

10 DECEMBER 2015

IPA Represented by: José Borghino, Secretary General, IPA and Carlo Scollo Lavizzari, Attorney, Basel, Switzerland, IPA's outside counsel

Thank you for the opportunity to contribute, Mr Chairman,

IPA supports the statement made by IFRRO. IPA is an umbrella association of national publisher associations.

Anyone who has been at the side-event of the International Authors Forum and would have seen how authors of educational materials feel about seemingly innocuous changes to copyright act of Canada, would agree that things can go really wrong and cause enormous damage, most of all to the detriment of local authors, publishers and quality education.

The reality is, as was observed by Per Gedin, a prominent Swedish publisher that at the end of the day “nobody else but the local publisher will invest in the creation of a national literature so important for one's home country as it is to the rest of the world.” I urge you as decision makers to keep this in mind.

Educational publishing is perhaps where the need for localised content is greatest and where the right content has to be made accessible in the right format at the right time. Great expertise and knowledge of the education sector are required. This is not something you can do in an afternoon on the back of a matchbox. It is a detailed task undertaken by people with a love for learning, teaching and books, that if done well gives maximum support to educators and facilitators of education.

Copyright is the backbone of the knowledge economy. It is the levelling field that makes competition by a small contender with something to say, ie with a good idea or product powerful.

Essentially, copyright is the mechanism by which readers pay for the creation, production and dissemination of information. “Free-access” models – are in truth – “author-pays” models. If they chose to do so, that is admirable. But this cannot be expected from everyone. Also often as a result intermediaries and electronic platforms profit disproportionately from this. But who within the education sector would want to work for free? And if they wanted to, how long could they sustain it? The same goes for publishers.

Publishers are both users and creators of copyrighted works. They often create works together with their authors by closely adapting and structuring the work to

10 DECEMBER 2015

IPA Represented by: José Borghino, Secretary General, IPA and Carlo Scollo Lavizzari, Attorney, Basel, Switzerland, IPA's outside counsel

national curricula. So why would they be in favour of copyright? They are in fact in favour of a balanced copyright that does allow for some exceptions, like the right to quote somebody else's work, parody, etc. They also understand that some exceptions are necessary where the use in question does not interfere with the market of publishers. That is really all the "famous" three-step test says: Do not onto others what you do not wish to have done to yourself.

\*\*\*\*\*