

# RROs' activities & operations

## (2) Obtaining mandates

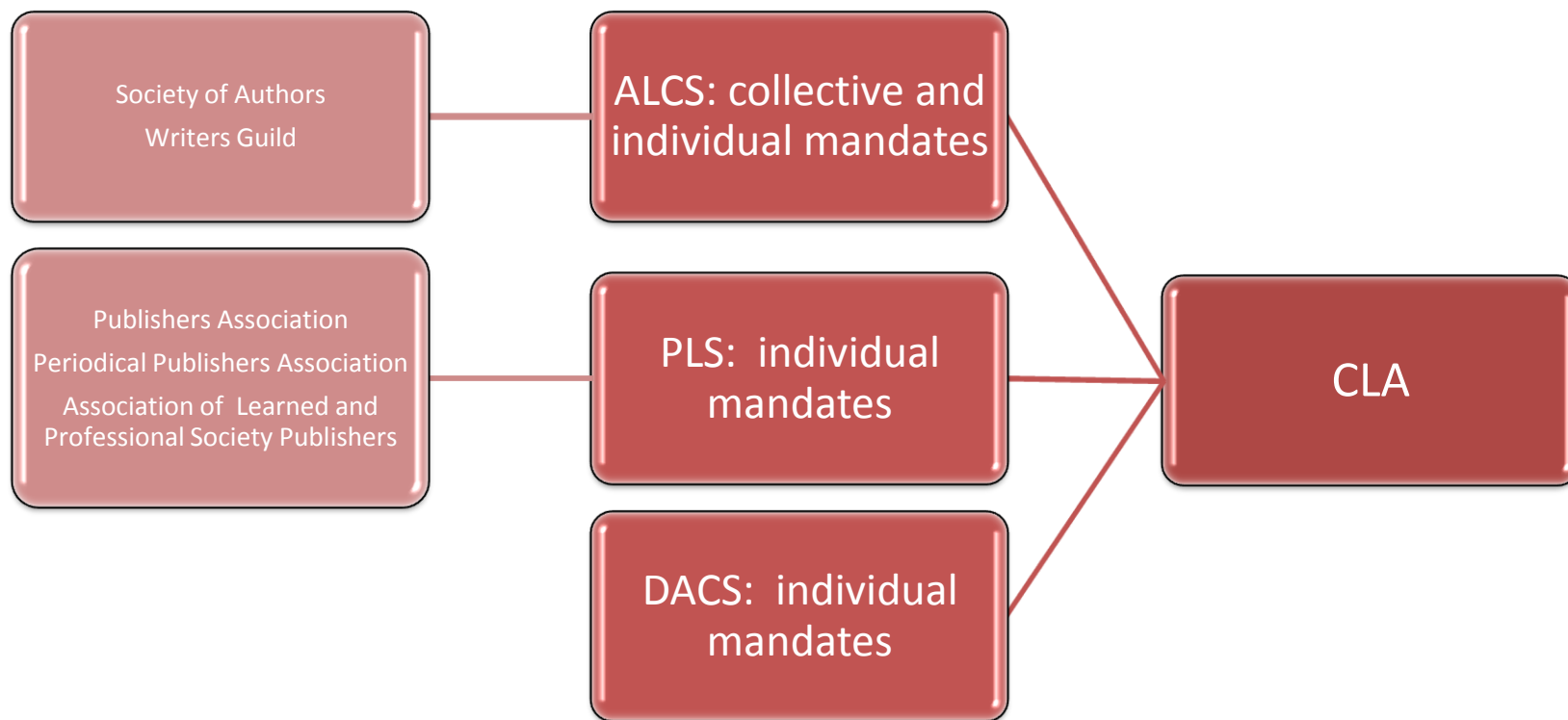
## Authority to obtain mandates

- RROs' constitution
  - Voluntary membership
- Statute law
  - Circumscription and approval
- Rightholders' authority
  - National treatment

## Process for conveying mandates

- Individual mandates
- Through rightholder organisations
- Through statute
- Combination of approaches

## Mixed process – UK example



## Content of mandate

- Photocopying
- Digital – IFRRO Toolkit
  - Download
  - Store
  - View
  - Print
  - Internal and external distribution
- Opt in/out
  - By sector/territory

## Scope and term of mandate

- Initial mandate
  - Broad and enduring
  - Non-exclusive
- RRO obligations & instructions
- Renewal
  - Harmonisation with key licence terms
- Opt out/withdrawal
  - Dialogue and cooperation

## Awareness raising

- Clear and consistent message
  - Understanding and confidence
- Rightholder bodies
  - Conferences and events
- Meetings with key influencers
  - Authors, publishers, politicians, public servants
- Progress reporting
  - Wide ranging and direct

