

Case Study

How the Chiesi library team became copyright champions

Building a copyright education program



Company

Chiesi Farmaceutici

Location

Parma, Italy

About

Headquartered in Parma, Italy, Chiesi Farmaceutici is an international research-focused healthcare group with more than 80 years of experience in the pharmaceutical industry. The privately-owned company has a strong focus on research, development, production and the commercialization of innovative medicines in therapeutic areas that include: respiratory, cardiovascular, neonatology, and cystic fibrosis.

The Chiesi library, based at the company's European headquarters in Parma Italy, primarily serves the research and development group but has evolved over time to satisfy the information needs of most other departments. Known for their work in developing therapies for life-threatening diseases, Chiesi is a global pharmaceutical company with more than 6500 employees across 30 affiliates worldwide.

Cinzia Bussolati, senior librarian, global library head, has been part of the information management team for over 20 years. From paper to digital, she has seen the evolution of corporate libraries during her tenure. Despite decades of work in the library, copyright knowledge was not a strength of Cinzia's knowledge base. She wanted to not only improve her own understanding of the topic but also to ensure copyright compliance became second nature for everyone in the company.

A cross-functional team was created with Cinzia, Library Assistant Roberta Buzzini, and Raffaele D'Alessandro from Group Legal and Corporate Affairs, with the intent of updating standard operating procedures that ensured respect for content creation across departments and raising awareness on the copyright impacts for Chiesi.

When copyright questions arose from the marketing team's work to create videos, this was a red flag for the library team that copyright education and communication needed to be improved across the enterprise. Though the videos were for internal company news, the library team wanted to better understand the image acquisition process and associated permissions and rights.

Questions about copyright prompted the library team to reach out for external consulting. While the original goal was to set up a procedure around the use of images and videos, the educational training the team received proved to be an eye-opening experience. Compliance and copyright education needed to be addressed across the organization.

"We understand that copyright is tough – it's difficult to deliver information about copyright and how it works," says Roberta. The library team worked hard to communicate copyright compliance but was constantly met with the challenge that every department had different needs. As a start, the library team used Chiesi's intranet to post news, tips, and information related to copyright while they got to work tailoring an organization-wide copyright education program.



Tailoring copyright education across departments



The cross-functional library team worked across the organization to better understand employee viewpoints around issues like commercial use, promotional use, and internal use. The emphasis was different for each department whether it was pharmacovigilance, R&D, or marketing. “At first it was difficult to reach each department and get the attention of everybody,” Cinzia reported. As the tailored training developed, the library team started to see the benefits. “One of our trainings was with our affiliates in another country. It was very interactive because we tailored it according to their needs and they came up with a lot of questions,” she said. “Raffaele was with us and covered questions about contracts. This added to the interactivity, and we gathered a lot of information from the legal perspective as well.”

To tailor the training sessions, the library team created a series of presentations and single-page, department-specific tip sheets. The tip sheets focused on the practical needs of individual departments and gave employees easy access to updated procedures, workflow tips, and access to CCC (Copyright Clearance Center)’s RightFind Suite – a set of flexible software solutions that fuels scientific research and simplifies copyright anytime, anywhere.

“Every training is helpful for us because we gain a better understanding of the internal processes of the company, its departments, and its affiliates. We can help everyone better,” Roberta says. By taking time to understand the nuanced perspectives across the organization, the library team was able to succeed at the daunting task of educating employees about copyright, content workflow procedures, and how to best utilize the company’s Multinational Copyright License from CCC to verify license coverage.

The results speak for themselves in a selection of testimonials from Chiesi employees:

“

I must admit I am extremely satisfied with the degree of collaboration and proactivity achieved in working with the team. I see this as a great foundation for any project going forward. Invaluable support from the group and a strong source of inspiration in the journey of awareness on copyright issues.”

Raffaele D’Alessandro
Group Legal & Corporate Affairs

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The training was very good with engaged trainers. What was especially good was that we were a small team which made the training very interactive with a lot of questions and sharing of experiences.”

Brita Forsberg
Medical Advisor in Chiesi Nordics

“

It was a quite new topic for me but by sharing information with you and taking into account your expertise, I solved different issues, also considering the collaboration we have with external stakeholders.”

Rita Sirangelo
Global Pharmacovigilance



The Multinational Copyright License improved the return on investment of the global library.”

Cinzia Bussolati
Senior Librarian, Global Library
Head, Chiesi

How CCC solutions support respect for copyright

The Multinational Copyright License, paired with RightFind solutions from CCC, is cited as the tool that enabled the library team to become global. Cinzia credits the license with supporting collaborative uses of published content while minimizing potential issues around copyright infringement. “There is more connection between our affiliates and the library is now the center of everything.”

Roberta agrees that the license, paired with RightFind Suite solutions, has made collaboration using content easier because “it was less difficult to explain usages – what employees can and cannot do.” Because rights-checking is baked into the RightFind workflow, the library staff can be more responsive to needs across the company – from regulatory to requests from physicians – and to ensure that rights visibility is incorporated into as many workflows as possible.

The evolution of copyright at Chiesi

Prior to launching the Multinational Copyright License and RightFind, Gisella Lo Presti, member of the team and responsible for document delivery services, was bogged down with individual employee requests for access to content. It was clear: processing thousands of email requests for content wasn’t scalable or efficient. They needed to figure out “a new way of working.”

Today, Chiesi users know that by using RightFind they now have a one-stop-shop to access subscriptions, retrieve licensed or purchased content, or check rights efficiently, in one seamless workflow. Users can take full advantage of the subscribed journals, books, and other content that have been made available to them whether they are in the office, on the road, or at home.

CCC’s international copyright education resources are frequently checked by the library team to study, analyze, and better understand the nuances of copyright in the various countries where Chiesi affiliates operate. “We succeeded in creating this network of information with everybody,” says Cinzia. The library team isn’t done. They have learned that constant education and dissemination of the copyright policy will help to ingrain a more copyright-compliant culture at Chiesi.



About CCC

A pioneer in voluntary collective licensing, CCC (Copyright Clearance Center) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright, information management, artificial intelligence, and machine learning, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by harnessing information from a wide variety of data sources and content assets.

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Learn more about our licensing, content, and data solutions:

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