



FOR IMMEDIATE RELEASE

A Promising Future for the Creative Sector of the Kingdom of Lesotho

Maseru, 6 September 2022: The African Regional Intellectual Property Organization (ARIPO) in collaboration with Intellectual Property Rights and Innovation Project in Africa (AfrIPI) are organizing training for staff members of the Lesotho Copyright Society of Authors and Artists (LESCOSAA). The training support is geared towards the strengthening of collective management organisation (CMO) in the Kingdom of Lesotho from 6-7 September 2022. The workshop will take place at the Avani Lesotho Hotel and Casino in Maseru, Kingdom of Lesotho.

The creative sector of the Kingdom of Lesotho, consisting of literary and artistic works, is fragmented and could benefit from the collective management of its interests. However, this fragmentation makes it administratively challenging for rights users to identify and negotiate use and licencing agreements with the copyright owners. Collective rights management is one way in which this situation could be addressed.

CMOs unlock economic value and improve efficiency in two main ways. Firstly, they enable copyright owners to administer their rights and costs efficiently and effectively to obtain a fair return for their work. Secondly, they provide a service to rights users by facilitating ready access to, and licensing of, copyright works easily and cheaply.

The Ministries that oversee the work of LESCOSAA are the Ministry of Law and Justice and the Ministry of Tourism, Environment and Culture. Representatives of these will also be in attendance. These governmental bodies will gain insight into the best copyright practices concerning the management and administration of Copyright and Related Rights from ARIPO and its Member States. Furthermore, they will join forces to effectively implement their operations to benefit the creative sector and the country's economic development.

This training was officially opened by the Principal Secretary of the Ministry of Tourism, Environment and Culture, Ms Molehi Moejane. She conveyed the appreciation of the Kingdom of Lesotho to ARIPO and AfrIPI for receiving support to strengthen the collective management organisation.

'Artists, their communities, and their governments stand to achieve significant economic benefits from the creative sector through well-managed CMOs. As a result, AfrIPI aims not just to see an increase in the number of these organisations, but also an improvement in the quality of their governance structures and the creation of systems for their long-term sustainability,' said Ms Nancy Samuriwo, AfrIPI representative.

'The increase in the establishment of CMOs in ARIPO Member States has assisted in the implementation of relevant Copyright and Related Rights legislations in Member States jurisdictions, including facilitating access to users by licensing rights for equitable remuneration. On that note, ARIPO reaffirms its commitment to continue providing the necessary support to existing CMOs as well as to facilitate the establishment of CMOs in the remaining Member States,' added Mr Amadu Bah, ARIPO representative.

'As LESCOSAA, it is our vision that copyright owners are compensated for the use of their works through licensing and collection of royalties. Therefore, we would like to thank AfrIPI and ARIPO for their continued support since the establishment of LESCOSAA. We are



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looking forward to working together with ARIPO to achieve our objectives,' stated Mr Teboho Khalieli, the Chairperson of the Board of LESCOSAA.

Background

1. About Copyright Law

Copyright law protects artistic and literary works, provided the works are original. A work is original if the author has made creative choices. Apart from works, copyright law also protects other creations of an artistic or technical nature. These creations are protected by what is known as 'related rights'. Arguably, the most significant of the various related rights protect the performances of performing artists (musicians, singers, etc.). Some related rights protect creations devoid of any artistic elements. For instance, phonogram producers have a related right to the sound recordings they make.

Copyright implies the exclusive right to control work, reproducing it and making it available to the public by, for example, selling copies of the work to the public or making the work freely available on a website. When a copyrightable work is used, the author should be identified by name as the author following the rules for proper usage. Furthermore, the work of an author must not be used in a manner or context that is prejudicial to the author's literary or artistic reputation or individuality, for example, in a political or religious context.

2. Copyright Law at ARIPO

One of ARIPO's objectives under the Lusaka Agreement (Article III) is to promote, among its members, the development of copyright and related rights and ensure that copyright and related rights contribute to the economic, social and cultural development of members and the region as a whole.

Copyright and related rights were included in the ARIPO mandate in 2002. ARIPO strives to develop and implement strategies through which it can promote and support growth and effectiveness in the administration, management and enforcement of copyright and related rights.

In the ARIPO member states, the administration of copyright and related rights is enabled by legislation put in place in the respective countries. This has been achieved through national copyright offices and collective management organisations.

3. About AfrIPI

AfrIPI is a pan-African project that aims to support the European Union in creating, administering, utilising, protecting and enforcing intellectual property rights across Africa. It follows international and European best practices and supports the African Continental Free Trade Area and the African Union's Agenda 2063. The overall objective of the AfrIPI project is to facilitate intra-African trade and African and European investment. You can read more about AfrIPI at www.afripi.org.



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4. About ARIPO

The African Regional Intellectual Property Organization is an intergovernmental organisation that facilitates cooperation among its member states in intellectual property matters. The purpose of ARIPO is to pool its resources to promote, develop and harmonise the IP laws and policies of the ARIPO Member States. Its objective, amongst others, is to establish common services and organs for IP coordination, development and harmonisation. The ARIPO member states comprise Botswana, Cape Verde, the Kingdom of Eswatini, the Gambia, Ghana, Kenya, the Kingdom of Lesotho, Liberia, Malawi, Mauritius, Mozambique, Namibia, Rwanda, Sao Tome & Principe, Seychelles, Sierra Leone, Somalia, Sudan, Tanzania, Uganda, Zambia and Zimbabwe. You can read more about ARIPO at www.aripo.org.

5. About LESCOSAA

The Lesotho Copyright Society of Authors and Artists (LESCOSAA) is a multipurpose, membership-based collective management organisation established by Section 31 of the Copyright Order of 1989. Its functions include monitoring the uses of the copyright-protected works of its members. It also collects and distributes the remunerations to the owners of the exclusive copyright and related rights. Its governance structure is composed of a General Assembly of members, a Board of Directors, and the Secretariat, headed by the Chief Executive, who is also the secretary of the Board.

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