
11. Case Study 1: Copyright Education and Promotional Activities in Japan

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1. Policy

The importance of copyright education and promotional activities is clearly announced in the following laws and policy papers of Japanese Government. The “Basic Law on Intellectual Property” was enacted in 2002 and it has been the baseline of Japanese IP policy.

Basic Law on Intellectual Property (Law No.122 of 2002) ; Article 21: Promotion of education, etc

The State shall take the necessary measures to promote education and learning on intellectual property and provide knowledge on intellectual property through public relations activities, etc. in order to develop a society in which intellectual property rights are respected, through making the public more aware of and deepening its interest in intellectual property.

Based on the basic law and as the result of discussion at the “IP Strategy Headquarter” directly conducted by the Prime Minister, the Japanese Government annually decided its annual IP Strategic Program from 2003.

Intellectual Property Strategic Program 2006; Chapter 5: Developing Human Resources and Improving Public Awareness Training instructors specializing in intellectual property (2-7-1)

With growing demand for human resources related to intellectual property in various fields, including elementary/secondary educational institutions and universities as well as private companies, in FY2006, the GOJ will continue to actively provide information on the study of the latest practical educational programs and the results of such study, and train instructors and teachers through intensive training programs.

Promoting intellectual property education at schools (5-1)

In FY2006, the GOJ will continue to promote intellectual property education according to the respective school levels, such as considering the enhancement of educational activities that cultivate children’s creativity upon revising the ministry’s curriculum guideline.

Strengthening activities for improving public awareness of intellectual property (5-2)

In FY2006, the GOJ will continue to hold seminars on intellectual property for students, adults in general, and practitioners based on their respective attributes, by also making use of intellectual property specialists in the private sector, and promote active use of such seminars according to the circumstances of the respective communities. The GOJ will also enhance awareness-raising projects such as a campaign using a publicly solicited slogan.

2. Copyright Education in Schools

To implement copyright education and awareness building activities, it is effective and crucial to do so in the formal school education.

In the Japanese education system, every school from kindergarten to high school has to obey the national curriculum called “Course of Study”.

The new Course of Study for junior high and high schools adopted by the government in 2002 included a description of matters on copyright protection.

Course of Studies for junior-high schools (2002~)

[Industrial Arts and Homemaking]: cooking, sewing, basic craftwork.....

- Learning the impact of digitization for everyday life and society, think about the importance of information moral.
- teach the protection of privacy and copyright as well as the responsibility of sending information through the example of the Internet.

Course of Studies for high schools (2003~)

[Information]: computer literacy....

- Moral in the highly developed Information Communication Society
- teach the attitude in personal or business life to live independently in the information society, protection of privacy and copyright, responsibility of sending information and management of information security.

3. “Let’s Study Copyright” Project by JCO (2002~)

Since 2002, JCO has implemented a comprehensive project for education and promotion of copyright. It is called, “Let’s Study Copyright Project” and the project targets every age group from school children to the general adult public.

Activities in Schools

To assist the schools as a part of the project, JCO implements the following activities.

Pilot Schools on copyright education :

- Nomination of some schools as “Pilot Schools on copyright education” for practical research and experimental activities. (6 schools for 2006)

For Students :

- Creation and distribution of computer aided instruction, edutainment, software on copyright protection. They can be accessed at the JCO web site.
- Creation and distribution of cartoon pamphlet to all students of ninth grade.

For School Teachers :

- Copyright seminar for teachers. It is held once a year and transmitted via net.
- Teaching Model Book on copyright education: “How to use 5 minutes for copyright education?”

Activities for General Public and Specialists

Outside schools, JCO holds a variety of copyright workshop programs for librarians, teachers, and officials of local governments in charge of copyright as well as for the general public. JCO is also building a Virtual Copyright Help Desk, which aims to handle inquiries from these people on the JCO web site.

[Reference] Common Interests Fund

I would like to introduce the “Common Interests Fund” even though it is rather complicated.

In the Japanese copyright law, it is permitted to reproduce a work or performance for the purpose of private use as one of the limitations of copyright.

However, if the reproduction is done by digital equipments, it can have quite the same quality as genuine works. This will cause economic loss for the right owners.

In order to balance the general public’s interest and the right owners’ interest, the Compensation for the Private Digital Recording was introduced in 1992.

When private users purchase machines and media for digital recording, they must pay for the compensation for the right owner’s economic loss, which is included in their price.

Compensation is collected by two designated organization, namely SARAH: Society for the Administration of Remuneration for Audio Home Recording, and SARVH: Society for the Administration of Remuneration for Video Home Recording.

SARAH and SARVH distribute collected compensation for the right owners. However, at this stage, Sarah and SARVH also pool 20% of compensation as “Common Interests Fund”.

This fund is used for the common interest of the copyright holders such as copyright seminars, information materials, research activities

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POLICY 1

Basic Law on Intellectual Property (Law No.122 of 2002)

(Promotion of education, etc.)

Article 21.The State shall take the necessary measures to promote education and learning on intellectual property and provide knowledge on intellectual property through public relations activities, etc. in order to develop a society in which intellectual property rights are respected, through making the public more aware of and deepening its interest in intellectual property.



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POLICY 2

Intellectual Property Strategic Program 2006

Chapter 5. Developing Human Resources and Improving Public Awareness

2-7-1 Training instructors specializing in intellectual property

5-1 Promoting intellectual property education at schools

5-5 Strengthening activities for improving public awareness of intellectual property



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Implementation in School Education

Course of Studies for junior-high school (2002 ~)
[Industrial Arts and Homemaking]

Learning the impact of digitization for everyday life and society, think about the importance of Information moral.

Teach the protection of privacy and copyright as well as the responsibility of sending information through the example of the Internet.

Course of Studies for high school (2003 ~)
[Information] compulsory subject

Moral in the highly developed Information Communication Society
Teach the attitude in personal or business life to live independently in the information society, protection of privacy and copyright, responsibility of sending information and management of information security.



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“Let’s Study Copyright” Project by JCO (2002 ~)



Class in a Pilot School (Elementary School)

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“Let’s Study Copyright” Project by JCO (2002 ~)



Foreign guests visited a Pilot School

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“Let’s Study Copyright” Project by JCO (2002 ~)



Edutainment software for elementary student

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"Let's Study Copyright" Project by JCO (2002~)



Cartoon pamphlet for junior high school students

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"Let's Study Copyright" Project by JCO (2002~)

Activities for General Public and Specialists

Copyright Seminars for librarians, teachers, local governments and general public

Virtual Copyright Help Desk on the JCO web site



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Compensation System for Private Recording

