

Copyright Advocacy Capacities Grid



Knowledge
Rights
21

21st Century Access to
Culture, Learning & Research

Central to the work of the Knowledge Rights 21 Programme is a focus on mobilising the library field to support advocacy for better copyright laws and policies. Making this happen is a key factor in any effort to ensure that libraries can continue to fulfil their mission to support the access to research, education and culture that people expect and need in the 21st Century. Indeed, arguably this is one side of the same coin as advocacy for library funding, as copyright can have a determining influence on how much libraries and their users can do with the materials they have or have access to, and so the impact that they have.

The COVID-19 pandemic has, in particular, underlined the need for laws that are well-suited to the digital age, although of course the mismatch between technology and the law has been clear for us for some time already. Furthermore, the shift to open access is still far from complete, with progress uneven between disciplines and languages. In response, we need provisions that let libraries do online what they could already do in person, seize the opportunities that technological developments offer to achieve their missions, and to accelerate the shift to making open licensing the rule, not just a good practice.

Achieving this will require advocacy. We define this as the work to convince those outside of the library field who are taking decisions – either directly or via those who influence them, and at all levels – of the importance of giving libraries the laws and policies they need to fulfil their missions. Crucially, advocacy is not just about lobbying, although strong and effective government relations play a role. It is also about building grassroots understanding and support for our issues, forming partnerships and alliances, building the evidence base for reform, and communicating effectively.

The shape of a successful advocacy effort will vary from country to country and from case to case. However, a number of key capacities are likely be relevant everywhere, even if to differing extents – understanding the landscape of decision-making around copyright and open access, coordinating your work, mobilising the field, gathering evidence, communications, building relations with decision-makers, partnerships, and evaluation.

The below therefore matrix aims to provide a framework for library associations and libraries to think about where they stand currently on each of the capacities, going from ‘starter’ to ‘advanced’ levels, and providing an opportunity to self-assess strengths in different areas. This can be done either on your own, or through a group discussion, and be followed by talking about how to improve in areas that are lagging behind.

	A. STARTER	B. BASIC	C. INTERMEDIATE	D. ADVANCED
1. UNDERSTANDING THE COPYRIGHT AND OPEN ACCESS POLICY LANDSCAPE	We are not aware of how decisions are made about copyright and open access.	We are aware in broad terms of how decisions about copyright and open access are made.	We have a strong knowledge of the process for copyright and open access decisions and what opportunities there are to influence	We have a detailed understanding of the policy process for copyright and OA, as well as related policy-areas, and know well how and when to influence effectively
2. COORDINATING YOUR WORK	We do not have anyone responsible for copyright and OA advocacy in our team.	We have a person formally responsible for copyright and OA in our core team.	We have someone focused on copyright and legal issues, who also coordinates the work of others.	We have a team working on copyright and OA issues who can share responsibilities amongst them, according to availability and skills.
3. MOBILISING LIBRARIES	There is a passive attitude to influencing decisions around copyright and OA, and no-one is engaged in advocacy.	There is an awareness of the need for copyright advocacy with one responsible person ready to act when necessary.	There is an active group of people with a variety of skills ready to get involved in basic copyright advocacy when needed.	There is a large and well-organised group (with well-mapped out skills and strengths) with whom you can work on copyright advocacy, in all parts of the country.
4. GATHERING EVIDENCE	We do not have stories or data we can use to support advocacy by showing how copyright doesn't work now, and so the need for reform.	We have a limited set of examples and stories we can use to support our copyright advocacy by showing the need for reform.	We have a good collection of stories and data we use in our advocacy making the case for copyright reform.	We can share well-evaluated evidence of the need for copyright reform, both through anecdote and value, and use examples from home and abroad.
5. COMMUNICATIONS	We do not have capacity to communicate with specific target groups or the general public in our advocacy.	We have can define and share basic messages with contacts and the general public, and define broad target audiences.	We can explain messages and asks clearly, in depth and attractively, and communicate using more than one channel with relatively well-defined target audiences.	We can use a variety of channels and tools in order to get our message across most effectively to well-defined audiences and engage them in our efforts.
6. BUILDING RELATIONS WITH DECISION-MAKERS	We don't know who is taking decisions about copyright and open access.	We know which person or team is leading on decisions about copyright and open access funding, support or other related issues	We have a relationship with the person leading on copyright and open access, and who else is involved in decisions.	We have a strong, regular relationship with the lead decision-maker on copyright and open access, and others involved in the process.
7. BUILDING ADVOCACY PARTNERSHIPS	We do not work with anyone else around copyright and open access.	We are aware of other people and organisations working on copyright and open access.	We have a relationship with people and organisations working on copyright and open access.	We have strong relationships and successful cooperation with a number of people and organisations working on copyright and open access.
8. EVALUATING ADVOCACY	We do not set goals or evaluate the effectiveness of our copyright advocacy.	When planning ahead, we think about what did and didn't work in the past, and try to set goals.	For each major action, we carry out an assessment of what did and didn't work, referring to our goals.	We pre-define baselines and indicators of success for all major actions, and then evaluate against these at the end.