

3. ACCU and its Activities in Copyright

SASAKI Mariko, Deputy Director, Culture Division, ACCU

1. About ACCU

1-1. Outline

Asia/Pacific Cultural Centre for UNESCO (ACCU) was established in 1971 in Tokyo, through joint efforts of both public and private sectors in Japan. It is a non-profit organization working for the promotion of mutual understanding and cultural cooperation among peoples in Asia and the Pacific, in line with the principles of UNESCO.

ACCU implements activities in the fields of culture, education and personnel exchange through material development, training of personnel and networking in close collaboration with UNESCO and its 43 Member States in Asia and the Pacific.

1-2. Cultural Cooperation Programmes

Our aim in cultural cooperation programmes is to promote respect for cultural diversity.

Cultural cooperation programmes focuses on safeguarding of intangible cultural heritage (ICH), such as dance, music, traditional arts and rituals. For this aim, ACCU holds meetings, workshops and seminars on such themes as inventory-making and community participation, with the cooperation of UNESCO. Also, to share its information and experience, ACCU developed Asia-Pacific Database on Intangible Cultural Heritage (<http://www.accu.or.jp/ich>). Along with reports of meetings and developments of UNESCO's policies and strategies in the field, it offers detailed information of more than 150 traditional performing arts collected with the support of the countries in the region.

Programmes regarding preservation and protection of tangible cultural heritage are implemented by Cultural Heritage Protection Cooperation Office in Nara, which also offers meetings, workshops, seminars and a website for information sharing.

ACCU has been producing books for children in cooperation with responsible organizations in Asia and the Pacific. After publication of the English master version by ACCU, the books developed by those responsible organizations are then translated into their local languages as reading materials for local children. Under this programme, 29 titles have been published and have been translated into 42 languages in total.

The expertises we have gained in the past 30 years in co-publication of children's books are utilized in the production of a reading material for children on intangible cultural heritage. The first of the series focusing on animals and intangible heritage will be completed in early 2007.

The Noma Concours for Picture Book Illustrations is a contest for illustrators in Asia, Africa, Latin America and Caribbean. It aims to encourage illustrators who do not have much chance to publish their works, and it also aims to improve the quality of illustrations of picture books in those regions in the long run.

Another endeavour in reading promotion by ACCU is Asia-Pacific Cooperative Programme in Reading Promotion and Book Development, or APPREB for short. It is a UNESCO's programme, but is implemented by ACCU.

These are only a part of our programmes in the Culture Division. We have many other programmes in educational cooperation and personnel exchange, I will not introduce them to you today due to limited time.

1-3. Protection and Promotion of Copyright

At the Culture Division, activities are related to culture and we work closely with writers, illustrators and intangible heritage practitioners. As in the principles of UNESCO, it is our utmost concern that cultural creations should be protected, but at the same time, access to such cultural creations should be guaranteed to further development. So copyright promotion is becoming more important today, because,

- 1) In digital age, anyone can become a copyright holder and user at the same time, so people may infringe other people's rights without realizing.
- 2) Rules are necessary to protect creators from unauthorised usage both economically and morally.
- 3) Both creators and the general public, who enjoy creative work, should share the same understanding.

And eventually, copyright serves to promote development of cultures.

Why does ACCU implement copyright activities? Because ACCU 1) acts to promote activities of practitioners of cultures such as contemporary writers and illustrators in Asian co-publication programme, upcoming illustrators by Noma

CHAPTER II

Concours for Picture Book Illustrations and intangible heritage practitioners by ICH programmes, and 2) has been implementing programs to improve reading environment for children and adults in Asia since its establishment.

In this respect, in 2003, ACCU started a new programme on copyright that promotes copyright awareness to creators, especially those in the publishing field. After preparatory research in 2003, ACCU published an introductory guide for publishers and creators entitled “Asian Copyright Handbook” in English in 2004, with the support of the Agency for Cultural Affairs, Government of Japan, to disseminate basic information about copyright.

From 2005, ACCU began organizing a series of workshops and seminars to utilise the handbook, and promote copyright awareness. As of today, workshops have been held in Viet Nam, Myanmar and Indonesia, and a seminar in China.

This handbook contains basic concept of copyright and information. The vernacular versions contain the full text which is the translation of the original, as well as appendix which is unique to each version, reflecting local needs and situations. As a result, our counterpart organizations in Vietnam, Myanmar and Indonesia have produced their own language versions of the Handbook.

Why do we request those countries to organize a workshop before making a translated version? Although “Asian Copyright Handbook” aims to be used by everyone in the region, situation in each country is not the same. Also, national copyright law differs from country to country. So in order that Asian Copyright Handbook to be really useful in each country, we believe additional information to cover the needs of the local people is indispensable. The chart shows how the national workshop and the local versions are utilised for information sharing in each country.

When a country decides translation and publication of the Handbook, ACCU and the counterpart organization discuss and prepare the contents of the workshop. Draft translation into the local language is made and distributed to all the participants prior to the workshop, so that participants can review and be ready for discussion.

After the workshop, the counterpart organizer edits and improves the translation and the appendix. The final version is printed and distributed in the country. Follow-up plans discussed at the workshop will be implemented in due course.

Further, files of each language version is uploaded at the ACCU website so that all those translated versions in pdf file are available and could be downloaded for use by anyone, anywhere, anytime. Today, along with the above three language versions, English version and the 2 Chinese translations can be downloaded from http://www.accu.or.jp/appreb/10copyr/10_copyr.html

2. About the Workshop

The objectives of the Workshop are, in short

1. To promote copyright awareness
2. To share information about the current situation and problems on copyright in Mongolia
3. To better understand the Handbook by reviewing a draft Mongolian version
4. To draft an additional explanation to be appended as a supplement to the Mongolian version of the Handbook
5. To develop action plans to promote copyright awareness in Mongolia, including dissemination plans of the Handbook.

The Contents of the Workshop consists of two sections. First are the lectures by international and national resource persons. Then there are participatory programmes, which enhance understanding about copyright, and also to develop follow-up plans for promotion of copyright awareness.

There will be 3 kinds of such participatory work in small groups. Your responsibility at the workshop will be to actively participate in these small group sessions.

1. Thinking about contracts:

Each group will discuss and develop a list of essential points to be included in a specific contract.

2. Drafting questions and answers to be included as Appendix:

Each group will discuss and draft additional explanations to be included in the Mongolian version of the Handbook, and edit them into a list of questions.

In the morning of 7 October, the compiled questions developed on the previous day are announced and are answered by the resource persons. Along with further questions and discussions those questions and answers will be edited and compiled and added as supplement to the translated text.

3. Drafting action plans for copyright awareness: First, examples on promotion of copyright in Japan, Mongolia, and some Asian countries will be presented. Then, each group will discuss and draft follow-up action plans for copyright awareness including dissemination plans of the Mongolian version of the Handbook.

2500 copies of the Mongolian version of the Handbook will be published in January 2007 by the Mongolian National Commission for UNESCO. They will be distributed to all concerned bodies by early 2007, and utilised for copyright awareness programmes throughout the country. We hope you can develop concrete action plans for follow-up to this Workshop.

National Workshop for Copyright Awareness and
Production and Utilisation of
The Mongolian Version of Asian Copyright Handbook
Ulaanbaatar, 5-7 October 2006

ACCU and its Activities in Copyright

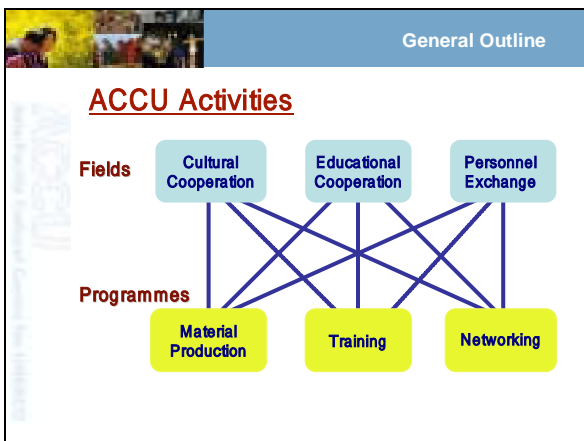
SASAKI Mariko
Deputy-Director, Culture Division,
Asia/Pacific Cultural Centre for UNESCO (ACCU), Tokyo

General Outline

What is ACCU?

Asia/Pacific Cultural Centre for UNESCO

- A non-profit organization
- Established in 1971
- Based in Tokyo, Japan
- In line with the principles of UNESCO
- Promote mutual understanding and cultural cooperation among peoples in the region
- Implement programmes with UNESCO and its 43 Member States



Cultural Cooperation

Cultural Cooperation

To promote respect for
Cultural Diversity

Cultural Cooperation

Safeguarding of Intangible Cultural Heritage (ICH)

Workshops, Meetings, Training Programmes
Asia-Pacific Database on ICH
<http://www.accu.or.jp/ich/index.html>

Preservation and Protection of Tangible Cultural Heritage

Cultural Heritage Protection Cooperation Office (Nara)

Cultural Cooperation

Books for children

Asia-Pacific Co-publication Programme

- 29 titles
- Folk Tales in Asia,
- Picture Book for Children,
- Ecology Series
- 42 countries
- 4.2 million copies

Cultural Cooperation

Promotion of ICH to younger generations
A book on Animals and ICH to be published

Noma Concours for Picture Book Illustrations
Encourage illustrators in Asia and the Pacific, Latin America, Africa and Arab States

Asia-Pacific Cooperative Programme in Reading Promotion and Book Development (APPREB)
Promote book development and reading activities in the region

Promotion of Copyright

Why Promote Copyright Awareness?

Because...

- In digital age, anyone can be a copyright holder and may infringe copyright without realising
- for protecting creators morally and economically from unauthorised usage,
- To make a balance between benefits of creators and users

Eventually to promote development of cultures

Promotion of Copyright

Why ACCU ? Why in Asia/the Pacific?

Because ACCU :

- acts to protect activities of practitioners of cultures contemporary writers/illustrators etc. by ACH
- upcoming illustrators by Noma Concours
- Intangible Heritage Practitioners by ICH programs
- has been implementing programs to improve reading environment for children & adults in Asia since establishment
- book development, reading promotion
- literacy promotion

Promotion of Copyright

Protection and Promotion of Copyright

Preparatory research in 2003

Asian Copyright Handbook published in 2004

Workshops conducted in

- Hanoi, Viet Nam (2005)
- Yangon, Myanmar (2005)
- Jakarta, Indonesia (2006)

Seminar in Republic of China (2006)

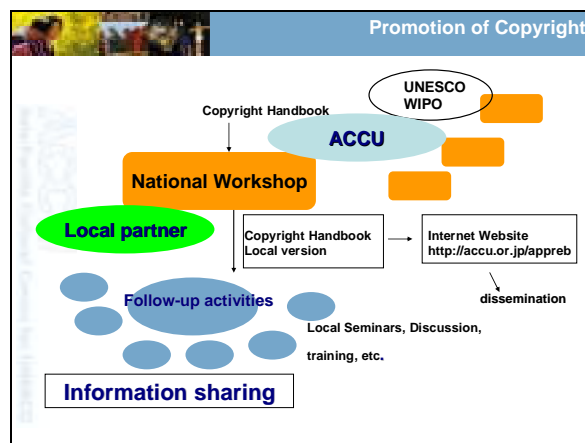


Cultural Cooperation

Promotion of ICH to younger generations
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Promote book development and reading activities in the region



Copyright Workshop

About This Workshop

Copyright Workshop

Objectives

- To share information about the current situation and problems on copyright in Mongolia
- To better understand the handbook by reviewing a draft Mongolian version
- To draft an additional explanation to be appended as a supplement to the Mongolian version
- To develop action plans to promote copyright awareness in Mongolia

Copyright Workshop

Contents - Lectures

5 6 October

- Introduction to copyright
- Collective management of copyright
- Issues and problems of copyright in Mongolia
- Latest copyright law in Mongolia
- Author-publisher relationship
- Copyright and technological development

Copyright Workshop

Contents Group Work

Group Work 1

6 October

Discuss and list essential points of a contract according to members' interests

Copyright Workshop

Contents Group Work

Group Work 2

6 October 7 October

Discuss and draft additional explanations to be included in the Mongolian version of the Handbook in the form of Q & A

Copyright Workshop

Process and Goals of Group Work 2

6 October

Discussion on necessary explanations for the Mongolian version and developing them to question form

Question: Is xxx a work ?

7 October

Answers to questions By resource persons

Q & A to be edited and compiled

To be included in Mongolian version

Publication (Feb. 2007) Dissemination, Utilization & Evaluation



Copyright Workshop

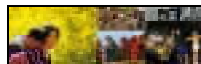
Contents Group Work

Group Work 3

7 October

Discuss and Draft Action Plans for Copyright Awareness Programmes in Mongolia including dissemination plans of the Handbook

1. Case study: Japan, Mongolia, ACCU
2. Group work to draft action plans
3. Sharing results



Copyright Workshop

Dissemination

Mongolian version of the Handbook (2500 copies) to be published by the National Commission in January 2007

Mongolian version to be distributed to all the participants, related organisations all over the country by February 2007



Copyright Workshop

Follow-up activities?

Thank you