



## Guadalajara Declaration: Turning the page to drive progress

During the 34<sup>th</sup> International Publishers Congress, Guadalajara became the centre of the global publishing industry. Our discussions recognized how the knowledge and information environment is evolving, and reinforced the important work publishers do to safeguard our democratic values.

To drive meaningful progress on our shared global challenges, we need to work together with key players across the book chain. As an outcome of the Congress, the Guadalajara Declaration outlines a shared agenda to ensure the sustainability of knowledge, culture, and education in an increasingly digital and interconnected world.

We, the IPA, declare our intention to:

- 1. Reinforce copyright:** The United Nations (UN) Pact for the Future emphasizes the importance of protecting knowledge and fostering a sustainable future. Publishers must continue to safeguard and reinforce copyright as the foundation that ensures a thriving ecosystem of knowledge and culture.
- 2. Promote the freedom to publish:** The Universal Declaration of Human Rights enshrines everybody's basic right to express their opinion and access information. Publishers have a duty to protect the freedom to publish as a cornerstone of democracy, intellectual freedom and cultural exchange, as well as support others who protect the freedom to read and the freedom of expression. We must stand for freedom to publish especially when it is threatened by government interference in education.
- 3. Embrace technology responsibly:** We have witnessed the transformative power that digital technology has had on information sharing practices. As publishers, we embrace the progress that technology brings but also recognize the challenges. In order to build the trust in knowledge that is essential for the future, publishers must promote the responsible use of AI — advocating for transparent, accountable digital practices that protect the creative process and intellectual property — as well as supporting the UN Global Principles for Information Integrity.
- 4. Drive sustainability:** We are facing complex challenges, from climate change to social inequalities, and war. The Sustainable Development Goals outline a blueprint for action and publishers have a unique role in both advocating for and acting to progress the 2030 Agenda for Sustainable Development. Publishers must drive sustainability, and we commit ourselves to a sustainable and inclusive publishing environment.
- 5. Strengthen our international cooperation and partnerships:** In an increasingly complex and fractured world, we recognize the need to strengthen partnerships and cooperation across regions and internationally. The IPA recognizes our role in helping strengthen the resilience and agility of the industry, particularly in regions such as Latin America, Africa and the Middle East.
- 6. Pledge to act:** This declaration summarizes a shared agenda, but importantly we must also hold ourselves accountable for our actions. Publishers must develop systems and an infrastructure to monitor our markets and report on progress in the areas outlined in the above declaration.