

How EBLIDA lobbies for libraries



Society of College, National and University Libraries

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The importance of the law

- Our institutions avoid risk
 - Legal compliance is important in business deals
 - Guidance notes: good or bad?
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|---------------|---|
| 14 May 1991 | Legal protection of computer programs (Directive) |
| 19 Nov. 1992 | Rental right and lending right (Directive) |
| 27 Sept. 1993 | Copyright for satellite and cable (Directive) |
| 29 Oct. 1993 | Term of protection of copyright (Directive) |
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- 11 March 1996** **Legal protection of databases (Directive)**
 - 22 May 2001** **Copyright and Information Society (Directive)**
 - 31 Dec. 2003** **Re-use of public sector information (Directive)**
 - 29 April 2004** **Enforcement of intellectual property rights (Directive)**
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June 2004	Management of copyright (consultation)
Sept. 2004	Digital rights management (consultation)
March 2005	Data protection issues and IPR (consultation)



July 2005

**Cross-border collective
management of copyright
(consultation)**

March 2006

Review of Database Directive

May 2006

**Second proposed Directive
on enforcement of IPR**



Being realistic

- we can only react
 - we cannot make an impression on our own
 - we only have one chance each time
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But we have had some successes

- our influence together is bigger than the money we have
 - library lobbyists enjoy freedom to act
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Reasons for our success

- we have powerful friends
 - we have a wide variety of friends
 - we communicate with each other
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EBLIDA's methods

- an alert
 - an assessment
 - an alliance
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First plans

- Concerns
 - Timetables
 - Targets
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The three institutions

- European Commission
 - European Council
 - European Parliament
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In the Parliament

- The specialist committees
 - The rapporteurs
 - The plenary sessions
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Sharing the lobbying effort

- Commission – Secretariat and Groups
 - Council – EBLIDA's members
 - Parliament – Everyone
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Now a subject that makes strong men
and women tremble. It is
not **DEATH** or **EVIL**...







These slides were based on pictures
in *Bound by law*, ©2006

Keith Akoi, James Boyle, Jennifer Jenkins



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The Copyright Directive (= the Information Society Directive)

- EBLIDA's most famous efforts?
 - lobbying 1999-2000
 - tactics, alliances
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Late beginning: lobbying mainly in Parliament

- some influence on Council
 - difficulties with rapporteur (Mr Boselli)
 - effort on Legal Affairs Committee
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The political groups

- 'conservatives' surprisingly helpful
 - 'socialists', 'centre parties' divided
 - 'green' group unhelpful
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The alliance

librarians, people with disabilities,
education, scientific academies,
telecoms companies, consumer
electronics companies



A personal story (1)

- First meeting with Malcolm Harbour MEP
 - A useful interchange
 - Still meeting Mr Harbour
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A personal story (2)

- The 'green' group
 - The alert to the vote
 - Lobbying pressure
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Opposition tactics

- 'pirate' songs on the internet
 - actors, singers
 - photo opportunities
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EBLIDA's tactics (1)

- Briefings to Legal Affairs Committee
 - Faxes before votes
 - Introductions from friendly MEPs
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EBLIDA's tactics (2)

- Once in Parliament meet several MEPs
 - Visit in pairs , or mixed small groups
 - Careful of e-mails
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The value of professional lobbyists

- first with the news
 - able to spend time with key people
 - but less 'credible'
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Advantages of EBLIDA

- credible people working with 'worthy' allies
 - able to activate local politicians, senior academic figures
 - our news can spread fast
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Secrets of success

- Know exactly what you want
 - Know the timetable
 - Know the key players
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Secrets of success

- Keep your allies informed
 - Keep your targets informed
 - Meet the key people
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Still more work to do

- Review of the Database Directive
 - Second Directive on the Enforcement of Intellectual Property Rights
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