



Awareness Creation: Kenya Copyright Board

Kenya Copyright Board

Awareness Creation Activities

- Kenya Copyright Board Statutory mandate
- Operating environment
- Target Audience
- Guiding principles and policy approach
- Website
- The Copyright News
- Information Material
- Awareness creation targeting the police; universities; judiciary and artists
- Future Plans



KECOBO Mandate

- The Copyright Act which established Kenya Copyright Board (KECOBO) mandates it to undertake awareness raising activities to the public and artists amongst other duties
- This mandate is critical in promoting respect for copyright; promoting proper exploitation of rights and economic prosperity of the country.
- It goes a long way in supporting enforcement of the law.



Operating Environment

- KECOBO is a State Corporation established under the Copyright Act Chapter 130 of the Laws of Kenya and became operational in 2008.
- KECOBO has an operating budget of about US\$ 1 million most of which is taken up by enforcement activities.
- Kenya has recently undergone radical governance changes as required by the constitution hence more resources are channeled towards devolved state units.



Target Audience

KECOBO targets the following in its awareness creation activities:

- Members of the public including users of copyright works
- Policy makers like top government officials
- The National Police Service
- The Judiciary
- The Rights holders
- University Students
- Industry Organisations
- The Media



Guiding Principle/Policy

KECOBO relies on collaboration and partnership. It has a policy of attending all events subject to a suitable notice.

- KECOBO collaborates with partners in specialised 'hubs' in the area of ICT and Visual Arts which are active with and participates in their fixed calendar events.
- KECOBO leverages the partnerships by providing expert trainers and reading material to the audiences as well as responding to questions
- At other times the KECOBO part sponsors the training/awareness event



Guiding Principle/Policy

- The main collaborative partners are
 - The World Intellectual Property Organisation (competitions, IEC material etc)
 - African Regional Intellectual Property Organisation (Roaming Seminar)
 - Microsoft (IP4Afrika Initiative)
 - Safaricom Ltd also in the area of software especially mobile application.
 - Judicial Training Institute
 - National Police Service
 - Universities.



Awareness Creation Channels

- The Copyright newsletter
- The website and social media
- KECOBO publications
- Police station contact programs
- University outreach programs
- Judiciary seminars
- Rights holders seminars
- County Governments
- Stakeholder Associations



Copyright Newsletter

- The 'Copyright News' is a quarterly publication of the Kenya Copyright Board published both online and in hard copy
- Each issue has a different theme plus news of KECOBO activities. It is intended for general information on copyright issues
- Up to 1,000 copies are printed for distribution to libraries, copyright organisations and universities. It is also distributed during training events.
- Good resource for general readers, researchers and practitioners in the area of Copyright



The Website

- The KECOBO website is an important platform for public awareness
- It contains articles clarifying copyright issues and e-copies of the 'Copyright News'.
- It also has essential documents like the Strategic Plans & Service Charter.
- Others are downloads of our guide books and essential forms and instruction
- Contact details - The website is the first point of contact with the office for most visitors or enquirers
- KECOBO also has a fairly active Facebook page and Twitter handle.



Information Education & Communication Materials

KECOBO has four publications to drive its awareness activities. These are:

- The Guide to Copyright in Kenya
- Copyright and Music
- The Enforcement Bulletin
- The Comic book - modified from WIPO comic book for Kenyan environment

KECOBO is currently working on *Copyright & The Film Industry*



Information Education & Communication Materials

- Due to budget constraints only 3,000 copies of each are printed and distributed annually.
- The material offers critical information on Copyright and first point of reference for many coming across Copyright for the first time.
- The Comic book version is especially popular for the simple manner of presenting complex subjects.



Police Contact Program

- Each year the KECOBO enforcement staff visit police stations at their work place to train them.
- The Enforcement Bulletin which contains sections of the Copyright Act; sample charges and copyright basics is the key document for training and future reference.
- The training is usually the first information on IP and Copyright that the Police receive.
- Slightly over 200 policemen were trained in Nairobi and 4 other towns last year.



Police Contact Program

- Police training is important as they are designated enforcers of Copyright.
- Since 2008 over 3,000 have been trained.
- Next stage is to include this in the police officers training curriculum.
- 2 senior officers from the Police Academy recently underwent a comprehensive T.O.T Course at ARIPO.
- The Head of the Police Academy had earlier attended a training at ARIPO.



The Universities



- KECOBO works closely with universities to deliver copyright awareness. University students are potential creators of copyright as well as users.
- KECOBO established partnerships with two universities in Kenya for regular training of students especially in Visual Art and ICT areas. One of its partnership program with a telecom company targets university students as well.
- The Board also shares its newsletters with the university libraries.

The Judiciary

- In the past two years KECOBO through the Judicial training institute has trained over 60 judges (High Court, Court of Appeal and Supreme court) and over 100 magistrates.
- KECOBO is yet to establish a clear working framework with the Judiciary Training Institute
- Judges are now more open to learning matters of copyright and related rights
- There have been more copyright infringement convictions after these trainings



The Rights Holders

- KECOBO in collaboration with one County government held a three day awareness raising event. Over 750 artists benefitted from the training
- During the 2015 World IP Day, KECOBO collaborated with the Collecting Societies in the Music industry and undertook a training for 100 musicians.
- In August and October 2014 and April 2015, WIPO in partnership with KECOBO hosted three training events; two for audiovisual sector and one for advertising sector
- Creative Garage; workshops and talks



Policy Makers & Students

- KECOBO hosted a breakfast event for senior officials in Nairobi which was attended by The Attorney General and 3 ministers with an interest and influence on Copyright. KECOBO intends to have this on a more regular basis
- Two governors hosted KECOBO Board members who made a courtesy call on them.
- Students of Aga Khan Academy participated in the 2014 WIPO Film competition
- Over 2,000 copies of the comic book were distributed to ten schools in Kenya



Other Awareness Activities

- Radio and Television Talk Shows
- Sponsored programmes & documentaries (comedy with a message)
- Videos for information uploaded in YouTube and other social media as well as used during awareness creation
- Newspaper articles and opinions
- Drafting of the Copyright Chapter in Collaboration with the Ministry of Education on IP for Secondary Schools



Other Awareness Activities

- Theme songs on IP awareness
- Participation in various activities such as the art festivals within the various counties (*Machafest*)
- Corporate Sponsorship of events such as the *Riverwood Movie Awards*, the *Kalasha Film Awards*, the *CraftAfrika* workshops, National Music Festival among others
- Activities during the World IP Day



Future Plans



- Greater reliance on the online tools centred around the website
- Plans to have monthly and later weekly communication through the website plus an active social media presence to ensure direct engagement as well as enhancing the Q&A sections.
- More activities in the area of mobile communication e.g. text messaging
- Increase the number & wider circulation of KECOBO publications
- Collaboration and cost sharing will continue to be the cornerstone of our awareness raising activities



Future Plans

- Include Copyright in the Police Academy curriculum
- Establish a more defined working relationship with the Judiciary Training school
- Ensure that IP and especially copyright is introduced and taught in secondary & tertiary education levels
- Engage more stakeholders on various platforms