RROs’ activities & operations
(5) © education & compliance
© education and awareness-raising

• Begin with RRO staff
• Include rightholder members
• Extend to licensees
• Roll out to user communities
• Lobby politicians
• Don’t forget judges and police
• IFRRO can help
• ©-educated community = happy community
© education campaigns

“First you have to...

...get their attention!”
© education campaign
ALCS

- ALCS working with the Chartered Institute of Library and Information Professionals (CILIP)
- Downloadable packs
- 5-10 & 11-18 years
- Linked to prestigious literary awards
© education campaign

CEDRO es de libro

• Developed by CEDRO with Spanish Ministry of Culture and Ministry of Education and Science

• Animated website

• Students and teachers

• “by the book”
© education campaign
ProLitteris

• “Copyright goes to school”
• Promotes legal downloading
• Live presentation
• Well-known performers
• Audience involvement
© education campaign
DALRO

• DALRO & Publishers Association of South Africa (PASA)
• Series of cartoons
• Promotes © in schools
• Damage caused by infringing copying
© compliance and anti-infringement

- Licensees are the good guys!
- Vigilant monitoring
- Proportionate treatment
- Unauthorised and unlicensed?
- Evidence: scale and purpose?
- Licence or legal action?
- RRO’s legal right to act
- Involvement of authorities
Anti-infringement campaigns

CeMPro
• 363 tons of pirated books
• 34 seizures
• 5 arrests

CLA
• Whistleblower alert
• Covert evidence-gathering
• Compensation & licence
• But we can show you...