

Topic 6-2: Copyright Awareness and Training in Japan

TANAKA Kentaro, Deputy Director, International Affairs Division, JCO Agency for Cultural Affairs

1. Policy on Copyright Awareness Raising

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 :

• Since 2003, JCO has appointed several schools from elementary, middle and high school levels as "Pilot Schools for copyright education" for practical research and experimental activities. (6 schools for 2006) Appointed school research and develop concrete methods for copyright education. JCO recommends the promotion of copyright education in schools throughout Japan by presenting the results of their study on its website.

○ For Students :

• JCO creates and distributes Computer Aided Instruction System or Edutainment software on copyright protection. They can be accessed at the JCO web site.

• JCO publishes a cartoon pamphlet. It is distributed to all students of fifteen years old.

○ For School Teachers :

• JCO hold Copyright Seminars for teachers. It is held once a year and transmitted via video-net.

• JCO made and distributed Teaching Model Book on copyright education:

A pamphlet "Educational activities in schools and copyright" explains the limitations and exceptions on copyright and related rights concerning school activities.

Another pamphlet "How to use 5 minutes for copyright education?" makes it possible for teachers to teach copyright system in every subject's lesson using fragmental times.

Activities for General Public and Specialists

Outside schools, JCO holds a variety of copyright workshop programs for librarians, teachers, 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.

4. Activities by Copyright Research and Information Center (CRIC)

Introduction

Copyright Research and Information Center (CRIC) is a voluntary non-profit-making organization. When it was established in 1959 by four copyright related organizations, the main task was to collect information and to provide reference service for members.

Now CRIC's service covers such areas as public awareness raising, information services, seminar/training programs, research/survey and international cooperation. It is the only organization in Japan that carries out research and information services in all areas of copyright issues.

As of October in 2007, there are 29 full members and 774 supporting members of CRIC who cover almost all major copyright organizations / societies in Japan.

Now, I would like to present you the Copyright Awareness Raising and Training activities by CRIC.

"COPYRIGHT" (CRIC's monthly journal)

CRIC publish a monthly journal entitled "COPYRIGHT". Since its first publication in 1961 a number of essays, lecture records, research outcomes, judicial precedents, latest news, Q&A series, etc. have been reported in this monthly journal, which is now highly appreciated as a must journal of this field.

Pamphlets & Leaflets

A number of leaflets on various issues and topics targeted for instance, beginners, specialists, teachers, librarians and children, are produced and distributed for free to educational institutions, prefecture or municipal bodies, public firms, etc. as well as anyone interested in copyright. CRIC produce cartoon pamphlet as well as JCO. They distribute it to all pupils of nine years old.

Creation and rending Video Programs on Copyright

CRIC creates a series of Video Programs and provide rending service for free for schools and other meetings to learn copyright. It includes a program of quiz show on Copyright, a program targeted teenager featuring TV star and a program for children using famous animation character.

Other activities by CRIC

"CRIC Monthly Seminar" is organized 11 times a year (10 times in Tokyo and once in Osaka) and

other seminars or workshops.

CRIC build a collection of copyright concerning information, books, theses, governmental papers, etc in their library which is open to the public. It has about 19,000 books as of June in 2007.

CRIC provides consulting service on copyright issues through the telephone guidance.

A wide range of latest information is provided by CRIC through the Web site. It contains searchable database on copyright issue.

<http://www.cric.or.jp>

CRIC translate overseas materials such as copyright laws and acts and other document.

In April 1999, **CRIC established Japan Copyright Institute (JCI)** to do further research on copyright regime.

5. Conclusion


At the conclusion of my presentation, I would like to summarize the copyright awareness raising and training in Japan.

1. Importance of awareness building activities is clearly defined by national policy.
2. Activities are implemented by both of Government, Japan Copyright Office and private sector, CRIC side by side.
3. Private organization plays important role in the Awareness Raising activities.

Thank you for your attention.

Copyright Awareness Raising and Training in JAPAN

TANAKA Kentaro
Deputy Director,
International Affairs Division,
Japan Copyright Office (JCO)



Contents

1. Policy on Copyright Awareness Raising
2. Copyright Education in Schools
3. “Let’s Study Copyright” Project by JCO (2002~)
4. Activities by Copyright Research and Information Center (CRIC)
5. Conclusion

Treatment of Copyright Education in IP Policy






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.

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

2

Implementation in school education : national curriculum

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




★Learn 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 highly developed information communication society, necessity of information moral, such as protection of privacy and copyright, responsibility of sending information and the importance of management of information security.

3

Copyright Awareness Raising and Training in JAPAN

- Activities by Government (Japan Copyright Office, Agency for Cultural Affairs)

“Let’s Study Copyright” Project by Japan Copyright Office

- Activities by Copyright Research and Information Center (CRIC)

Public Awareness Building activities by CRIC

“Let’s Study Copyright” Project by Japan Copyright Office

Activities in School

★Pilot Schools on Copyright Education

★For Students:

- Creation and distribution of edutainment software for elementary students
- Creation and distribution of cartoon pamphlet to all students of ninth grade

★For School Teachers:

- Copyright seminar for teachers
- Teaching Model Book on copyright education

Activities for General Public and Specialists

- ★ Copyright Seminars for librarians, teachers, local governments and general public
- ★ Creation and distribution of Copyright information materials
- ★ Virtual Copyright Help Desk on the JCO web site

“Let’s Study Copyright” Project by Japan Copyright Office

Activities in School

○ Pilot school for copyright education

Since 2003, JCO has appointed several schools at all three levels as “pilot schools for copyright education” every year (6 schools in FY 2006).

Pilot schools research and develop concrete methods for copyright education

JCO makes public the results of the research studies on its website

Promote each school’s efforts for copyright education

9

“Let’s Study Copyright” Project by Japan Copyright Office

Activities in School



Class in a Pilot School (Elementary School)

“Let’s Study Copyright” Project by Japan Copyright Office


Activities in School



Foreign guests visited a Pilot School

“Let’s Study Copyright” Project by Japan Copyright Office

Activities in School




Edutainment software for elementary school pupils

5

“Let’s Study Copyright” Project by Japan Copyright Office

Activities in School



Cartoon pamphlet to all pupils of ninth grade

6

“Let’s Study Copyright” Project by Japan Copyright Office

Activities in School

○ Educational activities in schools and copyright

(this pamphlet explains the limitations and exceptions on copyright and related rights concerning school activities)



7

“Let’s Study Copyright” Project by Japan Copyright Office

Activities in School

- How to use 5 minutes for copyright education
(This manual makes it possible for teachers to teach copyright system in every subject’s lesson)

8

“Let’s Study Copyright” Project by Japan Copyright Office

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.

Copyright Awareness Raising and Training in JAPAN

- Activities by Government (Japan Copyright Office, Agency for Cultural Affairs)

“Let’s Study Copyright” Project by Japan Copyright Office

- Activities by Copyright Research and Information Center (CRIC)

Public Awareness Building activities by CRIC

Public Awareness Building activities by CRIC

Copyright Research and Information Center (CRIC) is

- a voluntary non-profit-making organization established in 1959.
- the only organization in Japan that carries out research and information services in all areas of copyright issues.
- CRIC consists of 29 full members who cover almost all major copyright organizations / societies in Japan.
- as of October in 2007, there are 29 full members and 774 supporting members.

Public Awareness Building activities by CRIC

- A monthly journal “Copyright”
- Publication of many types of pamphlets for beginners, specialists, teachers, librarians and children.

Public Awareness Building activities by CRIC

- Creation and rending Video Programs on copyright.

Public Awareness Building activities by CRIC

Other activities by CRIC

- “CRIC Monthly Seminar” and other seminars, workshops...
- CRIC Library
- Counseling Services.
- Web site <http://www.cric.or.jp>
- Translation of materials
- Japan Copyright Institute



Conclusion

- Importance of awareness building activities is clearly defined by national policy.
- Activities are implemented by both of Government : Japan Copyright Office and private sector : CRIC side by side.
- Private organization plays important role in the Awareness Raising activities in Japan.

Thank you !

<http://www.bunka.go.jp/>

