

The Publishing Industry in Africa and its Role in Education and Economic Growth

Yaoundé (Republic of Cameroon), November 22 and 23, 2017

Action Plan Publishing Industry and Access to Educational Material

Action Plan

Publishing Industry

I. National book policy and reading culture

1. Creation of a national book policy and reading culture

- Make books and culture a national strategic development objective;
- Develop a plan for implementation, monitoring and support on a national and local level;
- Develop literacy programs aimed at disadvantaged groups.

Responsibilities **Public authorities including the Ministry of Education, Ministry of Culture, IPA, APNET, publishers' associations**

2. Development of a reading culture

- Develop a network of community, school and university libraries and documentation centers;
- Improve the processes for the acquisition of works that involve public authorities as well as national and international publishers;
- Promote and set up a number of reading centers in outlying and disadvantaged neighborhoods, especially in rural areas and in remote areas in addition to launching campaigns to promote reading;
- Set up awareness campaigns (websites, social media, educational documents, etc.) for the exhibition and promotion of literature;
- Increase the diversification of works published in national and foreign languages;
- Strengthen the publishing of university productions, scientific research in national and foreign languages;
- Strengthen the publishing of scientific popularization/dissemination works, children's and children's literature, aimed at young people and children in national and foreign languages.

Responsibilities **Public authorities including Ministry of Education, Ministry of Culture, APNET, publishers' associations, university research centers, educational research institutes**

3. Promotion of cultural identity

- Encourage literary creation and increase the visibility of local in local and foreign languages;
- Promote literary competitions, book awards and book fairs;
- Foster exchanges between national and foreign authors through international meetings, debates, book fairs, literary events and writers-in-residency programs;
- Encourage meetings between authors, and students in educational institutions, libraries and bookstores;
- Integrate the texts of local literature in national and foreign languages in textbooks, extracurricular books, collections: general public, youth and children.

Responsibilities **Public authorities including the Ministry of Culture, IPA, APNET, collective management organizations, publishers' associations**

4. Combatting counterfeiting

- Establish or modernize national, sub-regional and/or regional structures to combat piracy and create effective mechanisms to reduce counterfeit crime and piracy;
- Identify and quantify the piracy perimeter (i.e. by title, publisher, subject for education, etc.).

Responsibilities **Public authorities including Ministry of Justice, Ministry of the Interior, WIPO¹, publishers' associations**

II. Legal framework

1. Implementation of a legal framework

- Ensure that the publishing industry is covered by the relevant legislative and regulatory provisions;
- Ensure that the legal framework is balanced, that it benefits authors and users and contributes to the development of the publishing industry by defining the conditions for the application of exceptions and limitations;
- Evaluate the opportunity to amend existing national texts in order to incorporate digital and international developments (with reference to WIPO Treaties);
- Establish a national legal deposit system by creating a National Library; strengthen the capacities of institutional officials and copyright professionals; raise awareness of the respect of copyright on texts-images and the systematic request for authorization when editorial contents are taken up;
- Implement a legal framework for developing the collective management of rights relating to literary and scientific works.

Responsibilities **Public authorities including the Ministry of Culture, WIPO**

1 Building Respect for IP Division

2. Development of legal tools for regional and international cooperation

- Encourage regional and international co-publishing and co-distribution ventures, and propose standard model contracts, where appropriate and on request;
- Promote licensing agreements between African authors and publishers and international publishers;
- Promote South-South publishing ventures.

Responsibilities **Public authorities including Ministry of Culture, WIPO, IPA, APNET, publishers' associations**

III. Book value chain: authors, publishers, distributors, bookshops

1. Improvement of Data and Traceability

- Promote the use of International Standard Book Numbers (ISBN) and International Standard Serial Numbers (ISSN) in order to facilitate visibility and accessibility of national works and help publishers ensure traceability of their publications;
- Establish a framework – or develop systems - for the collection and analysis of economic data relating to the publishing industry and facilitate international trade;
- Share best practices from countries that already have a database or database platforms.

Responsibilities **Public authorities including Ministry of Culture, WIPO, IPA, IFFRO, APNET, publishers' associations**

2. Support and incentives

- Develop mechanisms for tax incentives and subsidized loans for authors and publishers;
- Implement customs provisions to facilitate imports of book manufacturing equipment and material;
- Initiate a discussion on regional book distribution mechanisms (*support mechanisms versus competition = notion of fair trade*);
- Facilitate international book exchanges, especially between countries in Africa;
- Develop the required infrastructure for the transportation of books, including agreements with postal services, etc.

Responsibilities **Public authorities including Ministry of Culture, Ministry of the Economy, WIPO, APNET, publishers' associations**

3. Creation of public-private partnerships

- Encourage information-sharing and promote the exchange of information and know-how in pedagogical and technological matters;
- Encourage and develop public-private partnerships in order to create infrastructures that facilitate access to books and their distribution;

- Encourage national and international partnerships to develop digital publishing.

Responsibilities **Public authorities including Ministry of Culture, Ministry of the Economy, WIPO, IPA, APNET, publishers' associations**

IV. Development factors

1. Professionalization and structuring of the book industry

- Raise awareness, among officials in non-specialist sectors, of the book industry and highlight the fundamental role that it has to play in the economic and social development of the country;
- Build capacity in all stakeholders with the value chain from a legal, technical and economic perspective;
- Encourage experience sharing on know-how among professionals from various countries (South-South and North-South);
- Develop, through the partnership (South-South, South-North), the skills that are specific for the professions of publisher, bookseller, and writer;
- Codify rules pertaining to publishing contracts.

Responsibilities **Public authorities including Ministry of Culture, WIPO, IPA, IFFRO, APNET, publishers' associations**

2. Collective management organizations and professional associations

- Strengthen the capacity of collective management organizations to manage licensing agreements, images and texts, including digital formats;
- Ensure the implementation of an effective and transparent regulatory framework that maximizes the role and mission of collective management organizations for the benefit of right holders and users;
- Support the creation of professional associations where they are non-existent;
- Share best practices of collective rights organizations and professional federations;
- Create national and regional discussion platforms for professional associations.

Responsibilities **Public authorities including Ministry of Culture, WIPO, IPA, IFFRO, APNET, publishers' associations**

V. Infrastructure and organization of services

- Acquire high quality materials for the design and production of high quality books;
- Diversify the editorial services respectively responsible for paper and digital formats.

Responsibilities **Publishing houses**

Action Plan

Access to Educational Material

I. Publishing policy in the education sector

1. Development of a cooperation framework between public education officials and book industry professionals

- Develop a specific publishing policy for the education sector involving local publishers at an earlier stage;
- Ensure that local and international publishers have access to curricula and programs organized by public authorities and also encourage co-publishing;
- Strengthen transparency in procurement processes, including use of independent expertise from precise specifications, particularly when it concerns pedagogical and technical aspects;
- Encourage local publishers to participate in procurement processes;
- Incorporate this publishing policy in an institutional framework that guarantees its sustainability;
- Involve bookshops in the distribution of books;
- Encourage the creation of national bibliographies;
- Encourage collaborative projects between national libraries and those of educational institutions;
- Strengthen the role of educational establishments in the dissemination of text books.

Responsibilities **Public authorities including the Ministry of Education, Ministry of Culture, WIPO, IPA, IFFRO, APNET, publishers' associations**

II. Legal framework

1. Balanced legal provisions that are adapted to the publishing industry for educational purposes

- Ensure that the legal framework is balanced and conducive to the publishing industry development by considering the specific objectives of education, with special emphasis on facilitating access to knowledge and know-how. This means that the conditions for applying exceptions and limitations must be clarified;
- Evaluate the opportunity for amending existing texts to incorporate digital and international developments (with reference to WIPO treaties);
- Build the capacity of institutional officials and education sector professionals with regard to copyright.

Responsibilities Public authorities including the Ministry of Culture, Ministry of Education, WIPO, IPA, IFFRO, APNET, OAPI, ARIPO, publishers' associations

2. Strengthening the economic value chain for right holders

- Increase resources for creators by setting up remuneration and compensation systems for the commercial exploitation of educational works;
- Improve collective management in order to facilitate the implementation of efficient and transparent rules;
- Develop and implement remuneration systems for private copies and reprography.

Responsibilities Public authorities including the Ministry of Culture, Ministry of Education and Ministry of the Economy, WIPO, IPA, IFFRO, OAPI, ARIPO, APNET and other regional organizations, publishers' associations, collective management organizations

3. Combatting counterfeiting

Set up or modernize national, sub-regional and/or regional structures to combat piracy and create efficient mechanisms to reduce piracy and counterfeiting.

Responsibilities Public authorities including the Ministry of Justice, Ministry of the Interior, WIPO²

III. Development factors

1. Professionalization of the Industry sector

- Encourage the creation of specialized education sections with professional associations representing authors and publishers, as well as in national publishing houses;
- Sensitize the education community to the need for a more collaborative working environment with publishers and collective management organizations;
- Develop schools libraries;
- Develop publishing in accessible formats (for the blind, visually impaired et or otherwise print-disabled – Marrakesh Treaty) and build capacity among publishers in this area;
- Create a case study on extended collective agreements (particularly with regard to the experiences in Malawi and Sweden) for greater utilization of the model;
- Share experiences on other case studies within a South-South or South-North framework, such as the editorial educational system set up by the Algerian Ministry of National Education.

Responsibilities Public authorities including the Ministry of Culture, Ministry of Education, WIPO, IPA, IFFRO, APNET, publishers' associations

2. Cooperation in public-private partnerships

- Encourage joint-ventures between local and international publishers with regard to the publishing of curricula and other teaching content;
- Encourage the creation of public-private partnerships in order to improve content quality by developing pilot projects that involve international and local publishers, public authorities and possibly other funding sources;
- Establish a circle of local and international publishers around shared values and commitments in order to build innovative partnerships, especially PPPs (see above).

Responsibilities **Public authorities including the Ministry of Culture, Ministry of Education, Ministry of the Economy, WIPO, IPA, APNET, publishers' associations and collective management organizations**

World Intellectual Property Organization
34, chemin des Colombettes
P.O. Box 18
CH-1211 Geneva 20
Switzerland

Tel: +41 22 338 91 11
Fax: +41 22 733 54 28

For contact details of WIPO's
External Offices visit:
www.wipo.int/about-wipo/en/offices/