



Press Release

Authors, including writers, literary translators, illustrators and journalists, together with teachers and publishers, unite to campaign for the sustainable delivery of quality, innovative, content for education

The **Content for Education** campaign (see www.contentforeducation.org) was today launched by organisations representing writers and literary translators, visual artists, journalists and publishers, together with the collective management organisations that authorise photocopying and digital reproduction and pass on the fees collected to authors and publishers.

The **Content for Education** campaign calls on European policymakers to future proof educational practices **by not allowing for the unremunerated and unlimited copying of published content**. For the sustainability of Europe's innovative, diverse and local materials for education, it is **vital** that the "illustration for teaching" exception set out in **Article 4** of the Copyright in the Digital Single Market ("DSM") Directive is balanced:

- Allows Member States to keep their current well-functioning licensing systems
- Provides for remuneration for authors and publishers
- Limits the copying of publications to extracts of works
- Allows Member States to continue excluding text books from the exception

The **Content for Education** website raises awareness about the potentially negative impact of an unbalanced Article 4 on the creation and the quality of educational materials in Europe. While most EU Member States currently allow for remuneration for copies or uses of works made for educational purposes, the new proposal would mean that any given Member State could legally abolish this in the future. It is therefore important that licensing schemes which allow authors and publishers to be remunerated must be able to prevail and that where the exception applies, the law ensures that there is mandatory fair compensation for rightholders. This will ensure that educators can continue to rely on a rich variety of quality content reflecting different points of view, which is essential to democracy and freedom of expression.

The "illustration for teaching" exception, which could be further jeopardised by some proposed Parliamentary amendments, has far reaching consequences for the future European educational ecosystem, as it opens the door to extensive, unremunerated digital uses that will negatively impact the creation of new educational material. It is only fair that Member States are allowed to promote licensing schemes or in the absence of such schemes, the exception is limited to extracts and compensated for. The testimonials from authors, illustrators, journalists, teachers and publishers, which can be found on the website, illustrate the grave concerns they have about the impact of the proposal on education in the EU.

On behalf of the "Content for Education" campaign, IFRRO CEO Caroline Morgan said:

It is vital that the "illustration for teaching" exception is balanced. The clear message from the testimonials from authors, illustrators, journalists, teachers and publishers on the Content for Education website is that the sustainable delivery of quality, educational content must not be put at risk. There is currently a risk that Article 4 of the Copyright in the Digital Single Market Directive will lead to a lose-lose scenario, not only for authors and publishers, but for teachers, pupils and students across Europe who will be deprived of culturally diverse, innovative, quality content."



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