

Proactivity in libraries

or all the reasons we definitely do need to do (digital)
(copyright) advocacy

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**When I say advocacy,
what do you think?**

Knowledge
Rights
21

21st Century Access
to Culture, Learning
& Research





Too busy?

A close-up photograph of a massive, tangled mass of electronic wiring. The wires are of various colors including red, blue, yellow, green, black, and white, creating a vibrant but chaotic pattern. Numerous white plastic connectors and small electronic components are interspersed among the wires, further adding to the complexity. The overall impression is one of overwhelming technical intricacy.

Too complicated?

Photo: Cory Doctorow, CC-BY-S 2.0,
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Too confusing?



Photo: Frans Vandevale, CC-BY-NC 2.0,
<https://www.flickr.com/photos/snarfel/3643212161/>,
from Hieronymus Bosch, The Temptation of St Anthony



Too scary?

Photo: K. C. Green



Too irrelevant?

Too small?



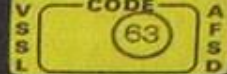
Photo: Brandon Daniel, CC-BY-NC,
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Not my job?



Photo: Robert N. Dandy, CC BY-NC,
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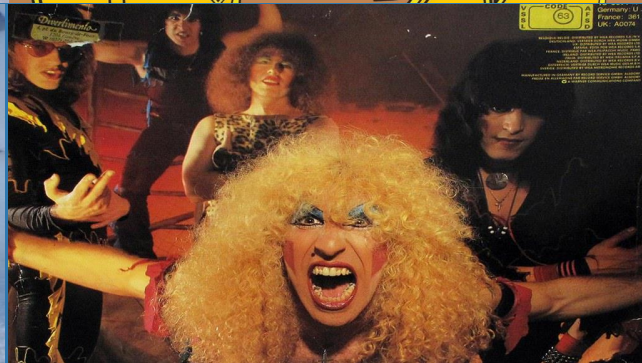
BRING IT ON!!!!!!!



Germany: U
France: 361
UK: A0074


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**What are
you for?**



**Libraries have been around
for ever, and always will be,
so we don't need to advocate**

Photo: Christchurch City Libraries, CC-
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<https://www.flickr.com/photos/christchurchcitylibraries/3290401351>



Ministry of
SILLY WALKS

**I'm in the public sector,
I can't do advocacy**

Photo: RHiNO NEAL, CC-BY-NS,
<https://www.flickr.com/photos/rhinonea/15684793169>

A blue-tinted photograph of a formal dining hall, likely a university or institutional setting. Several people are seated at long wooden tables, engaged in conversation or meals. The room features high ceilings, large windows with stained glass, and walls adorned with numerous framed portraits of historical figures. The overall atmosphere is formal and academic.

You need to be senior to do advocacy

Photo: Darien and Neil, CC-BY-NC,
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**Advocacy is
only for people
with nice socks**

Photo: Richard Masoner, CC-BY,
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**Advocacy is
not part of our
daily work**

Photo: Arlington Library, Virginia

**You need to
be a
specialist to
do advocacy**

**No Lobbyists
Beyond
This Point**

Photo: Daniel Huizinga, CC-BY-SA,
https://commons.wikimedia.org/wiki/File:No_Lobbyists_Beyond_This_Point.jpg

**I'm too
busy to do
advocacy**

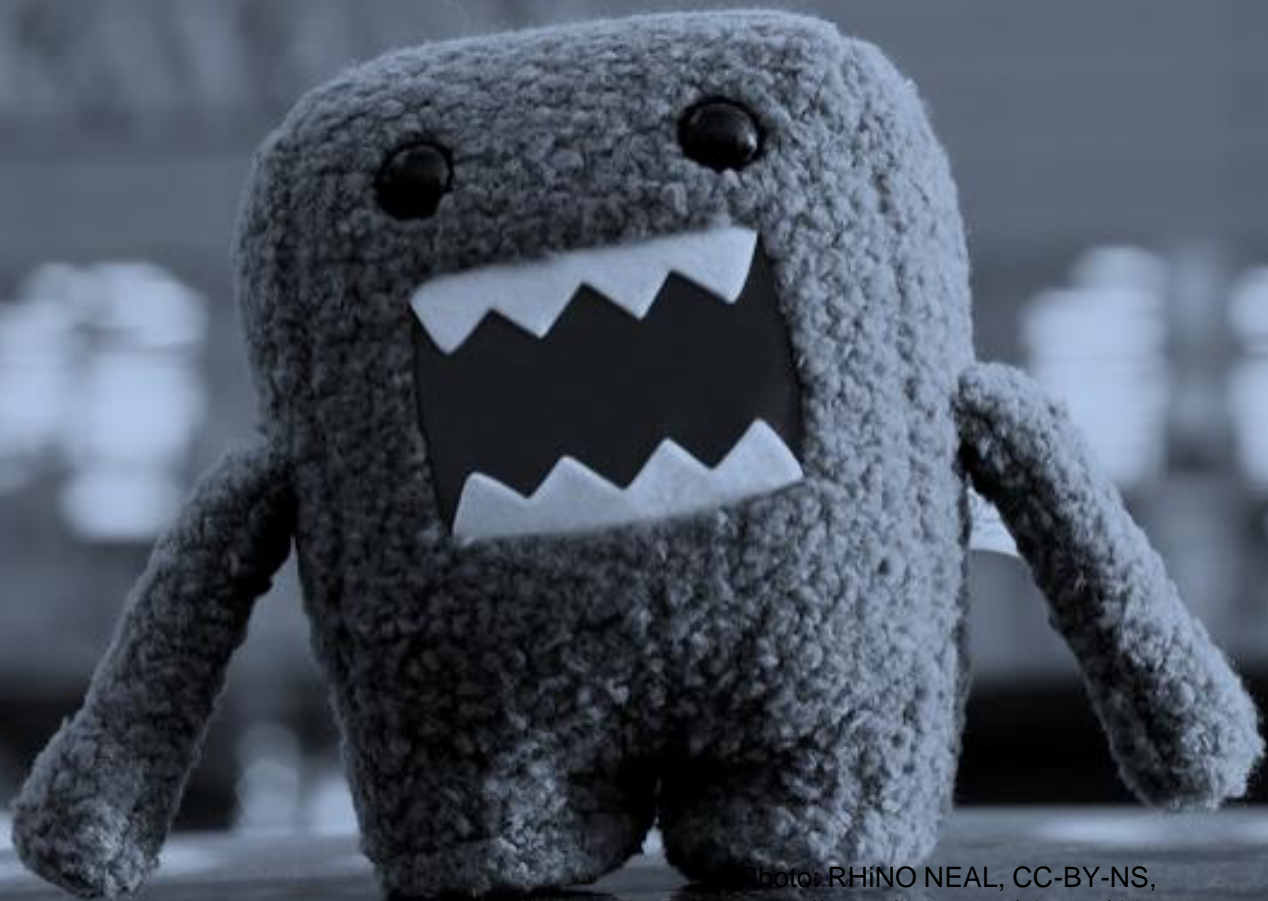


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Advocacy is a solo sport

Photo: RHINO NEAL, CC-BY-NS,
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**We don't need to
talk about
copyright**



- 1. Advocacy is part of librarianship**
- 2. Copyright and funding are two sides of the same coin**
- 3. Everyone can be a library (copyright) advocate**



**If we believe in what
we do, we should
mobilise for it**

Photo: Joe Piette, CC-BY-NC
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USING
USAGES
100% PORK

**Libraries need a
balanced diet of
funding and laws**



	A. STARTER	B. BASIC	C. INTERMEDIATE	D. ADVANCED
1. UNDERSTANDING THE COPYRIGHT AND OPEN ACCESS POLICY LANDSCAPE	We are not aware of how decisions are made about copyright and open access.	We are aware in broad terms of how decisions about copyright and open access are made.	We have a strong knowledge of the process for copyright and open access decisions and what opportunities there are to influence	We have a detailed understanding of the policy process for copyright and OA, as well as related policy-areas, and know well how and when to influence effectively
2. COORDINATING YOUR WORK	We do not have anyone responsible for copyright and OA advocacy in our team.	We have a person formally responsible for copyright and OA in our core team.	We have someone focused on copyright and legal issues, who also coordinates the work of others.	We have a team working on copyright and OA issues who can share responsibilities amongst them, according to availability and skills.
3. MOBILISING LIBRARIES	There is a passive attitude to influencing decisions around copyright and OA, and no-one is engaged in advocacy.	There is an awareness of the need for copyright advocacy with one responsible person ready to act when necessary.	There is an active group of people with a variety of skills ready to get involved in basic copyright advocacy when needed.	There is a large and well-organised group (with well-mapped out skills and strengths) with whom you can work on copyright advocacy, in all parts of the country.
4. GATHERING EVIDENCE	We do not have stories or data we can use to support advocacy by showing how copyright doesn't work now, and so the need for reform.	We have a limited set of examples and stories we can use to support our copyright advocacy by showing the need for reform.	We have a good collection of stories and data we use in our advocacy making the case for copyright reform.	We can share well-evaluated evidence of the need for copyright reform, both through anecdote and value, and use examples from home and abroad.
5. COMMUNICATIONS	We do not have capacity to communicate with specific target groups or the general public in our advocacy.	We have can define and share basic messages with contacts and the general public, and define broad target audiences.	We can explain messages and asks clearly, in depth and attractively, and communicate using more than one channel with relatively well-defined target audiences.	We can use a variety of channels and tools in order to get our message across most effectively to well-defined audiences and engage them in our efforts.
6. BUILDING RELATIONS WITH DECISION-MAKERS	We don't know who is taking decisions about copyright and open access.	We know which person or team is leading on decisions about copyright and open access funding, support or other related issues	We have a relationship with the person leading on copyright and open access, and who else is involved in decisions.	We have a strong, regular relationship with the lead decision-maker on copyright and open access, and others involved in the process.
7. BUILDING ADVOCACY PARTNERSHIPS	We do not work with anyone else around copyright and open access.	We are aware of other people and organisations working on copyright and open access.	We have a relationship with people and organisations working on copyright and open access.	We have strong relationships and successful cooperation with a number of people and organisations working on copyright and open access.
8. EVALUATING ADVOCACY	We do not set goals or evaluate the effectiveness of our copyright advocacy.	When planning ahead, we think about what did and didn't work in the past, and try to set goals.	For each major action, we carry out an assessment of what did and didn't work, referring to our goals.	We pre-define baselines and indicators of success for all major actions, and then evaluate against these at the end.

About KR21

- Fair access to eBooks
- Protect exceptions against contract or technology bypasses
- Support research & education
- Better access to research publications
- Protect author's rights

About us:

Knowledge Rights 21 is a Stichting IFLA Foundation Programme, supported by the Arcadia Foundation, in partnership with IFLA, LIBER and SPARC Europe. Find us at www.knowledgerights21.org

Key Missions:

- Facilitating fair access to e-books for users of public, national, educational, and research libraries;
- Protecting users' rights under copyright legislation from contract override and technological protection measures that undermine statutory exceptions to copyright;
- Promoting the case for the introduction of open and flexible copyright norms in Europe to aid research, teaching, and learning;
- Advocating for a legislated scholarly publication / secondary publishing right in laws;
- Accelerating the uptake of author rights retention activities in Europe.

The programme Knowledge Rights 21 (KR21)
is focused on bringing about
changes in legislation and practice across
Europe that will strengthen the right of all
to knowledge.

It is built on a conviction that
knowledge is essential for education,
innovation and cultural participation,
and that everyone should have the
possibility – in particular through libraries,
archives and digitally – to access and use it.

National coordinator: Maja Bogataj (maja@ipi.si) – what she has planned

- 4 webinars on copyright
- Open Knowledge Day
- Research on copyright law obstacles to open science
- Propose amendments
- Shape the IP strategy

What you can do:

- Participate! Get involved in advocacy, share experiences and examples (every failure is an argument for reform!)

.European level

- . Follow our webinars
- . Check out our reports
- . Get involved in upcoming discussions around the European Parliament elections
- . Share examples and evidence

.Look out for further information and opportunities, by e-mail and on social media - @kr21org, www.knowledgerights21.org, info@knowledgerights21.org





Thank you!

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