

## Topic 1: Asian Copyright Handbook and Seminar Orientation

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### 1. Concerning ACCU

ACCU is a foundation dedicated to promoting culture and mutual understanding among Asia/Pacific nations. It was established in 1971 through the combined efforts of the private sector, mainly the Japanese publishing sector, and the Japanese government. In accordance with the basic policies of UNESCO, we have enjoyed the active participation of the national commissions for UNESCO in 44 UNESCO member states in the region, as well as various related organizations. With their assistance, we pursue specific projects that meet local needs in three main areas: cultural cooperation; educational cooperation; and exchange programs.

In our early years we placed special emphasis on book development, including the following programs: 1) A co-publication program in which we work together with countries in Asia and the Pacific to plan and publish children's books that meet the specific needs of the countries involved, and support those countries to translate and distribute these books; 2) Organizing training courses to bring people to Japan to learn about publishing technology and skills from Japanese experts; and 3) Holding workshops on publishing in Asian countries. At the same time, we have occasionally promoted public education about copyright issues through training sessions, ACCU newsletters, and other means.

We have also been involved in preserving and recording cultural heritage sites and artifacts, developing human resources, collecting music and video samples with the cooperation of countries throughout the region, and engaging in various promotional campaign activities. Recently, we have placed special emphasis on preserving and continuing the rich intangible cultural properties that are found in such diversity in Asia. We are building databases with information posted on our website, providing financial and other support for preservation and continuation, and pursuing various related activities.

Such long experience has led us strongly recognize how important it is for people who work in publishing, people engaged in writing and illustration work, and people in the performing arts to understand the rights of copyright holders and the appropriate use of copyrighted work.

It is important to support and encourage people

who create artistic works, and to stimulate their desire to create by ensuring them proper financial rewards. On the other hand, excessive protection can be detrimental to further cultural development. 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.

The diverse laws and treaties that deal with copyright issues represent an attempt to achieve a balance between those who create artistic works and those who use them.

However, although most of the countries have developed their legal systems, there are still many cases where the laws are not fully implemented. Especially with the advance of technology and the ongoing process of globalization, copyright issues have grown increasingly complex. In this context, it is crucial to nurture copyright experts, while raising nationwide awareness of copyright issues, deepening understanding, and promoting a willingness to protect copyrights among the general population.

### 2. Asian Copyright Handbook

In 2003, ACCU started a new programme in copyright that promotes copyright awareness to creators, especially those in the publishing field with the support of the Agency for Cultural Affairs, Government of Japan. And in 2004 ACCU published, in English, an introductory guide titled "Asian Copyright Handbook" targeted at publishers and creators to disseminate basic information about copyright.

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

Broadly speaking, the Handbook can be divided into three sections. The main text explains what copyrighted work is, what the rights of copyright holders are, and what kinds of international mechanisms govern the proper use of copyrighted work. The Appendix includes a question-and-answer section and a list of countries and regions that have signed international copyright treaties. Because different countries have different domestic copyright laws, we kept the content general in the main text and dealt with

## CHAPTER II

particular, problematic issues in the question-and-answer section.

When translating the handbook into local versions we do not allow variation in the content of the main text, but we do encourage translators and editors to change and add material to the Appendix to make it relevant to each country. Because copyright law varies from country to country, a purely generalized approach might invite misunderstanding while limiting the book's usefulness. By inserting a country-specific question-and-answer section, or any other information they felt is indispensable, readers in each country can have a book that is closely relevant to their work and useful. Also, because the layout and illustrations tend to be culturally specific, we let local translators and editors make any changes they felt were needed to encourage local acceptance.

Before publication of the translated version, ACCU requests the counterpart organization in a country to hold a national seminar and workshop where all concerned people are gathered, share problems and issues, and learn what is most needed for them regarding copyright. The fruits of the seminar/workshop are to be utilized in the local version of the handbook.

In this way, our counterpart organizations in Vietnam, Myanmar, Indonesia and Mongolia have successfully produced their own language versions of the Handbook, containing their own contents, and they have implemented activities that had been planned at the workshops.

Further, pdf file of each language version is uploaded at the ACCU's APPREB website. So, all the translated versions are available and could be downloaded for use by anyone, anywhere, anytime. They can be downloaded from

[http://www.accu.or.jp/appreb/10copyr/10\\_copyr.html](http://www.accu.or.jp/appreb/10copyr/10_copyr.html)

### 3. About the Bangladesh Seminar

Let me now briefly overview this Seminar and Workshop, organized by Copyright Office of Bangladesh, Academic and Creative Publishers Association of Bangladesh and Agency for Cultural Affairs of Japan. As you see in the General Information, many ministries and governmental organisations are cooperating.

The objectives of the seminar and workshop are, in short

1. To promote copyright awareness
2. To share information about the existing situation and problems on copyright protection in Bangladesh
3. To promote better understanding of the latest copyright law in Bangladesh
4. To better understand the handbook by reviewing a draft Bengali version
5. To develop an action plan for utilization of the handbook
6. To develop action plans for copyright awareness in Bangladesh

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 is indispensable to enhance understanding about copyright.

The lecture topics include: introduction to copyright, New Bangladesh copyright law, Enforcement of copyright, Author/publisher relationship with regard to copyright and examples of awareness raising programmes and education of copyright in and outside Bangladesh. All these will be precious information for people who are gathered at this seminar.

Next, there will be 2 kinds of participatory work in groups, which we believe is another essential factor in this programme. They will take place in the afternoon of Day 2. Participants are requested to actively participate in these group sessions.

#### **Group work 1 "Problems and issues regarding copyright participants face in their everyday work and ways to solve them"**

The members of each group are requested to share practical problems and issues regarding copyright they face in their work. Resource persons in the group will assist them in finding answers to the questions raised, while the group members are encouraged to discuss further about each issue.

#### **Group work 2 "Drawing up action plans to promote copyright awareness including ways to utilize Asian Copyright Handbook Bengali version"**

The latter discussion focuses on promotion of copyright in Bangladesh. Its aim is to bring out concrete, practical action plans for enhancement of copyright awareness. Follow-up plans to this seminar/workshop and utilization of the Bengali version of Asian Copyright Handbook should also be included.

When this national seminar and workshop is over, the organizers in your country will publish 10000

copies of the Bengali version of the Handbook by January 2008. They will be distributed to all concerned bodies by early 2008. ACCU hopes that they will be fully utilized for copyright awareness programmes throughout the country.

#### 4. Seminars/Workshops in Various Countries

Next, I would like to briefly introduce to you the fruits of this copyright programme in several countries.

##### Vietnam (Hanoi)

Dates: March 15–18, 2005

Organisers: ACCU, Kim Dong Publishing House, Copyright Office of Vietnam  
With the cooperation of: Vietnam National Commission for UNESCO, Japanese Agency for Cultural Affairs

Participants: About 100 people in the open forum (including people working in the publishing field throughout Vietnam, governmental officials, etc.); and about 40 people in group work sessions  
30,000 copies of the Handbook were published in Vietnamese and distributed throughout the country.

##### Myanmar (Yangon)

Dates: September 7–9, 2005

Organisers: ACCU, Myanmar Writers and Journalists Association  
With the cooperation of: Myanmar Ministry of Information, Japanese Agency for Cultural Affairs

Participants: About 80 people in the seminar and about 50 in the group work sessions, including governmental officials and people in various copyright-related fields, such as publishers, writers, painters, and people involved in movies and music.  
15,000 copies of the Handbook were published in Myanmar and distributed throughout the country.

##### Indonesia (Jakarta)

Dates: January 23-26, 2006

Organisers: ACCU, Indonesian Book Publishers Association  
With the cooperation of: Indonesian Ministry of Law and Human Rights, Indonesian National Commission for UNESCO, Indonesian Ministry of National Education, UNESCO, and Japanese Agency for Cultural Affairs

Participants: About 100 people in the seminar and about 50 in the group work sessions,

including people working in publishing, governmental officials, scholars, experts, and representatives of copyright organizations.

40,000 copies of the Handbook were published in Indonesian language and distributed to organizations and schools and used at book fairs on the main Indonesian islands via the Indonesian Book Publishers Association's network.

##### Mongolia (Ulaanbaatar)

Dates: October 7–9, 2006

Organisers: ACCU, Mongolian National Commission for UNESCO, Intellectual Property Office of Mongolia, Japanese Agency for Cultural Affairs

With the cooperation of: UNESCO, Foundation for Protection Historical and Cultural Heritage Mongolia

Participants: About 50 people in the seminar and about 40 in the group work sessions, including governmental officials, people working in the fields of publishing and education, NGOs, writers, and composers.

In 2007, 2,500 copies of the Handbook were published and distributed.

I hope this Seminar and Workshop in Dhaka will be as fruitful as the previous ones and that the Bengali version of Asian Copyright Handbook will be utilized in copyright awareness programmes all over the country.

National Seminar and Workshop  
20-22 November, 2007, Dhaka, Bangladesh

ACCU  
Asia-Pacific Cultural Centre for UNESCO

## “Asian Copyright Handbook” and Seminar Orientation

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About ACCU

ACCU  
Asia-Pacific Cultural Centre for UNESCO

### What is ACCU?

Asia/Pacific Cultural Centre for UNESCO

- Promote mutual understanding and cultural cooperation among peoples in Asia and the Pacific
- Established in 1971 in Tokyo, Japan with joint efforts of Japanese government and private sector
- Implement programmes with UNESCO and its 44 Member States in line with the principles of UNESCO
- Cultural cooperation, educational cooperation, exchange programs

About ACCU

ACCU  
Asia-Pacific Cultural Centre for UNESCO

### Book Development

- 1) Asia-Pacific Co-publication Programme
- 2) Training courses on publishing
- 3) Workshops
- 4) Others

### Preservation of Cultural Heritage

- 1) Developing human resources
- 2) Collection of music and performing arts
- 3) Awareness raising
- 4) Asia-Pacific Database on ICH  
<http://www.accu.or.jp/ich/index.html>

Promotion of copyright

ACCU  
Asia-Pacific Cultural Centre for UNESCO

- \* Cultural creations should be protected
- \* Access to cultural creations should be guaranteed

Laws and treaties are made to make a balance between the Two

## Eventually to promote development of cultures

Promotion of copyright

ACCU  
Asia-Pacific Cultural Centre for UNESCO

### Promotion of Copyright

Legal System  
Enforcement  
Education

- nurture copyright experts
- awareness among the general population

Asian Copyright Handbook

ACCU  
Asia-Pacific Cultural Centre for UNESCO

### Copyright Education Material Dissemination Program

- Started in 2003 with the financial support of Agency for Cultural Affairs, Japan
- Preparatory research in 2003
- Publication of *Asian Copyright Handbook* English master version in 2004



Asian Copyright Handbook

**Asian Copyright Handbook**

Target: publishers, writers, illustrators, editors, and all beginners in copyright  
 Contains basic concept and information in clear, simple sentences  
 Contents: main text, Q & A, international treaties

Vernacular versions:  
 main text : translation of the original  
 Appendix : Q & A and other addition - unique to each version, reflecting local needs and interests

Asian Copyright Handbook

**Workshops**

Organization wishing to translate should co-organise a copyright workshop with ACCU

1. Share problems and issues
2. Fruits of the workshop to be utilized in the handbook and further promotion

Asian Copyright Handbook local versions  
 Vietnamese, Myanmar, Indonesian, Mongolian

Asian Copyright Handbook

**Dissemination Activities on the Internet**

APPREB website  
 Asia-Pacific Co-operative Programme in Reading Promotion and Book Development

[http://www.accu.or.jp/appreb/10copyr/10\\_copyr.html](http://www.accu.or.jp/appreb/10copyr/10_copyr.html)

All local versions plus Japanese, Mandarin, and Taiwanese

Reports of seminars/workshops (in English)  
 Vietnam, Myanmar, Indonesia, China, Mongolia



Copyright Seminar and Workshop

**Objectives of Dhaka Seminar and Workshop**

1. To promote copyright awareness
2. To share information about existing situation and problems
3. To promote better understanding of the latest copyright law in Bangladesh
4. To better understand the handbook by reviewing a draft Bengali version
5. To develop action plans for utilisation of the handbook
6. To develop action plans to promote copyright awareness in Bangladesh

Copyright Seminar and Workshop


**Contents - Lectures**

Day 1  
 Introduction to copyright  
 New Bangladesh copyright law  
 Enforcement of copyright 1

Day 2  
 Enforcement of copyright 2  
 Author-publisher relationship

Day 3  
 Awareness raising and education

Copyright Workshop




**Contents ? Group Work**

Day 2 afternoon

1. Discuss problems and issues regarding copyright that participants face in their everyday work
2. Discuss and Draft Action Plans for Copyright Awareness Programmes in Bangladesh including dissemination plans of the Handbook

Copyright Workshop



**Dissemination**

Bengali version of the Handbook (10000 copies) to be published by January 2008

Bengali version to be distributed to all the participants, related organisations all over the country by early 2008

Implementation

**Implementation 1. Vietnam**

Seminar and Workshop in Hanoi, 15 – 18 March 2005



Local partners :

Kim Dong Publishing House  
Copyright Office of Viet Nam



Implementation

**Vietnam ? follow-up activities**

- 30000 copies of the Vietnamese version of Asian Copyright Handbook
- Distribution of ACH to administrative bodies, concerned associations, schools, libraries, publishers, media, etc.
- Training programs utilizing the Vietnam version
- Seminar for secondary school children
- Q & A session on a newspaper
- Production of a comic book on copyright topic for lower secondary school students being planned

Implementation

**Implementation 2. Myanmar**

Seminar and Workshop in Yangon, 7- 9 September 2005

Local partner :



Myanmar Writers and Journalists Association (MWJA)

Supported by : Ministry of Information



Implementation

**Myanmar - follow-up activities**

- 15000 copies of the Myanmar version
- Distribution to administrators, concerned bodies, publishers, libraries, etc.
- Articles on newspapers and periodicals
- Interviews and panel discussions on TVs
- Paper-reading sessions
- National Seminar on Copyright and Related Rights in Creative Industries (MWJA & WIPO) – 16 - 17 May 2006, Yangon
- Requesting WIPO to hold a feasibility study to build a collective management system in Myanmar

Implementation

**Implementation 3. Indonesia**

Seminar and Workshop in Jakarta, 23 - 26 January 2006

Local partner :

Indonesian Book Publishers Association (IKAPI)

Supported by : Ministry of Law and Human Rights,  
Ministry of National Education, Indonesian National Commission for UNESCO



**Implementation**

**Indonesia - follow-up activities**



- 40000 copies of the Indonesian version
- Seminars to enhance copyright awareness and distribution of the handbook organised by IKAPI Yogyakarta (17 May), Bali (19 May), Jakarta Book Fair (4 July) , South Sulawesi (7 September), Surabaya Book Fair, South Sumatra, West Sumatra
- Seminar at Indonesia Book Fair in cooperation with IFFRO & WIPO in December 2006

**Implementation 4. Mongolia**


Seminar and Workshop in Ulaanbaatar, 5-7 October 2006

Local partners:  
Mongolian National Commission for UNESCO  
Intellectual Property Office of Mongolia

Supported by:  
Foundation for Protection Historical and Cultural Heritage Mongolia



**Mongolia- follow-up activities**



- 2500 copies of the Mongolian version (January 2007)
- Dissemination of the Handbook (February 2007)
- Other promotional activities