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A Toolkit for Copyright Advocacy

LIBER Conference Workshop, 5 July 2023

Knowledge Rights 21

21st Century Access to Culture, Learning & Research

Why are we here

- To share experiences and ideas
- To learn about the tools and materials being made available by the KnowledgeRights21 Programme
- To identify priority areas for further work to strengthen advocacy
- To define our own roadmaps

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KR21 – a Brief Introduction

We work to:

- Address the incomplete, fragmented approach often taken to enabling access to research, education and culture in Europe
- Sustainably mobilise the experiences and voices of libraries and other access to knowledge advocates, and support them in their work
- Deliver practical policy and political change in key areas: eBooks, contract override, open norms, secondary publishing rights, rights retention

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Practically...

Supporting national coordinators across Europe

Commissioning research to fill key evidence gaps

Direct advocacy and lobbying within Brussels

Ongoing work to boost alignment between national and international efforts

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So where are we today?

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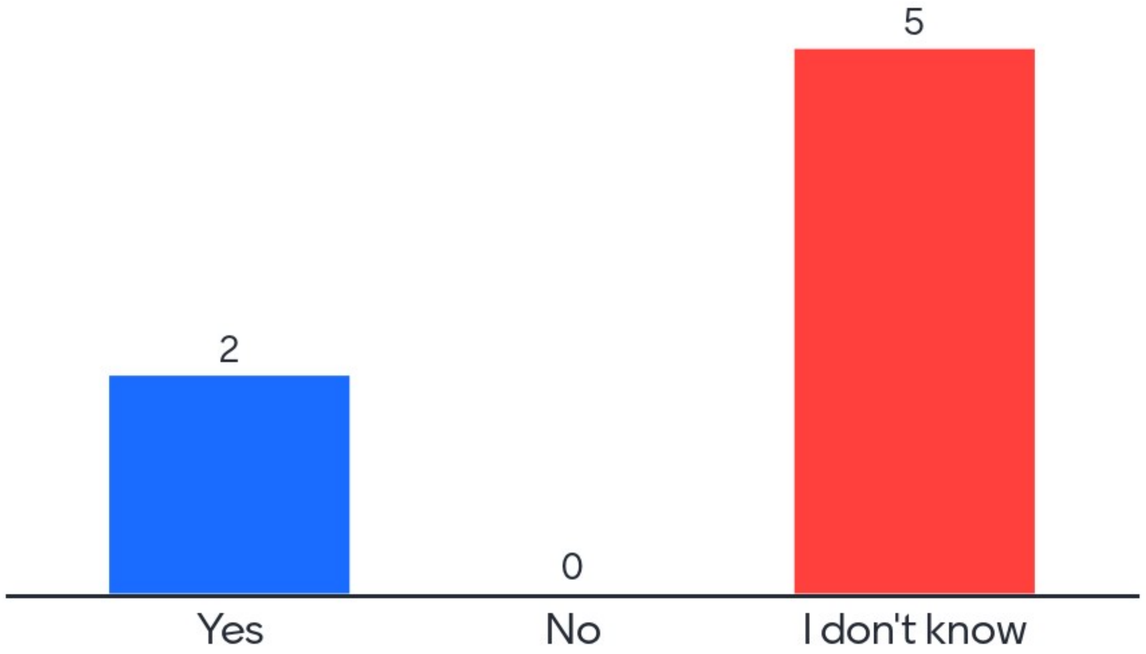
21st Century Access to Culture, Learning & Research

Does your country have a science and research law



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How supportive is the law in your country of open access and science?

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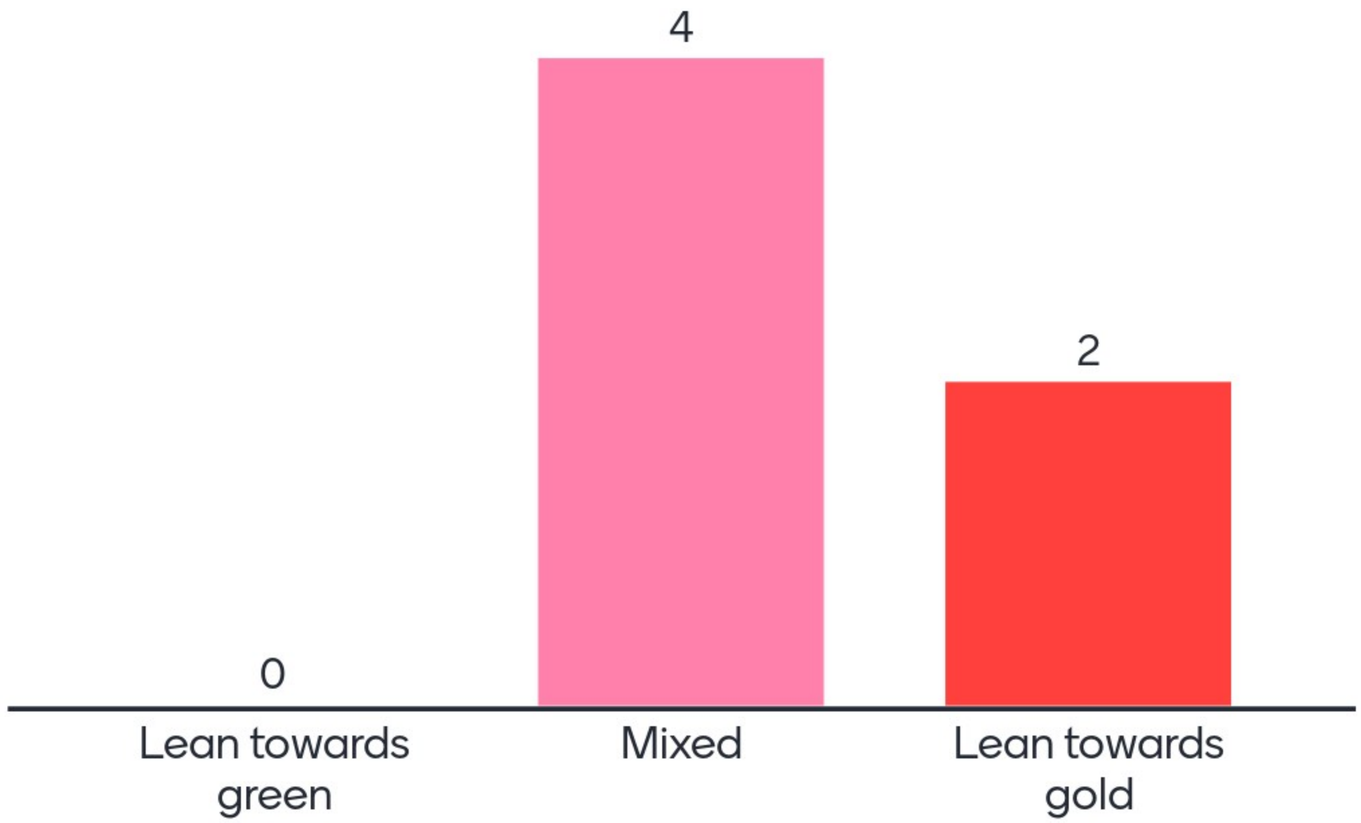
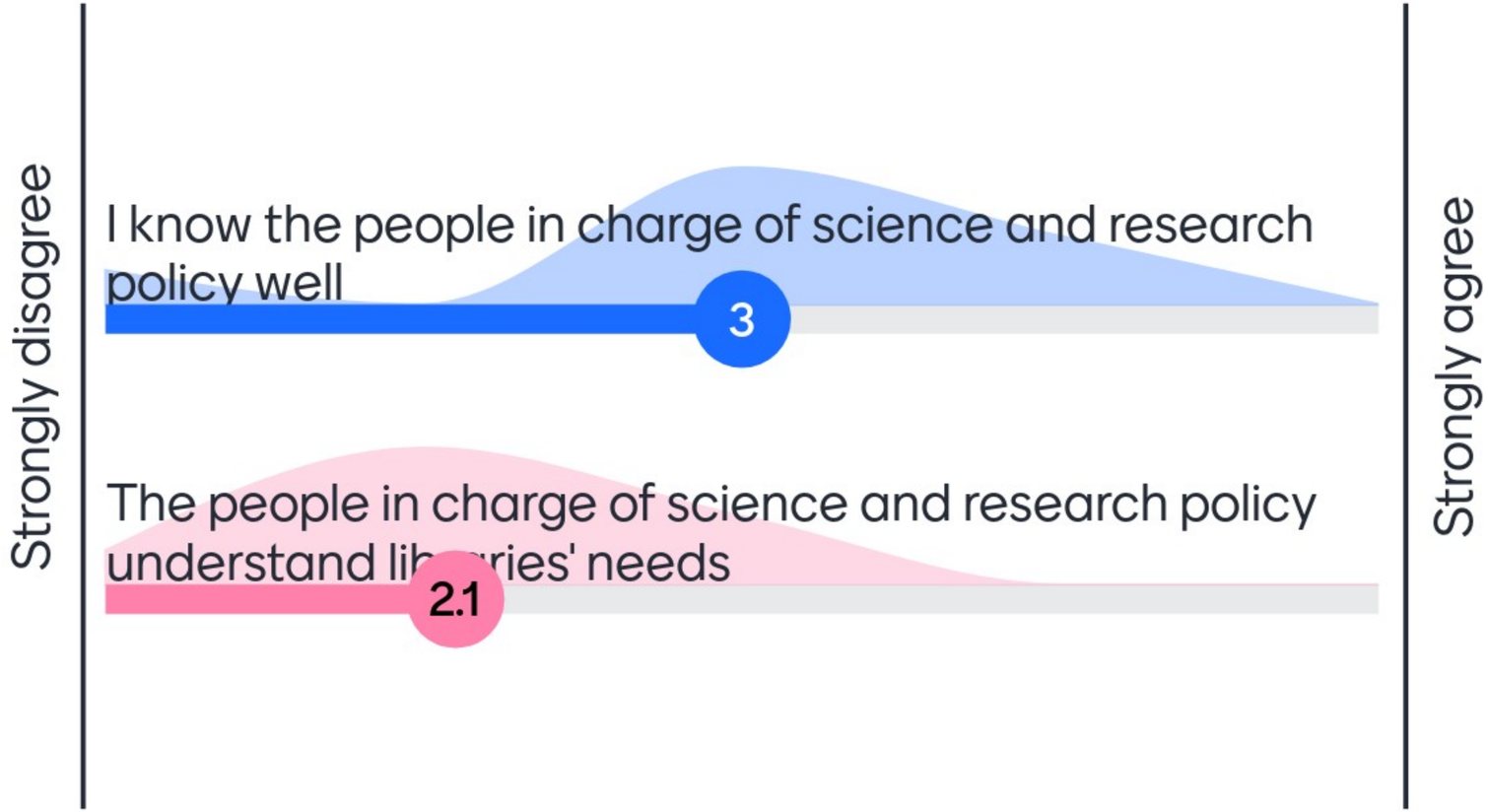
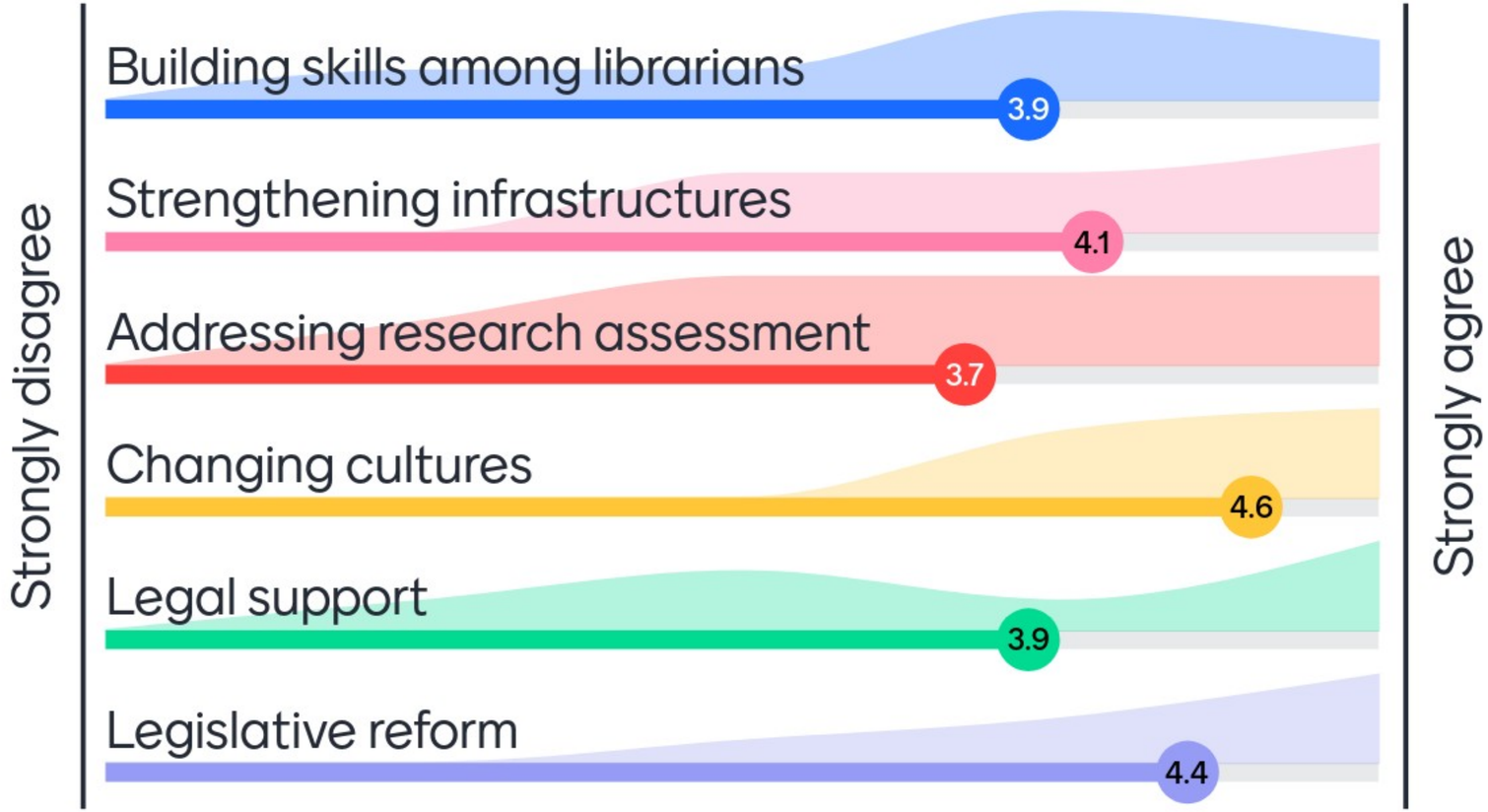
What form of OA does your law favour



Knowing who's in charge



Priorities


Strongly disagree
Building skills among librarians
3.9
Strengthening infrastructures
4.1
Addressing research assessment
3.7
Changing cultures
4.6
Legal support
3.9
Legislative reform
4.4
Strongly agree

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What factors encourage or discourage engagement with decision-makers and legislators?

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Who currently leads on advocating for change?

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What would it take to achieve radical positive change?

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Discovering KR21 tools and materials

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8 advocacy capabilities

1. Understanding the Landscape
2. Coordinating your Work
3. Mobilising the Field
4. Gathering Evidence
5. Communications
6. Building Relations with Decision-Makers
7. Building Advocacy Partnerships
8. Evaluation of Advocacy

	A. STARTER	B. BASIC	C. INTERMEDIATE	D. ADVANCED
1. UNDERSTANDING THE COPYRIGHT 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 THE FIELD	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, for example via the IFLA Library Map of the World.
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. EVALUATION OF 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.

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Thank you!

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