



TEXTS DON'T GROW ON TREES!

AUTHORS' RIGHTS AWARENESS CAMPAIGN

Media Release

23 April 2007

The Authors' Rights Awareness Campaign is launched!

The 23 April is [the UNESCO World Book and Copyright Day](#). By celebrating this Day throughout the world, UNESCO seeks to promote reading, publishing and the protection of intellectual property through copyright. For this reason [the European Writers' Congress](#) (EWC), the federation of 55 writers' associations in 29 countries of Europe, has started a campaign which is called "Texts Don't Grow on Trees". The EWC represents some 54.000 individual authors and literary translators all over Europe.

Texts don't grow on trees. Nor do they in the internet. The Authors' Rights Awareness Campaign aims to raise awareness on the necessity to provide creators with acknowledgement and respect which eventually means with an equitable economic remuneration. It is supported by many professional authors' organisations all over Europe.

The initial part of the campaign covers a time span of 2 years. The campaign has its focus on digital media. It is built around informing the public – not on criminalizing it. The author is portrayed as a trustworthy partner to the public and vice versa. The campaign will make clear in a playful way, that "TEXTS DON'T GROW ON TREES".

Text don't grow on trees HELPDESK (www.yourauthor.org)

Web based tools will support the execution of the campaign: templates for campaigners and authors, easy emailing of content elements (viral marketing), donations, supporting the campaign and merchandise. It offers effective and accessible information related to administrative, legal and social aspects of authors in Europe.

And that is our message:

Texts Don't Grow On Trees! – therefore we uphold five principles:

1. Authors must never be pressured into waiving their rights to be named as the authors of their work.
2. Authors must never be pressured into allowing their works to be treated in a derogatory manner.
3. Authors need to be free to make a choice on licensing their works for reproduction, communication, distribution, interpretation, and modification in any form and medium of their choice without pressure or interference from others.
4. Authors must be rewarded by a conforming and timely execution of the licenses by their licensees.
5. Authors must be remunerated in fair relation to the profits arising from the licensed exploitation of their work.

Texts Don't Grow On Trees! – therefore we...

1. ...underline the eminence of authorship by promoting the uniqueness of individual creation,
2. ...highlight the integrity of original works by denouncing misappropriations and derogatory treatment,
3. ...promote the authority of creators over their works by educating them on the powers of licensing agreements,
4. ...advance the control of authors over the execution of licenses by proposing model statements for licensing contracts,
5. ...require licensees to fairly remunerate the authors who create the one crucial ingredient for success.

Texts Don't Grow On Trees! can be contacted through the website at

<http://www.yourauthor.org>

or via the campaign addresses:

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Texts Don't Grow on Trees! is an initiative by the European Writers' Congress (EWC). The EWC is the federation of 55 writers' associations in 29 countries of Europe. It represents some 54,000 individual authors and literary translators.

Texts Don't Grow on Trees! is actively supported by The Authors' Licensing and Collecting Society (UK), The Swedish Writers' Union (S), Turkish Writers Syndicate (TR), Association of Writers' Organisations in Slovakia (SL), Federation of Scriptwriters in Europe, Autoren und Autorinnen der Schweiz (CH), Society of Swedish Authors (FI), Sociedade Portuguesa de Autores (P), The Society of Authors (UK), Swedish Association for Educational Writers (S), Vereniging van Schrijvers en Vertalers (NL), The Irish Playwrights and Screenwriters Guild (IRL), Interessengemeinschaft von Übersetzerinnen und Übersetzern literarischer und wissenschaftlicher Werke (A), BIBLIT, an online community on literary translation into/from Italian (I), Sindacato Nazionale Scrittori (I), IG Autorinnen Autoren (A), E-MIL League of Hungarian Writers in Transylvania (ROM), The Norwegian Non-Fiction Writers' and Translators' Association (N), and individual writers and translators from across Europe.