

Topic 1: ACCU Activities in Copyright and Seminar Orientation

Ms. SASAKI Mariko, Deputy Director, Culture Division, ACCU

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 45 UNESCO member states in the region, as well as various related organisations. With their assistance, we pursue specific projects that meet local needs in three main areas: cultural cooperation; educational cooperation; and exchange programmes. As my time is limited, I will not go into the programmes on education and exchange. Please refer to the ACCU brochure which was distributed to you with the seminar documents.

In our early years we placed special emphasis on book development, including the following programmes: 1) A co-publication programme 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 in translating and distributing 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 exploitation of copyrighted works.

For culture to develop, people who are willing to contribute are indispensable. In this regard, 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. This is the idea of copyright. However, on the other hand, excessive protection can sometimes 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, that 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 globalisation, 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 appreciate the rights of the creators among the general population.

2. Asian Copyright Handbook

In 2003, ACCU started a new programme in copyright that promotes copyright awareness to creators 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.

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

CHAPTER II

content general in the main text and dealt with 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 feel 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.

From 2005, ACCU began organizing a series of workshops and seminars for the promotion of copyright awareness. The workshops also aimed at promotion of publication and utilization of the local version of the handbook. So far, workshops have been held in Viet Nam, Myanmar, Indonesia, Mongolia and Bangladesh and a seminar in China. The co-organisers of the workshops have successfully produced their own language versions of the Handbook, containing their own material, and they are implementing a series of activities that had been planned during their workshops.

Further, in order to have as many people make use of those local language versions, ACCU requested the copyright holders of the local versions to agree to have them uploaded on the internet for free access and download. Today, all the translated versions as well as the original English version are available and can be downloaded for use by anyone, anywhere, and at any time from ACCU's APPREB (Asia-Pacific Co-operative Programme in Reading Promotion and Book Development) website.

http://www.accu.or.jp/appreb/10copyr/10_copyr.html

3. About the Cambodian Seminar

Let me now briefly overview this Seminar, organised by the Ministry of Culture and Fine Arts of the Kingdom of Cambodia and ACCU in co-operation with UNESCO Office Phnom Penh with the financial support of the Agency for

Cultural Affairs of Japan.

The objectives of the seminar are, as pointed out in the General Information,

- (1) To promote copyright awareness in Cambodia,
- (2) To promote better understanding of the Copyright Law of Cambodia,
- (3) To share information about the current situation and problems,
- (4) To look for ways to cope with copyright infringement,
- (5) To introduce and develop plans to make the Khmer version of the "Asian Copyright Handbook" more useful in the local situation, and to draft additional explanations which will be appended as a supplement Questions and Answers section in the Khmer version of the Handbook, and
- (6) To develop action plans to promote copyright awareness in Cambodia, including utilisation of the Khmer version of the "Asian Copyright Handbook" in Cambodia.

The Contents of the workshop consists of two sections. First, you will hear lectures by international and national resource persons.

The lecture topics include basic information about copyright and national laws and systems in Cambodia and Japan, enforcement, an example of cooperation between author and publisher and introducing a challenge to set up a collective management society. I believe all these will be precious information for people who are gathered at this seminar.

Secondly, there are participatory programmes, which are indispensable to enhance understanding about copyright. There will be two kinds of group work sessions, which will take place on Day 2 and Day 3. Participants will be divided into 2 groups and they will both discuss the same issues simultaneously, conclusions of which will later be shared. Each group will be joined by international and domestic resource persons, an interpreter, a facilitator and rapporteurs. The list of names will be distributed prior to the group session tomorrow.

The topic of the first group work session is "**Clarifying issues and problems on copyright in Cambodia**"

The members of each group are requested to share practical problems and issues regarding copyright. First, participants are asked to discuss freely and

identify the problems and issues they face in their everyday work. When issues become clear, participants are asked to write down those issues on paper slips in question form. Slips are submitted, read out and categorised with the assistance of the resource persons in each group. Categorised questions will be answered and discussed by the group members. These questions and answers which reflect the exact needs of the local situation, will later be revised by local experts, edited, compiled and added in the Khmer version of Asian Copyright Handbook.

The topic of the second group work session is **“Drawing up action plans to promote copyright awareness in Cambodia including ways to utilise the Asian Copyright Handbook Khmer version”**

The aim of this group work is to bring out concrete, practical action plans for enhancement of copyright awareness in Cambodia. Please also develop follow-up plans to this seminar and think about how you would utilise the Khmer version of the Asian Copyright Handbook. When this national seminar is over, our co-organiser will publish 7000 copies of the Khmer version of the Handbook by January 2009 and distributed to all concerned bodies. ACCU hopes that they will be fully utilised for copyright awareness programmes throughout the country. For this aim, we should like to have your excellent ideas and plans.

I hope this Seminar in Phnom Penh will be as fruitful as the previous ones we have organised and that the Khmer version of Asian Copyright Handbook will be utilised in copyright awareness programmes all over the country in the years to come.

National Training Seminar on Copyright Awareness
8-10 October 2008, Phnom Penh, Cambodia

**“ACCU Activities in Copyright”
and Seminar Orientation**

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About ACCU

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 45 Member States in line with the principles of UNESCO
- Cultural cooperation, educational cooperation, exchange programs

About ACCU

Book Development

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

About ACCU

Preservation of Cultural Heritage

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

Promotion of copyright

Development of culture

Support and encourage people who create

- Financial rewards
- Respect

at the same time.....

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

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

Promotion of copyright

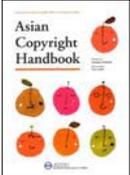
Promotion of Copyright

- Legal System
- Enforcement
- Education
 - nurture copyright experts
 - awareness among the general population

Asian Copyright Handbook

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

1. Promotion of copyright awareness
2. Fruits of the workshop to be utilized in the handbook and further promotional activities

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

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

All local versions plus English, Japanese, Mandarin, and Taiwanese

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



Copyright Seminar in Cambodia

Training Seminar in Cambodia

Asia/Pacific Cultural Centre for UNESCO (ACCU)
 Ministry of Culture and Fine Arts

In cooperation with UNESCO Office Phnom Penh
 Funded by the Agency for Cultural Affairs, Japan

Copyright Seminar in Cambodia

Objectives

1. To promote copyright awareness
2. To promote better understanding of Copyright Law of Cambodia
3. To share information about current situation and problems
4. To look for ways to cope with copyright infringement
5. To develop plans to make the Khmer version of the handbook more useful in Cambodia and developing supplements to be added
6. To develop action plans to promote copyright awareness in Cambodia

Copyright Seminar in Cambodia

ACCU
Asia-Pacific Cultural Centre for UNESCO

Contents - Lectures

Day 1

- Introduction to copyright
- Cambodian Copyright law
- Enforcement of copyright
- Author-publisher relationship

Day 2

- Copyright system in Japan
- Collective management

Copyright Seminar in Cambodia

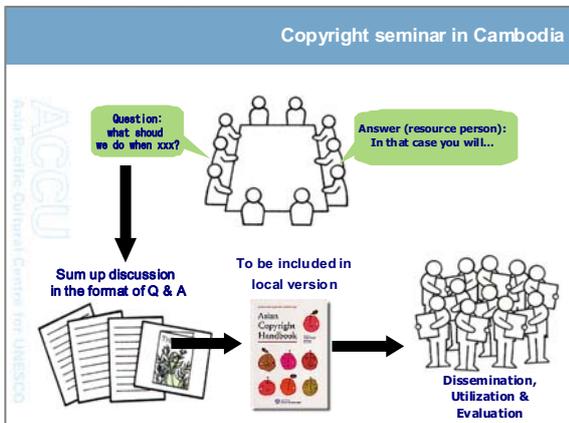
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Contents - Group Work Topic 1

Day 2

Clarifying issues and problems participants face in their everyday work

1. Free-talk
2. Writing them down as questions
3. Categorize
4. Answering questions and further discussion



Copyright Seminar in Cambodia

ACCU
Asia-Pacific Cultural Centre for UNESCO

Contents - Group Work Topic 2

Day 3

Discuss and Draft Action Plans for Copyright Awareness Programs in Cambodia including ways to utilize the Khmer version of the Handbook

When? Who? How? Where? Target? Funds?

Copyright seminar in Cambodia

ACCU
Asia-Pacific Cultural Centre for UNESCO

Dissemination

Khmer version of the Handbook (7000 copies)

- to be published by January 2009
- to be distributed to all the participants, related organizations all over the country by early 2009

National Training Seminar on Copyright Awareness
8-10 October 2008, Phnom Penh, Cambodia

ACCU
Asia-Pacific Cultural Centre for UNESCO

Thank you