IFRRO’s aims & activities
What is IFRRO?

• International body linking © community
• 136 members
  o 81 RROs
  o 55 rightholder bodies
  o In 64 countries
• Governed by General Meeting
  o Elected Board: 12 members
  o Regional & Technical Committees
  o Discussion, innovation, development
• External links include WIPO, UNESCO
IFRRO’s mission, purpose, tasks

• Increase lawful use of © materials
• Eliminate unauthorised copying
• Promote efficient management by RROs
• Foster creation of new RROs
• Facilitate agreements & information
• Raise awareness of © and of role of RROs
• Provide legislative and operational support
IFRRO Code of Conduct

• Values
• Representation of rightholders
• Relationships with rightholders
• Relationships with rightholders
• Relationships with © users
• Distribution policy

“sets out the standards of service that rightholders and users can expect to receive when dealing with RROs”.
Relationship between RROs: IFRRO instrument

• Complements IFRRO Code of Conduct
• Values
• General principles
• Distribution policy
• National Treatment
• Indemnification
• Transparency
Regional development

- **Strategic focus 4 regions:**
  - Asia Pacific; Latin America and the Caribbean; Africa & Middle East; Europe

- **Regional committee or group**
  - Involvement, communication, planning and resourcing

- **Development programmes**
  - Conferences, events, support for RROs

- **Resources financial and human**
Technical and business development

• Better communication through international formats & standards
  o ONIX, ISTC, ISNI

• Rightholder-approved digital bilaterals
  o REM, Toolkit

• Rightholder-supportive business models
  o IFRRO Business Models Forum
Links to key international bodies in the © sphere

- WIPO
- UNESCO
- EU
  - ARROW
- Regional IP bodies
- CISAC
- IFLA
- Google
IFRRO publications

Collective Management in Reprography – published jointly by IFRRO and WIPO (Booklet, 56pp) Language versions: English, Spanish, French, Russian, Chinese, Arabic

Copyright levies and Reprography (Booklet, 14pp)

The Art of Copying: A guide to the incorporation of visual material in reprographic legal schemes and licences (Booklet, 24pp) Language versions: English, French


IFRRO Mentoring Handbook (A4 loose leaf binder, 80pp)

From Artist to Audience – published jointly by CISAC, WIPO and IFRRO (Booklet, 24pp) Language versions: French, English


Collective Management: The Role of RROs and IFRRO (PPT with Presenter’s Guide and Handouts)
IFRRO – costs and benefits

- Annual membership = 800 Euros for:
  - RRO collecting <400,000 Euros/yr
  - Associate Member not collecting except through its RRO
- Largest community of © bodies
- Participation, information, networking
- Shared experience and resources
- Training and development opportunities
Thank you for your participation!