

## **ANNUAL REPORT - NORCODE 2010**

### **1. 2010 – HIGHLIGHTS**

Norcode was founded in 2007 by the five Norwegian Collective Management Organizations (CMOs); BONO, Gramo, Kopinor, Norwaco and TONO, to support artists and other rightsholders in developing countries.

The support from Norcode is given to ensure legislation that protect the works of the rightsholders, to build associations for various groups of rightholders as well as collective management organizations, the latter to secure income to rightsholders when their works are being used.

Norcode has a relatively small administration and a representative board with members from each of the five Norwegian CMOs. In 2010 changes took place both in the management and the board of Norcode. The annual meeting in May 2010 elected a new board consisting of the CEOs of the five founding organizations and two external members.

Helge Rønning succeeded John-Willy Rudolph as Chair of the Board, as did Tarja Koskinen-Olsson for Ågot Valle as Wise-chair. The position as Managing Director was announced publicly in March 2010 and the new board followed the old board's recommendation and hired Frode Løvik for the position. He succeeded Ragna Sofie Grung Moe and entered the position in August 2010.

Norcode remains sincerely grateful to both John-Willy Rudolph and Ragna Sofie Grung Moe for their unique efforts in building Norcode and bringing the organization through its establishment and initial phase. This gratefulness also goes for the other members of the Board that stepped down after the annual meeting in May 2010.

Total costs for external projects summed up to NOK 3 450 095 in 2010, of which NOK 1 456 976 was received as project grants from The Norwegian Agency for Development Cooperation, NORAD.

Norcode is hoping to increase the external support for its projects in the years to come. The initial plan to apply NORAD for a three year funding agreement was postponed to 2011 due to the abovementioned changes in the Norcode management, as well as internal processes in NORAD.

By the end of the year there was a total of NOK 2 243 097 set aside for future projects, more than half of this amount is earmarked for planned projects.

Norcode is now a well established organization with projects running in several countries in Asia and Africa. After more than three years in operation Norcode has become a name known among stakeholders within copyright, both on a national and international level, and by government officials in the Ministry of foreign affairs and the Norwegian Development Cooperation Agency. The Ministry did even put Norcode forward as an example of a new, effective and promising way of development assistance in the cultural sector, when presenting their budget for 2011 to the Norwegian Parliament.

## 2. KEY FIGURES

PROFIT AND LOSS ACCOUNT	2010	2009
Contributions and support	6 897 976	7 634 600
<u>Net financial revenue</u>	<u>75 900</u>	<u>116 553</u>
Total revenues	6 973 876	7 751 153
Project expenditures	3 520 095	5 889 241
<u>Earmarked future projects</u>	<u>1 114 007</u>	<u>- 549 700</u>
<u>Operating costs</u>	<u>2 339 774</u>	<u>2 441 612</u>
Total costs	6 973 876	7 751 153

## 3. PROJECTS SUPPORTED

The five founding organizations of Norcode make an annual financial contribution, which forms the basis for the funding of Norcode's projects.

### 3.1 Project grants

*With co-funding from the The Norwegian Development Cooperation Agency, Norad, Norcode has supported the following organizations with project grants in 2010:*

#### KAMP – Kenya Association of Music Producers

KAMP receives expert assistance from Norcode. The main focus for the project is to assist KAMP in building its organization, negotiating licensing agreements and distributing remuneration to rightsholders. The project was started late 2010 and will continue in 2011.

#### VIETRRO – Vietnam Reproduction Rights Organization

VIETRRO is a newly registered organization that was granted support for their establishment in 2010. The support will continue in 2011 and is aiming to support VIETRRO in increasing the number of members, negotiating new licensing agreements and start collecting remuneration on behalf of its rightsholders.

#### VCPMC – Vietnam Center for Protection of Music Copyright

Norcode has granted support to VCPMC since 2009. VCPMC has managed to increase its income and distribution as well as expanding the activities to cover most of the regions in Vietnam. The support will continue in 2011. VCPMC has made very good progress in order to become selfsufficient from 2012

#### UPRS – Uganda Performing Rights Society, (Music composers and lyricists)

UPRS also has received support from Norcode since 2009. The number of members is growing and UPRS has started collecting remuneration on their behalf. The organization is expected to be able to distribute income in the near future, but is still dependant on external support. The project will be continued in 2011.

#### MRCNS – Music Royalty Collection Society of Nepal

Initial contact was made by Norcode member TONO in 2008. Norcode has granted support to MRCNS since 2010. The number of members is growing, and new agreements have made the organization able to start collecting remuneration during the year. Further support is needed, and the project will continue through 2011.

*With additional co-funding from Kopinor, Norcode has contributed with project grants to the following organizations in 2010:*

#### FILCOLS - Filipinas Copyright Licensing Society, Inc., (Reprographic Society)

Norcode started to support FILCOLS in 2010 in order to help the organization through its establishment. FILCOLS has shown good progress in order to negotiate licensing agreements and increase its income. Norcode will continue the support in 2011

#### Kopitan – The Reproduction Rights Society of Tanzania, Ltd.

Kopitan has been granted support from Norcode since 2009. Norcode aims to help Kopitan in negotiating licencing agreements and starting the distribution of remuneration to rightsholders. The support will continue in 2011.

### 3.2 Activity grants/support for individual initiatives

Individual support has been given to:

#### PACSA – Pan African Composers and Songwriters Alliance

The support was granted in 2010 in order to support the establishment of a Pan-African organization for composers and songwriters. International Confederation of Societies of Authors and Composers, CISAC, has been an important partner in the establishment process. PACSA has developed according to the initial plan. In order to secure further development the support will continue in 2011.

#### MUSIGA – The Musicians Union of Ghana

Norcode has supported MUSIGA and its project to create an exact and complete database on Ghanaian music. The initial project will be completed during the first half of 2011.

#### Poetry in Eritrea.

Solomon Tsehaye has been given support to his collecting of oral poetry in Eritrea in order to publish it in a book. The project has developed according to the original plan, and a follow-up project will be considered in 2011.

#### Digital management systems for young CMOs – WIPOCOS.

WIPO is developing a new management system for collective management organizations in copyright and related rights in the field of music. The system has not been fully launched yet and the Norcode-project has thus not been started. Norcode will in cooperation with WIPO support the implementation of the system for selected young CMOs. Norcode have close contact with WIPO in order to agree upon a mutual progress plan.

#### VANFA – The Vietnam’s Association of Non-Fiction Authors.

Through the Norwegian Non-Fiction Writers’ and Translators’ Association, VANFA has received support to organize two conferences in Vietnam for non-fiction writers. Norcode regards a strong VANFA to be an important part of the establishment of VIETRRO (3.1).

#### INDABA

Together with Kopinor and The Norwegian Non-fiction Writers and Translators Association, Norcode supported the conference part of the Zimbabwe International Book Fair in July 2010.

### 3.3 Study visits

Visit from Vietnam. In March 2010 two representatives from the Copyright Office of Vietnam visited Norway and took part in a broad program prepared by the member organizations of Norcode.

Norcode has also had other visitors. The main purpose of these visits has been to develop further cooperation with the guests, i.e. from Eritrea. These visits have taken place in cooperation with Norcode’s member organizations.

## 4. ORGANIZATION

### 4.1 Annual meeting 2010

Norcode’s annual meeting 2010 was held on May 10th, 2010 in Norwaco’s offices in Oslo. The delegates entitled to attend and vote were:

BONO: Åse-Marit Thorbjørnsrud (chair) and Arild Berg (member of the board)

TONO: Åse Hedstrøm (chair) and Cato Strøm (managing director)

Kopinor: Ann-Magrit Austenå (chair) and Hans-Petter Fuglerud (deputy executive director)

Norwaco: Jan Terje Helmlø (chair)

Gramo: Martin Grøndahl (director)

## 4.2 The board 2011

The Norcode board, elected at the 2010 annual meeting, consists of:

Helge Rønning (new) – chair of the board

Tarja Koskinen-Olsson (new) – vice chair

Harald Holter (new) BONO – alternate: Benedicte Langford (new)

Martin Grøndahl (new) Gramo – alternate: Tor Bernhardsen (new)

Yngve Slettholm (new) Kopinor – alternate: Hans-Petter Fuglerud (new)

Cathrine Nagell (new) Norwaco – alternate: Elin Urkedal (new)

Cato Strøm (new) – TONO – alternate: Svein Korshamn (new)

## 4.3 Nomination committee

The nomination committee for 2010/2011 consist of:

Hilde Sjeggstad, legal advisor for Norwegian Visual Artists Association, vice chair  
Kopinor

Sverre Pedersen, union leader Norwegian Film Association.

Åse Hedstrøm, chair TONO

Alternate: Marte Thorsby, general manager IFPI-Norge

## 4.4 The activities of the Board

The Board had 9 meetings in 2010, of these 4 were held with the new team of members. The main goal for the board has been to secure a continued good development of the organization, both when it comes to management, projects, finances, international network and involvement and ownership by the Norwegian member organizations.

Plans and initial steps have been made for a new joint training program with World Intellectual Property Organization, WIPO, in 2011. The Board has also been involved in meetings with the Norwegian Development Cooperation Agency, NORAD, and have started planning for an extended application from Norcode in 2011.

The Board has discussed principles and guidelines for the selection of Norcode-projects and initiated a mapping of available resources for Norcode both within the founding organizations and their members and Norcodes extended national and international network.

## 5. ACCOUNTING AND AUDITING

Kopinors accounting department was responsible for Norcode's book-keeping until October 2010 when an agreement was signed with an external firm, Tinto Regnskap AS, which immediately took over as Norcode's accountant.

Norcodes auditor is Grimsrud & Co represented by partner Kåre Uppstrøm.

## 6. ADMINISTRATION

Norcode moved from its offices in Kongens gate 4 to Kopinor's offices in Steners gate 1A in June 2010. This was done in order to secure a more close daily cooperation with one of the members for the new management of Norcode.

### a. Staff

Ragna Sofie Grung Moe served as managing director until the end of August 2010 when Frode Løvik took over the position. Marit Bakken has been a part-time administrative assistant during the whole year and Sæmund Fiskvik and John-Willy Rudolph has since September / October 2010 been engaged on a part-time basis in order to assist in the management of Norcode's projects.

### b. Activities

The administration is responsible for the full range of the day to day activities of Norcode, including project-management, contact with partners, maintaining and developing Norcode's international network, communication activities, applications and fundraising, as well as administration of Norcodes Board and its meetings.

### c. Gender

Norcode's small administration consists of both men and women. Gender issues are also addressed in the cooperation with our partners, and Norcode has registered an increased number of women in the position as CEOs in our partner organizations. The hiring of staff in these organizations are beyond Norcode's control and responsibility, but Norcode intends to give support and provide training to these CEOs.

### d. Health and environment

There has not been registered any days of sick-leave in Norcode in 2010. Given the size of the organization the working atmosphere is of great importance, and is at present excellent and no further improvements have been found necessary. No personal injuries have occurred in relation to Norcode's activities during 2010.

Except for travels to visit partners and maintaining our international network, Norcode is of small impact on the environment.

## 7. CONCLUSION

Norcode is a young and vital organization in possession of the required resources for continued activities.