



COPYRIGHT for CREATIVITY
A Declaration for Europe

Broad coalition calls for European copyright to support digital creativity and innovation

The Copyright for Creativity declaration is a call on European institutions from a wide set of stakeholders for a copyright regime supporting the digital economy.

5th May 2010 - A broad based coalition of European groups, representing consumers, creators, libraries, civil society and technology companies today released *Copyright for Creativity*, a declaration calling for a European copyright law truly adapted to the Internet age. *Copyright for Creativity* calls for a copyright regime fostering digital creativity, innovation, education, and access to cultural works — and therefore ultimately European competitiveness in a digital world.

Copyright is based on both protection of creative works and exceptions to that protection, which allow for businesses and creators to innovate, make creative reuses of content, and to build on the work of others. For example, copyright protects a novelist's rights over her novel, while an exception recognising parody would allow another writer to create a new work of parody based on the original. While copyright protects an academic's published research, exceptions allow for others to cite, copy in-part, and quote from that research. A balance is therefore struck between the need to protect creators' rights, and the public benefit that can be realised through reuses, references, and other derivations of the work being created.

These exceptions are key to enabling legitimate reuses and innovation, and the activity of a number of socially and economically important stakeholders depends on them. While the public debate and political agenda around copyright focuses heavily on measures to protect ownership of creative works, the Copyright for Creativity declaration sets out a positive agenda by identifying a set of objectives that need to be achieved if copyright is to fully drive digital competitiveness, creativity and innovation.

Among its recommendations, the declaration calls for European copyright law to act as a spur to innovation, support education and research, facilitate digital preservation and archiving, and harmonise exceptions further across the EU. Also accompanying the declaration are clear examples of the shortcomings of the existing copyright regime; these examples illustrate the application of copyright exceptions in everyday life and their benefit to everyone.

Today's declaration is only a start, as the coalition expects many more signatories to join after the launch. Given that Members of the European Parliament already support the declaration, the coalition also expects it to serve as a basis for a much-needed debate on copyright and the way to ensure that it best serves the interest of creators, innovators and users alike.

For the full text of the *Copyright for Creativity* declaration visit <http://www.copyright4creativity.eu>. Further information for the press may be found at <https://www.copyright4creativity.eu/bin/view/Main/PressInfo>.

List of signatories, press contacts, and quotes for publication

BEUC

BEUC, the European Consumers' Organisation is the umbrella association of national consumer associations in Brussels with the main task of defending the interests of European consumers.

BEUC represents 43 well-respected, independent national consumer organisations from 31 European countries (EU, EEA and applicant countries).



Quote: *“The establishment of harmonised, consumer-friendly copyright limitations and exceptions is needed with a view to create more certainty for consumers and remove unrealistic constraints on the use of creative content by consumers. Despite the increasing importance of copyright for the everyday life of consumers, the notion of users’ rights is absent from the current copyright framework. A limited number of permitted uses are only allowed as exceptions and limitations to right owners’ exclusive rights. EU action is needed to ensure that users’ rights are fully recognised and integrated within the copyright legal framework.”*

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CCIA

The Computer and Communications Industry Association (<http://www.ccianet.org>) is a non-profit, mission-driven trade association dedicated to innovation and enhancing society's access to information and communications. CCIA promotes open markets, open systems, open networks and full, fair and open competition in the computer, telecommunications and Internet industries.

CCIA represents large, medium-sized, and small companies in the high technology products and services sectors, including computer hardware and software, electronic commerce, telecommunications and Internet products and services – companies that collectively generate more than \$250 billion in annual revenues.

Quote: Erika Mann, CCIA Executive Vice President: *“These principles should help ensure that copyright law maintains the balance that is necessary to promote the public interest. While under-protection discourages authors, over-protection discourages innovation and inhibits competition.”*

Press Contact: Ms. Erika Mann, Executive Vice-President - Tel: +32 2 256 3872 / +49 170 31 78 230 email: emann@ccianet.org

EBLIDA

The European Bureau of Library, Information and Documentation Associations (EBLIDA) is the representative voice of all libraries at the European level. (<http://www.eblida.org>). Through its members it represents approximately 70,000 different kinds of libraries - public libraries, academic libraries, national libraries, documentation centres, and archives, etc. It fosters communication between its different members and consultation on matters of shared interest. It represents associations in all 27 Member States of the European Union and other countries in Europe.

EBLIDA concentrates on European information society issues, including copyright & licensing, culture & education and EU enlargement. It promotes unhindered access to information in the digital age and the role of archives and libraries in achieving this goal. EBLIDA is currently involved in the Europeana project (<http://www.europeana.eu>) and the Communia network (<http://www.communia-project.eu/>).

EBLIDA represents approximately 70,000 different kinds of libraries across all Member States of the European Union and other countries. It is an independent umbrella association of national library, information, documentation and archive associations and institutions in Europe.

Quote: *“Access to, and circulation of knowledge underpins the success of the European knowledge economy. Many technological changes have happened since 2001 – the year that marked the implementation of the European Copyright Directive. It is therefore vitally important that we develop a positive and new forward thinking agenda around issues relating to access to knowledge to ensure that creativity in our society is optimized – for the benefit of all.”* Gerald Leitner, President of EBLIDA.

Press contact: Joanne Yeomans, Director of EBLIDA joanne.yeomans@eblida.org

European Digital Rights (EDRi)

European Digital Rights defends civil and privacy rights in the online environment. It has 27 member organisations in 17 European countries.

Press contact: Joe McNamee, joe@mcnamee.eu, +32 497 046114



Electronic Frontier Foundation (EFF)

The Electronic Frontier Foundation is an international non governmental organization dedicated to the protection of online freedom of expression, civil liberties, digital consumer rights, privacy and innovation, through advocacy for balanced intellectual property laws and information policy.

EFF is a donor-supported membership organization with more than 14,000 individual members worldwide. Quote: *"Meaningful exceptions and limitations protect the public interest in an efficiently functioning copyright system. They allow creators to access, and build upon the knowledge generated by others. Without exceptions and limitations, the copyright system would not be able to achieve its fundamental purpose of spurring creation and innovation for the benefit of all stakeholders in the knowledge economy."* - Gwen Hinze, International Director

Press contact: Eddan Katz, eddan@eff.org or Gwen Hinze, gwen@eff.org

eIFL

eIFL.net is an international not-for-profit organisation with a base in Europe and a global network of partners. We work with libraries around the world to enable sustainable access to high quality digital information in developing and transition countries.

eIFL.net partners with library consortia in 49 developing and transition countries in Africa, Asia and Europe, representing thousands of libraries.

Quote: *"European copyright policy and regulations have a profound effect on libraries in developing and transition countries, through EU enlargement and a multitude of trade agreements covering much of the world"*, said Rima Kupryte, eIFL Director. *"We look to Europe to take the lead in promoting copyright principles that are fair and balanced, and that provide policy space for countries striving to maximise access to education and learning materials for their citizens, critical for sustainable development - one of the EU's priorities for eradicating poverty"*.

Press Contacts: Rima Kupryte, Director. Email <info@eifl.net>. Tel: + 39 06 5807216/17. Fax: + 39 06 5807246.

EuroISPA

[EuroISPA](#) is a pan-European association of European Internet Services Providers Associations. It is the world's largest association of Internet Services Providers (ISPs), representing over 1700 ISPs across the EU and EFTA countries – including ISPs from Austria, Belgium, Czech Republic, Finland, France, Germany, Ireland, Italy, Romania, Norway and the UK. The association was established in 1997 to represent the European ISP industry on EU policy and legislative issues and to facilitate the exchange of best-practice between national ISP associations.

Quote: *"As the success of the Internet is based on openness, ISPs have a particular insight into the functioning of the Knowledge Economy in the Information Society. Today's communications networks are the ultimate "Single Market" for innovation, knowledge and creation – any innovator from any country can develop a service which can be used either next door or on the other side of the planet. Innovation is severely limited when entrepreneurs and innovators are not able to avail of copyright exceptions to offer new services to consumers. EuroISPA believes that it is time for the Commission to look again at the issue of copyright exceptions with the intent to reduce potential barrier to European openness and integration. Any improvement in this process will be beneficial for European consumers, business, innovators and the European Knowledge Economy."*

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Free Software Foundation Europe (FSFE)

FSFE is a non-profit organisation dedicated to Free Software. FSFE maintains that the freedoms to use, study, share and improve software are critical to ensure equal participation in the information age. We work to create general understanding and support for software freedom in politics, law and society-at-large. We also promote



the development of technologies, such as the GNU/Linux operating system, that deliver these freedoms to all participants in digital society.

FSFE represents the interests of European Free Software users, developers and enterprises at the national, European and UN levels. FSFE is part of the international network of Free Software Foundations, with independent sister organisations in Latin America, North America and India. FSFE acts as the voice of Free Software at the United Nations, the European Commission and in many European countries.

Press Contact: Karsten Gerloff, President, FSFE - email: gerloff@fsfeurope.org

German Library Association (GLA)

Press contact: Barbara Schleihaugen, schleihaugen@bibliotheksverband.de

The International Federation of Library Associations and Institutions (IFLA)

The International Federation of Library Associations and Institutions (IFLA) is the leading international body representing the interests of library and information services and their users. IFLA's members include national and international library associations, national libraries and a huge variety of institutional and special libraries. It is the global voice of the library and information profession. IFLA is an independent, international, non-governmental, not-for-profit organization whose aims are to:

- Promote high standards of provision and delivery of library and information services
- Encourage widespread understanding of the value of good library & information services
- Represent the interests of our members throughout the world.
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IFLA has Formal Associate Relations with UNESCO, observer status with the United Nations, associate status with the International Council of Scientific Unions (ICSU) and observer status with the World Intellectual Property Organization (WIPO) and the International Organization for Standardization (ISO). In 1999, IFLA established observer status with the World Trade Organization (WTO).

IFLA has 1600 Members in approximately 150 countries, and works on behalf of 700,000 librarians and over 1 billion library users worldwide.

Quote: *"In many countries, copyright law, through exceptions and limitations, has long supported the essential functions of libraries through statutes that permit functions such as preservation,"* said IFLA President Ellen Tise. *"But these laws have not adequately kept pace for uses of digital information. IFLA believes that there is an immediate need for a fresh policy agenda to address the realities of access to digital information and support access to knowledge in the 21st century."*

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International Music Managers' Forum (IMMF)

Press contact: Jake Beaumont-Nesbitt, jake@royaltiesrescue.com, +44 (20) 7609 7501, www.immf.com

IPJustice

Press contact: Robin Gross, robin@ipjustice.org

Knowledge Ecology International (KEI)

Knowledge Ecology International (KEI) is a not for profit non governmental organization that searches for better outcomes, including new solutions, to the management of knowledge resources. KEI undertakes and publishes research and new ideas, engages in global public interest advocacy, provides technical advice to governments, NGOs and firms, enhances transparency of policy making, monitors actions of key actors, and provides forums for interested persons to discuss and debate Knowledge Ecology topics.

KEI is focused on social justice, particularly for the most vulnerable populations, including low-income persons and marginalized groups. There are probably 5 billion people who live in the margins of the global economy, and an entire planet that depends upon knowledge for economic and personal development, education and



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health, political power and freedom, culture and fun. We are just now learning about the opportunities to manage knowledge resources in ways that are more efficient, more fair, and responsive to human needs.

Quote: *"Policy makers in Europe are encouraged to embrace and exploit the benefits that flow from the sharing of information, access to knowledge, open collaboration, and the freedom to explore and invest in new ways to providing goods and services. Europe also has to support and provide incentives and rewards to creative and inventive communities. These are core challenges for the new economy. Balanced, nuanced and innovative solutions to the management of intellectual property rights and appropriate business models to support innovation will be part of the solution. Poorly conceived and overly restrictive intellectual property regimes can harm investment, innovation and consumer interests and human rights."* - James Love

Press Contact: James Love +1 202 361 3040, email: james.love@keionline.org

The Stichting LIBER Foundation (Stichting LIBER)

Stichting LIBER is the principal association of the major research libraries of Europe (<http://www.libereurope.eu>). It was founded as an association in 1971 under the auspices of the Council of Europe and became a Foundation under Dutch law in 2009. Its current membership includes over 400 research libraries of more than forty countries, mainly but not only, in Europe. Its overall aim is to assist research libraries in Europe to support a functional network across national boundaries in order to ensure the preservation of the European cultural heritage, to improve access to collections in European research libraries, and to provide more efficient information services in Europe.

LIBER actively promotes co-operation with all library-related organizations; it has strong links with the Council of Europe, the Commission of the European Communities (CEC), SPARC Europe (<http://www.sparceurope.org/>) and the International Federation of Library Associations and Institutions (IFLA), as well as with national library associations. LIBER has been involved in several projects such as Europeana (<http://www.europeana.eu>), Europeana Travel (<http://www.europeanatravel.eu/>) and DART Europe (<http://www.dart-europe.eu/>). LIBER has excellent relations with the Association of Research Libraries (ARL) in the United States and the Canadian Association of Research Libraries (CARL) with the potential for collaboration.

LIBER's current membership includes over 400 research libraries of more than 40 countries, mainly but not only in Europe.

Quote: *"We can improve the use of the rich resources of the research libraries in Europe significantly by speeding up digitization and by providing electronic access to these resources"*, said Hans Geleijnse, President of LIBER. *"This requires a modernization of the copyright regime in Europe and a better balance between the rights of the creator of the information and the exceptions in the interests of research, teaching and learning."*

Press contacts: Hans Geleijnse, President: Hans.Geleijnse@uvt.nl or Wouter Schallier, Executive Director: Wouter.schallier@kb.nl

Open Rights Group (ORG)

The digital age is transforming society: bringing us greater democracy, transparency and new creative possibilities. When these freedoms are under attack, the Open Rights Group is there to defend them. Founded in 2005 by 1,000 digital activists, ORG has become the UK's leading voice defending freedom of expression, privacy, innovation, consumer rights and creativity on the net. Getting into the political trenches in the UK and EU, we mobilise our supporters to stop bad laws. Working closely with other campaign groups, we lobby government and talk to the media whenever our rights are threatened. ORG is a non-profit company funded by donors.

ORG is funded by 1,500 digital activists and represents tens of thousands of supporters.

Quote: Florian Leppla, Campaigner at the Open Rights Group, said: *"We need balanced copyright exceptions that ensure creativity and competition. This declaration clearly sets out the major points as to how this can be achieved."*

Press contact: For further information contact Florian Leppla on florian@openrightsgroup.org or call +44 (0)20 7785 7370.



Special Libraries Association (SLA)

The Special Libraries Association (SLA) is a nonprofit global organization for innovative information professionals and their strategic partners.

SLA serves some 11,000 members in 75 countries in the information profession, including corporate, academic, and government information specialists. SLA promotes and strengthens its members through learning, advocacy, and networking initiatives. For more information, visit us on the Web at www.sla.org.

Quote: "It is crucial in today's global economy that a balanced and effective harmonisation of copyright limitations and exceptions are addressed. The Copyright for Creativity – A Declaration for Europe is an excellent step in this process of supporting creation, innovation, competition and the public interest." -- Janice Lachance, CEO, Special Libraries Association

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