



IFRRO Statement at WIPO Assemblies of Member States 2011

Made by *Olav Stokkmo*, IFRRO Chief Executive on 27 September 2011

IFRRO wishes to congratulate you, Mr. President, as well as the two Vice Presidents on your elections to chair this session of the WIPO Assemblies of Member States.

1. The International Federation of Reproduction Rights Organisations (IFRRO) is the main international body of associations including collective management organisations in the print and publishing sphere worldwide. We are at the heart of rights management across the world and believe in easy, legal access to copyright creative works that rewards the creator while delivering service to the consumer.
2. IFRRO fosters partnerships between stakeholders to ensure a flexible service within the ever-changing digital world, promoting dialogue and negotiation to encompass the varied needs of different geographies and interest groups within the framework of international copyright law. We believe that much can be achieved through stakeholder collaboration on a voluntary basis to enable increased access for user groups to intellectual property and cultural heritage. In this work we also wish to acknowledge the excellent cooperation with WIPO in many of the awareness raising, education and capacity building activities in which IFRRO is involved.
3. There are also practical examples which document results of stakeholder dialogues: The WIPO Stakeholder Platform on enhanced access to copyright works by people with print disabilities represents one such example: The constructive collaborative efforts by representatives of persons with print disabilities, authors, publishers and IFRRO and individual RROs, the collective management organisations in print and publishing, to allow cross border transfer of files and works based on a network of Trusted Intermediaries, is on target both in terms of progressing the project plan and the budget. IFRRO welcomes this advance as a most needed means to complement appropriate legislation in favour of persons with print disabilities, declaring that it is both able and willing to contribute to its further success as well as to other relevant collaborative endeavours.
4. Concerted efforts by libraries, archives, authors, publishers and RROs represented by IFRRO have also agreed on mechanisms to enable enhanced access to cultural heritage. On 20 September this year, in the presence of and facilitated by the European Commission, 10 organisations representing the stakeholders signed a Memorandum of Understanding (MoU) on the digitisation and making available of works which the authors and publishers have decided to no longer make commercially available. The MoU establishes jointly approved criteria for the digitisation and making available of such

works to the public across borders. It supplements previously agreed tools, such as model licensing agreements, and has also the potential of addressing the orphan works issue. The signing of the MoU documents clearly what can be achieved through stakeholder dialogues. If WIPO and its Member States find it appropriate and interesting IFRRO would be pleased to share experiences on orphan works and out of commerce works administration at apposite conferences organised by WIPO and/or Member States.

5. Regarding the work of the IGC on Genetic Resources, Traditional Cultural Expressions and Traditional Knowledge, IFRRO notes with satisfaction the progress made in the text based negotiations over the past twelve months. IFRRO supports culture and cultural diversity, respect for it and a good framework for its development and continued existence. We also support freedom of research, academia and expression and the protection of scientific, academic and cultural products through copyright and other instruments.

IFRRO is committed to assisting communities in developing frameworks furthering cultural and academic progress and stimulating incentives for investing in cultural and creative industries and practical implementation *inter alia* through RROs which carry out transactions on behalf of authors and publishers managing rights on their behalf where it is impractical for them to do so. This can also include and in fact already does include certain aspects of Traditional Knowledge and Traditional Cultural Expressions. IFRRO therefore sustains appropriate Intellectual Property Rights as a means to creating functional incentives for investment in it and thereby leading to a richer body of cultural, creative, scientific and academic works.

IFRRO supports the extension of the IGC's mandate, we hope that a simplified route is found to move forward and wish to acknowledge the efforts both of ARIPO and WIPO to this end.

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