| Social Assessment | Measurable impact? Marginalized group relevance? | Pilot projects, testimonials |
| IP Evaluation | Registered/protected? License type? Adaptation permissions? | CC licenses, open source, legal review |
| Diffusion Strategy | Target audience? Partnerships? Online networks? | OER, NGOs, academic networks, digital platforms |
| Monetization/Freemium | Paid vs free? Grants? Donations? Price waivers? | Institutional licensing, donations, freemium |
| Monitoring | User feedback/metrics? Barriers? Iteration needs? | Feedback forms, interviews, analytics |

This approach ensures systematic identification, ethical assessment, and sustainable diffusion of **low-monetary, high-social-value intangible assets**, maximising their positive impact on society.

3. Designing Sustainable Licensing Models

3.1. Aligning Licensing with Mission

Equitable Access Principles are mission-driven goals to ensure benefits of knowledge, innovation, and culture are distributed fairly, not just to those who can afford to pay. It focuses on removing barriers for specific groups, such as:

- Students, researchers, and educators.
- Low-income individuals and communities.
- Non-profit and humanitarian organizations.
- Innovators in developing countries.

Based on the type of the IP assets and the strategic mission various IP licensing models can be selected namely:

Open Licensing & Copyleft Models

These models grant public permissions in advance, drastically reducing barriers to access, use, and reuse. The main principle of open licensing is - "some rights reserved" instead of "all rights reserved." There are various open licenses for example:

- **Creative Commons (CC) Licenses** is a suite of public copyright licenses that allow for free distribution of a work providing a spectrum of choices such a **CC0** (Public Domain Dedication) allowing maximum reuse most **equitable: CC BY** (Attribution only) to viral clauses such as **CC BY-SA (ShareAlike)** which require derivatives to be licensed under the same terms, ensuring the ecosystem remains open.
- **Open Source Software (OSS) Licenses** grants the right to use, study, change, and distribute software and its source code. **Permissive Licenses such as MIT, Apache licenses** allow commercial reuse and integration into proprietary products, encouraging widespread adoption. **Copyleft Licenses such as GPL or AGPL** require that any derivative work is released under the same open source license, preventing "proprietaryization" and ensuring ongoing community access.

Open Licenses and Copyleft models are ideal for **academic research, educational materials (OER), software, government data, and cultural heritage data.**

Tiered Licensing & Cross-Subsidization

Tiered and cross- subsidization models are powerful models using market-rate revenue to fund access for underprivileged groups. The core principle of tiered licensing **enables user-based segmentation**, thereby providing access to IP assets based on the users by their ability and purpose of use. Varied pricing and permission structures can be adopted under tiered licensing to achieve and meet equitable access goals.

Tiered licensing can be mechanised through various approaches such as -

- **Cross-Subsidisation Models (Robin-Hood Models)** wherein corporations pay market rates, which subsidize free or low-cost access for universities, students, and non-profit organisations³.
- **Freemium Models (Taste-Test Models)** provide free, feature-limited basic access to all, while advanced features or higher quality images are gated behind a paid tier⁴. The main idea behind

³ See tiered licensing model offered by MATHWORKS based on user type at <https://in.mathworks.com/pricing-licensing.html?prodcode=ML&intendeduse=student>

freemium model is to remove the initial barrier to entry (the price tag) and then demonstrate enough value in the free version that users are willing to pay to unlock the premium version.

Tired Licensing or Freemium models are ideal for IP assets such as digital collections in GLAM institutions, for software & professional tools (MATLAB), scientific databases, journal subscriptions.

The most effective strategies often combine these models. For example, a university might:

- Release a research paper under a **CC BY license** (Open Model).
- License it commercially under a **Tiered model** to a company.
- Include a **Humanitarian clause** in the commercial license for developing countries.
- Deposit the data in a **public knowledge pool**.

This multi-pronged approach maximizes both impact and sustainability, ensuring that knowledge assets serve the broadest possible public good.

3.2. Risk Assessment – Rights Clearance

Rights clearance of IP assets are the critical foundation that enables any organisation's public mission to enhance wider societal reach while managing legal and ethical risk. Before digitizing collections, publishing catalogues, or creating educational content, they must diligently determine if a work is protected by copyright, trademark, or other rights, and then secure the necessary permissions. This process is essential to avoid costly infringement lawsuits and to responsibly respect the intellectual property of creators, participants and donors. Ultimately, effective rights clearance empowers institutions to safely unlock their IP assets for public access, education, and research fulfilling the larger equitable knowledge access mission.

Clearance Strategies

- **Public Domain Assessment:** If the IP asset has outlived all applicable rights, it may be freely used. Institutions should reference jurisdiction-specific duration rules.
- **Orphan Works Protocols:** If rights holders cannot be identified or located after diligent search, use may be possible under exceptions or limitations (e.g., EU Orphan Works Directive), but risks remain.
- **Negotiated Licenses:** For living copyright or related rights, museums/libraries can negotiate direct licenses (written agreements specifying scope, term, fees, etc.).
- **Collective Licensing:** For certain works (music, broadcast, text), clearance through collecting societies or rights management organizations may be more efficient.
- **Fair Use/Exception Analysis:** Some uses (teaching, research, criticism, private study) may be permitted under statutory exceptions (fair use/fair dealing).

Internal Policy and Risk Management

- Develop and maintain a **rights management policy** specifying responsibilities for due diligence, permissions, and documentation.
- Implement **IP rights management systems** or databases to track status and permissions.
- Use **risk assessment frameworks** to evaluate the likelihood and consequences of possible infringement, especially for orphan or international works.

Documentation and Transparency

⁴ Case study Rijksmusems - Made with Creative Commons <https://medium.com/made-with-creative-commons/rijksmuseum-2f8660f9c8dd>

- Maintain clear, accessible records on rights status for all holdings.
- Where digitization or online publication occurs, include rights statements or Creative Commons/public domain marks when possible.

Training and Capacity Building

- Staff should be regularly trained on IP law changes, digital rights, and database management.
- Participate in networks or consortia for knowledge-sharing on best practices in IP clearance.

Summary Table: Governance of IP Rights Clearance in Museums/Libraries

| Activity | Best Practices |
|------------------------|--|
| Inventory/Audit | Assign dedicated staff, use standardized forms |
| Chain of Title | Verify via provenance, legal records, and prior transfers |
| Licensing | Prefer written licenses; clarify all terms |
| Documentation | Centralize and digitize rights records |
| Orphan Works | Follow statutory protocols, document search efforts thoroughly |
| Public Use | Clearly mark items with accurate rights status |
| Ongoing Review | Update policies and records as law and holdings change |

4. Case Studies

KiVA Antibullying Program⁵

KiVa is an antibullying program targeted to schools for children aged between 6 and 16 years old. The goal of the KiVa program is to prevent bullying from happening via effective methods in order to minimize the negative effects of bullying. It includes three components: prevention, intervention and monitoring. KiVa was first developed and evaluated in 2006-2008 and was launched nationwide in Finland 2009. This project was developed by the University of Turku, Finland offering a wide range of concrete tools and materials for schools to tackle bullying. These are offered both nationally and via licensed partner organisations abroad.

KiVa is protected by a trademark owned solely by the University of Turku. The KiVa materials are covered by copyright and the University of Turku is the holder of the copyright. The University of Turku has exclusive rights to exploit all KiVa materials. There is significant know-how involved in delivering the program effectively which is imparted through training activities for schools in Finland and for partner organisations in other countries, themselves training and supporting KiVa schools. Materials for use outside of Finland are translated professionally and the University holds copyright and all other rights to all versions. IPR is licensed by the University to contracted partner organisations in countries outside of Finland for a commercial fee.

FINNGEN⁶

The FinnGen study was initiated in Finland in 2017 as a pioneering initiative combining genomic information with digital healthcare data from national registries. It is one of the largest public-private partnerships in the field of genomics and personalised medicine and serves as a great example of how genomic and health data can be leveraged in a systematic, safe, and fair way for the benefit of all stakeholders in the healthcare ecosystem. The project aims to combine genomic data from over 500,000 Finnish biobank participants to explore the genetic basis of various diseases. The FinnGen project is based on exceptionally wide and open cooperation involving universities, hospitals, biobanks, and pharmaceutical companies. The study is coordinated by the University of Helsinki (Institute for Molecular Medicine Finland, FIMM). Helsinki Biobank (the Hospital District of Helsinki and Uusimaa) coordinates the sample collection, while THL (Finnish Institute for Health and Welfare) coordinates the processing of register data.

The result of this collaboration is a unique world-class dataset integrating both genomic and health data, serving as a valuable resource for developing new medical treatments and preventive measures. FinnGen provides a unique platform to explore the genetic basis of various diseases, offering the potential to address fundamental research questions and aid in the development and delivery of new medicines and therapies.

Englicious⁷

Englicious is an English grammar teaching resource, created by a team led by UCL's Professor Bas Aarts (UCL English Language & Literature), a world-leading research unit at University College London.

⁵ See website <https://www.kivaprogram.net/>

⁶ See website <https://www.finngen.fi/en>

⁷ See page <http://www.englicious.org/>

It offers hundreds of free resources which are mapped to the English National Curriculum from primary to sixth-form levels. The assets include lesson plans, exercises, videos, assessment materials, all covered by copyright. Alongside the free online resources, the research team offer half-day intensive paid-for online CPD courses for teachers on Zoom:

- English Grammar for Teachers – FutureLearn
- Teaching English Grammar in Context – FutureLearn

Both courses are made available on the platform FutureLearn, allowing teachers to learn at their own pace. The IP assets constituted copyright materials, both multi-media educational content and hard copy printed documents. Use of the on-line teaching resources is free, but to access the resources is it first necessary to create an account by registering as a student, teacher or member of the public.

When registering it is made clear that all content is under copyright and is not to be used in any commercial product of whatever form without express agreement from Englicious.

Hard copy materials e.g. English Grammar Knowledge Organisers, a set of six laminated Grammar wall posters and a set of 28 double-sided grammar flashcards are available to buy. Other revenue is generated from the CPD activity. In this regard, the revenues are used to maintain the website as a free resource.

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