

grande C

CONCURSO DE CRIATIVIDADE PARA AS ESCOLAS



MÚSICA

LETRA

VÍDEO

DESIGN

MEDIA

FOTOGRAFIA

ESCRITA CRIATIVA

Background

Education, awareness and literacy in copyright related matters are an essential tool to protect intellectual property, as a part of a broader strategy

Communications of the European Commission

- Content Online Platform – May 2009
- eYouGuide 2009
- Europe's Digital Competitiveness Report – Main Achievements of the i2010 strategy 2005 – 2009 – August 2009
- Recommendation on Media Literacy in the digital environment – August 2009
- Enhancing the enforcement of IPR in the Internal Market – September 2009
- A Digital Agenda for Europe – August 2010

while recognizing the importance of ICT industries and the digital single market they all approach as a priority:

- Digital Literacy
- Media Literacy
- Copyright literacy
- Protection of minors

Institutional Framework

- AGECOP is the Portuguese collective society for private copy
- Members are all collective societies representing authors, artists, music producers, audiovisual producers, book publishers and media publishers
 - Broad vision of the needs and potentials of literacy of the different publics
 - Positive synergies –implementation and results
 - Direct role of rightsholders in the project
- Cultural fund applicable in projects aiming to incentive culture and to increase investigation and awareness on copyright related matters

The Problem

Today young people have access to cultural works in the internet

- 93% of Portuguese young people between 15 and 18 years old have broad band access to the internet
- 92% download cultural works from the internet

Several studies demonstrate that the majority of downloads are illegal – this is the case for music, in a percentage of 95%, Digital Music Report 2009, IFPI

Studies point out several motivations for this fact, and evidence a big confusion of users, concerning their behaviours when accessing cultural works

- 65% have a wrong perception about the legality of their recording behaviours

(Study on Recording Behaviour, Portugal, GFK/Intercampus for AGE COP, June 2009)



The Solutions

Development of several traditional informative campaigns drive to results with impact on the information level, but not on the behavior of internet users

Need to adopt new integrated strategies – education to create self control mechanisms when accessing cultural works on the internet

Literacy program based on targeted messages, behavioral and individualized approach

BIG ©

The project



Mission and Vision

Mission – Contribute to raise education, awareness and literacy of the younger public, motivating to the respect of copyright and related rights in the digital environment. We aim to root the values of preservation of creation and cultural diversity.

Vision - Our vision is based on believing that the experience of creation goes beyond traditional communication, through an approach which we define as:

Positive and constructive – because it explores the message of creation instead of infringement

Inclusive – because the project is aimed to be framed within the schools, but it is divulged through a very comprehensive and interactive website and social networks

Educational – as it has a specific content for teachers and aims curricular integration

Individualized – as it allows each individual to express its own creativity and perception of cultural works

Purposes

Take students to the world of creators and show them how to produce a work. Explaining students that informative and cultural works result from a combination of talent with hard work. And that they must be protected, through an attitude of spontaneous respect, passion for culture, identification, instead of repression. That is the mission of this project.

We have created a project for schools that:

- Raises knowledge and awareness of young people on copyright and related rights matters
- Informs and alerts the students to the importance of protecting original works, as a way to protect what they love the most
- Motivates young people through their schools for a matter that they care for, but with which they do not feel identified
- Involves young people with creative work, and through that experience explains the reason why copyright laws are so important to protect and foster creation
- Is a starting point for a real change of behaviours towards protected Works



Action and Challenge

The purpose is to make young people understand the importance of copyright and related rights, experiencing it themselves

Lets invite students to be creators!

Competition for students aged 12 to 20, teachers and schools – develop original cultural works in different areas of creation



Challenge and Prizes

We challenge students, teachers and schools, individually or in groups, to create an original work in one or more of the following categories:

Music

Lyrics

Design (cover artwork)

Video

Photography

Creative writing

Media

The best works will be awarded with production, public release, selling and distribution of copyright royalties

The website – www.grandec.org

Website – information and tools to create works

- Videos – authors, artists and professionals of creative industries
- Written material – tutorials, information on copyright
- Software and music

Website - Pedagogical materials and class plans on copyright related matters for teachers

Website - Information on copyright for students

Using the website as communication platform for this project enables

- Reach more students and schools, as it is generic and inclusive
- Guide and support students
- Approach the problem in the right context
- Control costs

Partnerships - Implementation and Development

Collective societies – Authors, Artists, Producers and Publishers

- ✓ Mission and Vision
- ✓ Merge rightsholders needs
- ✓ Implementation – creators evaluating and stimulating creation
- ✓ Experience on different areas of creation and copyright

Ministry of Culture

- ✓ Policy and legislation

Ministry of Education

- ✓ Scholls
- ✓ Education Policy
- ✓ Technology applied to education – developing digital contents on creativity and copyright
- ✓ Approach - curricular, professional teaching, digital learning

Presidency of the Council of Ministers

- ✓ Institutional classification for media
- ✓ Policy and legislation

Technological Bureau – Ministry of Economy and Innovation

- ✓ Providing technological media and tools for education
- ✓ Cooperation on digital contents

Partnerships - Implementation and Development

European Commission

- ✓ Implementation of the project in other Member States
- ✓ Policy and Legislation
- ✓ Open Method of Cooperation Working Group on Developing Synergies with Education - PARTNERSHIPS FOR CULTURAL EDUCATION
- ✓ COMMISSION REPORT TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGION **Son the implementation of the European Agenda for Culture**

WIPO

- ✓ Implementation of the project in 3rd countries
- ✓ Cooperation for awareness – accredited tools
- ✓ Acknowledgment as best practice

Partnerships – Public awareness and prizes

- **Media Lab - Literacy project for media**

- ✓ Digital literacy and IPR protection

- **SAPO**

- ✓ ISP
- ✓ Digital environment – educating for cultural contents on-line

- **TMN**

- ✓ Telecom
- ✓ Responsible for official program on web security and protection of minors (shared visions)

- **SIC Radical**

- ✓ TV channel for young people – alternative cultural contents

Partnerships – Public awareness and prizes

- **Fnac**
 - ✓ Free selling of works
- **Valentim de Carvalho**
 - ✓ Video prizes
 - ✓ Training
- **Universal**
 - ✓ Music Prizes
 - ✓ Training
- **Microsoft**
 - ✓ Software
 - ✓ Training
- **Media Partners – press, radios, TV broadcasters**



2009/2010 – Pilot Edition

- From January to April – 3000 students and teachers applied (average of 2 per school)
- Experience Creation Party – 1700 students and teachers experienced 18 cultural activities, with creators, artists and other creative professionals – WIPO certificates for creativity and merit
- Impact study
 - 80% of the participants declared to be aware of copyright through the project
 - 91% of the participants declared the project was the reason why they understood the value of creative work
 - 89% of the participants declared the project was the vehicle to understand the need to protect the creative work



Thank you for your attention!

www.grandec.org

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