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?
<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 May 1991</td>
<td>Legal protection of computer programs (Directive)</td>
</tr>
<tr>
<td>19 Nov. 1992</td>
<td>Rental right and lending right (Directive)</td>
</tr>
<tr>
<td>27 Sept. 1993</td>
<td>Copyright for satellite and cable (Directive)</td>
</tr>
<tr>
<td>29 Oct. 1993</td>
<td>Term of protection of copyright (Directive)</td>
</tr>
<tr>
<td>Date</td>
<td>Description</td>
</tr>
<tr>
<td>---------------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>11 March 1996</td>
<td>Legal protection of databases (Directive)</td>
</tr>
<tr>
<td>22 May 2001</td>
<td>Copyright and Information Society (Directive)</td>
</tr>
<tr>
<td>31 Dec. 2003</td>
<td>Re-use of public sector information (Directive)</td>
</tr>
<tr>
<td>29 April 2004</td>
<td>Enforcement of intellectual property rights (Directive)</td>
</tr>
<tr>
<td></td>
<td>Management of copyright</td>
</tr>
<tr>
<td>----------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>June 2004</td>
<td>(consultation)</td>
</tr>
<tr>
<td>Sept. 2004</td>
<td>Digital rights management</td>
</tr>
<tr>
<td></td>
<td>(consultation)</td>
</tr>
<tr>
<td>March 2005</td>
<td>Data protection issues and IPR (consultation)</td>
</tr>
<tr>
<td>Date</td>
<td>Event Description</td>
</tr>
<tr>
<td>------------</td>
<td>------------------------------------------------------------</td>
</tr>
<tr>
<td>July 2005</td>
<td>Cross-border collective management of copyright (consultation)</td>
</tr>
<tr>
<td>March 2006</td>
<td>Review of Database Directive</td>
</tr>
<tr>
<td>May 2006</td>
<td>Second proposed Directive on enforcement of IPR</td>
</tr>
</tbody>
</table>
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
Now a subject that makes strong men and women tremble. It is not "DEATH or EVIL..."
our subject is...
Copyright!
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