# How EBLIDA lobbies for libraries



Toby Bainton
Secretary of SCONUL
102 Euston Street
London NW1 2HA

toby.bainton@sconul.ac.uk

Society of College, National and University Libraries



## The importance of the law

- Our institutions avoid risk
- Legal compliance is important in business deals
- Guidance notes: good or bad?





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)



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)



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



#### But we have had some successes

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



#### Reasons for our success

- we have powerful friends
- we have a wide variety of friends
- we communicate with each other



#### EBLIDA's methods

- an alert
- an assessment
- an alliance



## First plans

- Concerns
- Timetables
- Targets



#### The three institutions

- European Commission
- European Council
- European Parliament



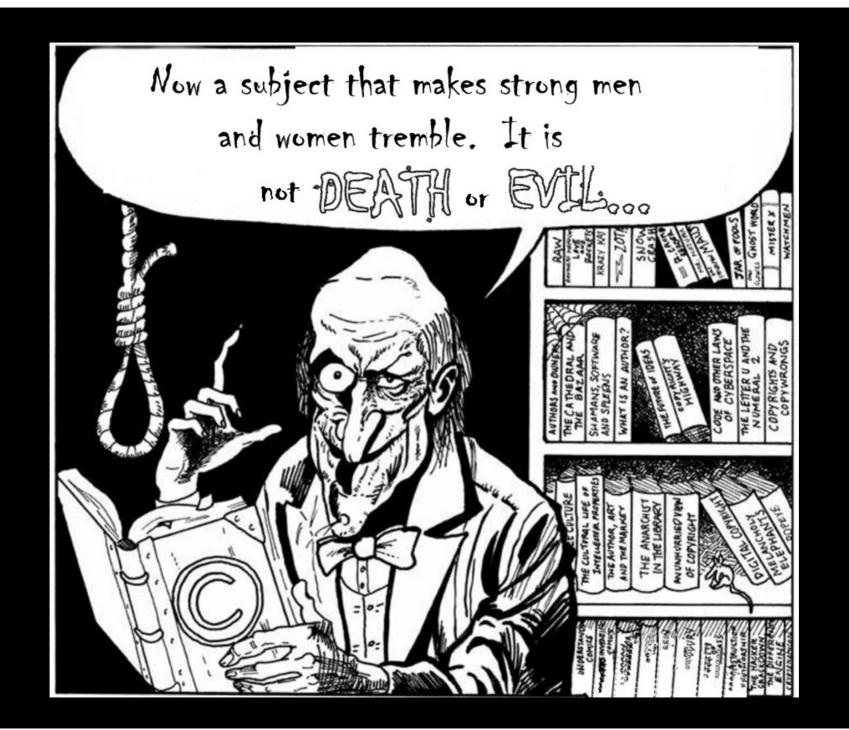
#### In the Parliament

- The specialist committees
- The rapporteurs
- The plenary sessions



## Sharing the lobbying effort

- Commission Secretariat and Groups
- Council EBLIDA's members
- Parliament Everyone







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

Keith Akoi, James Boyle, Jennifer Jenkins



## The Copyright Directive (= the Information Society Directive)

- EBLIDA's most famous efforts?
- lobbying 1999-2000
- tactics, alliances



## Late beginning: lobbying mainly in Parliament

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



## The political groups

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



#### 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



## A personal story (2)

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



## Opposition tactics

- 'pirate' songs on the internet
- actors, singers
- photo opportunities



## EBLIDA's tactics (1)

- Briefings to Legal Affairs Committee
- Faxes before votes
- Introductions from friendly MEPs



## EBLIDA's tactics (2)

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



### The value of professional lobbyists

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



## Advantages of EBLIDA

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



#### Secrets of success

- Know exactly what you want
- Know the timetable
- Know the key players



#### Secrets of success

- Keep your allies informed
- Keep your targets informed
- Meet the key people



#### Still more work to do

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