
Topic 6-1: Awareness Raising and Training

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1. EDUCATION AND COMMUNICATION ACTIVITIES

A critical element in establishing effective copyright systems and respect for the rights of copyright owners is education. In particular, I mean, the education of those in society generally to understand the importance of copyright and their rights and obligations when using other peoples' copyright works. Education is also necessary for industry participants to understand the special features of the copyright system.

The need for education and communication campaigns arises from the increasing importance of the copyright industries. The trade in informational, education and entertainment copyright goods is increasing all around the world.

For that reason it is important that the community understands their obligations in relation to copyright, and why these obligations are in place. Education and communication campaigns have as their objective changing community attitudes and to raise awareness of the issue of copyright infringement.

At an individual level, making a few copies of a legally acquired copyright work doesn't seem too harmful – except that each individual use is magnified as lots of individuals undertake the same activities. The impact, therefore on copyright owners can be severe.

In addition, there is the problem of piracy. The actions of copyright pirates are the target of enforcement measures in copyright law. To complement actions against pirates, education and communication activities focused on changing community attitudes are also important. The targets of these communication activities are sometimes industry participants and sometimes the community as a whole.

1.1 Case Studies: Education Campaigns

In a number of countries, there have recently been communication and education campaigns on the issue of copyright. The first three campaigns are targeted at changing community attitudes and increasing respect for copyright more generally. The remainder are targeted at changing copyright practices in specific industry sectors, and communication and education campaigns.

Denmark

In Denmark, a group of copyright owners' organisations have developed a common communication strategy to ensure consistent messaging about copyright from all the various industry groups. The theme of the campaign is the protection of "art, knowledge and entertainment". The campaign focuses on the importance of cultural industries in ensuring cultural diversity.

The organisations involved in the campaign have developed common materials and activities. The campaign includes PR material and educational material geared towards school children to make them more aware of copyright.

Singapore

IPOS, the Intellectual Property Office of Singapore, has developed a campaign based on the idea of the HIP (Honour Intellectual Property) Alliance. The HIP Alliance is a group of public and private sector organisations and industry associations in Singapore with a common interest in pursuing the need for education about intellectual property.

The Alliance was formed in April 2002. The Alliance has over 20 members, which includes organisations involved in creative arts, creative industries, international organisations and industry bodies.

Since its inception, the Alliance has initiated and organised many awareness programmes that encourage people to respect and reward original creative works by "Saying NO! to Piracy". The HIP Alliance has as its motto, "Live for Real" and produces a range of materials and activities focused on developing a preference for original rather than pirated product in Singapore's youth.

For example, a current initiative is the launch of a video called – "Copy Not Right" which is a light hearted video highlighting some common mistakes about copyright made in the work environment with regard to copyright material.

They have a website <http://app.hipfriends.org.sg/hip.asp> on which individuals can register to become part of the

HIP Alliance, and by virtue of their membership be invited to special happenings and events involving Singaporean artists and performers.

South America

A campaign to raise awareness of the impact of copying on individual authors has been implemented across South America. The campaign's tag line is "Each photocopy has a piece of its author". This campaign features the image of a well known author from each country so the public is aware that making unlawful copies affects people they admire.

France

In France there was significant illegal use of press clippings by government agencies and by private businesses. The French copyright owners launched a print campaign in the same newspapers that were being illegally reproduced. The first stage of the campaign was an advertisement showing a portrait of an office worker as a criminal or delinquent. The approach was deliberately provocative and prompted much controversy. The second phase of the campaign was more informative, offering a licence as a solution to obtain authorisation.

This campaign's success could be measured because of the increased number of enquiries for licences by the organisations being targeted.

Canada

The Canadian copyright management organisation ACCESS Copyright has carried out a number of campaigns aimed at university staff and students to encourage them to respect copyright. Different campaigns are targeted at university bookshop and library staff and at students.

For staff, a campaign centred around the concept of "RESPE©T" has been very successful. However, this campaign was considered a bit dated for students. An alternate campaign for students including humour and visuals and with the tagline – "whatever you do, do it legally" was deemed appropriate for this audience.

1.2 Lessons Learned

So what can we draw from these education campaigns?

There seem to be a number of common elements. Firstly, campaigns need to be carefully targeted. The best campaigns are those which segment audiences according to their copying practices and attitude to copyright and then developing an appropriate campaign.

Messages also need to be tailored according to the audience and align to the campaign's objectives. For instance, if the campaign is to generate respect for copyright then humanising copyright infringement for example showing the victims of piracy (the individual author or artist) as opposed to taking a "copyright cop" approach can be very effective. Humour also seems to be generally productive.

2. TRAINING

Education campaigns are often complemented by training and events programmes which provide practical advice and information on the management of copyright. In training, providing real life examples to illustrate copyright management issues is vital. To be the most effective, in achieving copyright compliance, training also needs to be provided to both sides of the equation: the consumer and the creator.

2.1 Case Studies: Training and presentations

United States

An American collecting society, Copyright Clearance Center (CCC) provides a number of training opportunities for its licensees. CCC offers training in three forms – workshops, site visits and presentations at external conferences and events. The objective of their training programmes is to ensure that participants in copyright industries understand their rights and rightholders.

Their workshops range from one-hour basic programmes providing a general overview of copyright to full-day programmes covering more detailed copyright management queries including interlibrary loans and e-reserves. The training and workshop programmes are complemented by a number of published resources including online guides and newsletters. For example, for academic institutions CCC provides an "online learning centre" which includes copyright guidelines and downloadable PDFs on a variety of topics.

For authors and publishers, CCC also runs an educational programme known as "Beyond the

Book”. Beyond the Book is a series of conferences and seminars featuring authors and editors, publishing analysts and information technology specialists discussing industry developments and issues. It initially began as regional conferences but has since evolved into free podcasts and online and telephone seminars.

As well as training, the objective of the “Beyond the Book” programme is to connect authors with each other, for them to learn from each others experiences, and for them t share issues and concerns.

Australia

In Australia, Copyright Agency Limited (CAL) runs two series of information seminars a year. The seminars provide licensed clients, general consumers and authors and publishers with an update on copyright management developments and practices. More specifically, the presentations:

- provide general tips on dealing with copyright in contracts and licensing agreements;
- cover developments in publishing and what it means for copyright management; and
- provide updates on copyright litigation and government policy.

In addition, the staff responsible for the various licensed groups and also membership sectors (authors and publishers) present at external events and conduct regular site visits. These are to ensure licensees and members are kept informed on any copyright developments or CAL projects which may affect them.

In educational institutions, CAL also provides training for the participants of the CAL copying surveys, which are used to determine copying practices and identify what is being copied for distribution purposes. The training is conducted in conjunction with independent research consultants.

This training provides CAL with further opportunity to educate on copyright compliance, by providing details on broad copyright principles and the benefits and copying limits provided by the statutory licence for educational institutions.

2.2 Lessons learned

Respect for copyright can be garnered through broad education campaigns by providing a human face to copyright infringement. But these campaigns need to be supported by simple guidelines communicated through information resources and through face to face communication.

Training, workshops, site visits and presentations provide copyright owners and collecting societies with the ability to provide practical information on copyright management and as such ensure copyright compliance.

Such training can assist in equipping the creative industries with the necessary skills and knowledge in effectively managing their copyright and protecting their works in the rapidly changing publishing environment.

By combining an education or awareness campaign with training and information resources, participants in the copyright industry can more efficiently be provided with both the “why” and the “how” of copyright.



Awareness Raising and Training

Caroline Morgan
Copyright Agency Limited, November 2007

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Education and Communication Activities

- Increasing importance of copyright industries
- Objectives of education campaigns
 - to improve understanding of rights and obligations
 - to change community attitudes
 - to combat piracy
- For industry participants and society as a whole

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Copyright Campaign - Denmark

- Private sector collaboration - all copyright management organisations
- Clear strategic message – “art, knowledge, entertainment”
- Supplemented by an anti-piracy group, which takes direct action against pirates

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Denmark

- Marketing tools used include the internet and print publications
- Results measured by independent reporting

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Singapore – HIP Alliance

- Focused, with clear messaging
- Honour Intellectual Property – Live for Real
- Public/private sector joint venture but the prime mover is the government
- Say NO! to piracy


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Singapore – HIP Alliance

- Uses a variety of media and marketing tools
- Website, posters, activities, T-shirts
- Long term campaign – since 2002
- Recently launched a VCD on CopyNOT Right

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Singapore – HIP Alliance



Then sign up as a HIP Friend now!

the hip alliance

The HIP Alliance comprises a group of Public & Private sector organisations and industry associations with a common interest in pursuing the need for education on IP.

The Alliance was formed on 1 April 2002. Presently the Alliance has over 20 members, which includes organisations involved in creative arts, creative industries, international organisations and industry bodies.

Since its inception, the Alliance has initiated and organised many IP awareness programmes that encourage people to respect and reward original creative works by Giving NO to Piracy and honouring IP.

The HIP Alliance is an initiative of the Intellectual Property Office of Singapore (IPO). IPO is a creative Singapore where ideas and intellectual efforts are valued, developed and exploited.

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Singapore HIP Alliance



PIRACY KILLS CREATIVITY

Be creative. Be original. Be hip.

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South America



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France – Portrait of a Delinquent

- Targeted – focus was illegal use of press clips in corporations
- Coordinated by the copyright management organisation – CFC, with cooperation of all newspapers in France

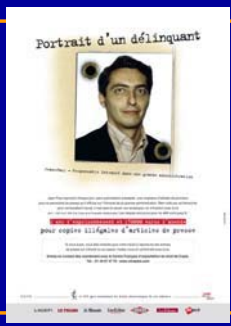
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France – Portrait of a Delinquent

- Clear, deliberately provocative message – this is criminal behaviour
- Effectiveness was measured by tracking licence enquiries

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France – Portrait of a Delinquent



Portrait d'un délinquant

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France – Portrait of a Delinquent



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Canada

- Focused on illegal copying in universities and in particular staff in libraries and bookshops
- Clear message – R-E-S-P-E-©-T
- Guessing competitions, t-shirts, bags and posters themed the campaign

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Canada

R-E-S-P-E-©-T

Ever heard of Access Copyright? We're a not-for-profit organization that licenses schools like yours to cover your on-campus photocopying needs. As with all licenses there are limits, though.

Right now students can enter to win \$500 by answering three simple questions about the licence. But enter right away! The contest closes October 3, 2003.

To find out more go to www.accesscopyright.ca.

access®

The Canadian Copyright Licensing Agency

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What makes an Effective Education Campaign?

- Clear focus and message
- Targeted communications
- Variety of communication tools
- Recognition that changing attitudes is a long term project
- Private/public partnerships

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Training

- Practical training and support materials are vital in education campaigns
- Training both consumers and creators


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Training

- **Compliance training:** helping users to understand their rights and obligations
- **Keeping the industry informed:** develop understanding and discussion on new developments and issues

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Copyright in the digital age
Challenges and opportunities for offering creative work in the digital environment



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Questions?

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