TAG of Excellence

Excellence in **T**ransparency, **A**ccountability and **G**overnance for collective management organizations

Five Questions

1. What is the TAG-project?

2. Why focus on TAG?

3. What can TAG do for CMOs?

4. Where is TAG now?

5. Where may TAG be going?

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1. What is the TAG-project?

- Initiated by WIPO
- Project governance = consortium of international federations and WIPO
- Consortium = informal consultation body
- WIPO 2nd role: project facilitation

1. What is the TAG-project?

Universality

- Focus on collective management in copyright and related rights
- Full array of repertoires (film, music, visual arts, textual works)
- CMOs in different stages of development
- All regions

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2. Why focus on TAG?

Society is now demanding **transparency** and good **governance** in its institutions, for example in

- Banking and other financial services

- Important social institutions: welfare and care institutions, pension funds, housing corporations, public owned transportation and other public utilities services

2. Why focus on TAG?

Copyright has become part of everyday life and therefore collective management and CMOs are the focus of users as well as regulators/politicians.

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3. What can TAG do for CMOs?

Objectives of *TAG*

- **Contribute** to documenting quality and credibility

- **Accentuate** internationally accepted norms

- **Consolidate** CMO best practices and procedure

- **Provide** guidance, support, education and training for CMOs

3. What can TAG do for CMOs?

TAG will assist a CMO in three key areas		
a) Improve overall functioning of a CMO	b) Strengthen a CMO's resilience against image and reputation damage	c) Provide a suitable response to societal trend of demanding more transparency and better governance

Improve overall functioning

An **efficient** CMO is a more **effective** CMO, this boosts the

i)   Income of creators and performers

ii) Revenues of producers and publishers

Reputation management

Adequate transparency and governance measures will result in

- **less** vulnerability to criticism

- improved credibility in relations with members, users and society in general

- increased resistance to corruption and mismanagement

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4. Where is TAG now?

The TAG Consortium has considered the possibility of three areas:

a) The *TAG* Compendium ('Compendium')

b) Education and training program ('Education')

c) The Quality Assurance Standard ('Standard')

a. Compendium

Ten chapters each organized in the same manner:

- **Explanation** of how the issues is important for transparency, accountability and governance

- **Examples** in codes and legislation

- **Recommendations** of how the topic might be best addressed in practice

a. Compendium

- Manual, guide as a basis for training and education

- Checklist, benchmark

- Reference tool of best practices in the sector

a. Compendium

1. Providing information about the CMO and its operations

2. Membership: information, adherence and withdrawal

3. Members' rights and obligations: their position in the CMO

4. Particular issues concerning the CMO-Member relationship

5. Relationship between CMOs

a. Compendium

6. Relationship between CMO and User

7. Governance

8. Financial administration, distribution of revenue and deductions

9. Processing of Members' and Users' data

10. Development of staff skills and awareness

b. Education

TAG not only benchmarks, but will assist CMOs in reaching an agreed standard

The principles of the *TAG Compendium* will form the cornerstone of WIPO's future technical assistance programs for CMOs

c. Standard

- Current work is focused on the TAG Compendium, its refinement and implementation through the education and training program

- The discussion on a voluntary quality assurance standard has been deferred until any of the stakeholders request that it be added to the Consortium meeting agenda

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Compendium 2016-2017

- Broadening of stakeholder engagement; consultation with national governments and CMOs on the content of the Compendium

- Testing of the Compendium

5. Where may TAG be going?

Education and Training Programs

-   Design and delivery of education and training programs on principles of *TAG* in regions around the world

Not intended to replace existing codes of conduct or similar instruments offered by the international federations or others

| CISAC Professional Rules | European Union Directive | IFPI Code of Conduct | *TAG of Excellence* | SCAPR Code of Conduct | IFRRO Code of Conduct |

Thank you

Further questions to
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