## Introduction

Creative Commons (CC) is a non-profit organization with a global network of affiliates. Our mission is to make it easy for individuals and institutions to access, build on, and help grow the public commons of cultural, educational, and scientific works that has existed for thousands of years. To facilitate this, we provide copyright licences that enable sharing and re-use of creative works.

Creative Commons is well known and our licences are widely used. The 2014 [State of the Commons](https://stateof.creativecommons.org/) report provides an overview of the wealth of resources that are available under a Creative Commons licence. In 2015 it is anticipated that over 1 Billion works on the internet will be openly licensed using CC licences. Many of these are works that have been released by cultural heritage institutions. Many of these institutions find that creating digital collections and facilitating access and re-use through open licensing creates an avenue to engage with their community.

The Creative Commons organisation has a significant web presence provided by [www.creativecommons.org](http://www.creativecommons.org) and all of the network websites around the world. All of the legal tools along with supporting information and resources are available from the internet. But feedback tells us there is a need to engage directly with our communities of users to share information about how to grow the commons. With limited human and financial resources that outreach can be a challenge!

## Creative Commons + GLAM

Creative Commons + GLAM is the result of an idea for outreach with the GLAM (Galleries, Libraries, Archives and Museums sector in Australia. We wanted to give them the confidence to talk about Creative Commons within their organisations and to their own communities. We aim to develop a scalable approach by providing a set of reviewed resources that can help others to learn about Creative Commons (CC). These resources are designed specifically to focus on understanding the principles of open licensing in the context of institutions that are developing digital collections, making those collections accessible to the public, and engaging communities in creative re-use.

We hope that you will find this set of resources valuable and useful. If you have any comments, suggestions or requests for assistance please contact us at [info@creativecommons.org.au](mailto:info@creativecommons.org.au).

### How to use this resource

The materials included in this resource can be used to familiarise yourself, your organisation and your community of users with Creative Commons. The aim is to increase understanding of the application of open licences and the potential benefits of making your collections more open encouraging access and creative re-use by your communities.

There are two presentations with scripts and supporting materials of videos, handouts and a reading list. These have been designed and used by our own staff for outreach activities. The resources are ready to use as-is, but you are welcome to adapt them to meet your needs.

There is no set plan or structure to how resources must be used. It’s up to you. We just thought that a set of pre-selected, tried and tested resources from which you can choose would be a helpful start. If you would like a framework or structure, the following sections of this document provide a logical progression of concepts for guided discussions. The text boxes highlight the resources that you can use. There is a consolidated table of the resources at the end of the document.

This gives you the ability to use the resources as individual items, or as a set.

## Copyright

In the traditional copyright model, represented by the typical “All rights reserved” statement, to use (modify, circulate, adapt etc.) someone’s work, a permission from the author must be obtained. In the case of the GLAM sector, using published and unpublished works contained in collections gives rise to potential legal problems as well as time consuming and costly operational procedures.

#### For a review of Australian copyright law see “Copyright- a general overview”

<http://www.smartcopying.edu.au/copyright-guidelines/copyright---a-general-overview>

## Creative Commons (CC)

Creative Commons’ mission is to make it easy for individuals and institutions to access, build on, and help grow the public commons of cultural, educational, and scientific works that has existed for thousands of years.

CC fills the gap between “all rights reserved” and the public domain. With CC a creator can maintain their copyright while granting certain reuse permissions to the public.

To facilitate safekeeping and widespread growth of the commons, CC developed a simple, standardized and legally robust set of tools that allows institutions and individuals to grant copyright permissions to their works. Before CC, there was no standardized way to do this.

### The “cultural commons”

Our goal at Creative Commons is to increase cultural creativity in “the commons”— the body of work freely available to the public for legal use, sharing, repurposing, and remixing. We realize there’s an inherent conflict between innovative digital culture and archaic copyright laws. Our licenses help bridge that conflict so that the Internet can reach its full potential.

We support the culture of the commons both on a user level and an institutional level.

The role of individuals in the cultural commons is growing, but a huge amount of our cultural heritage still resides within institutions. We work with museums, galleries, libraries, digital archives, and other cultural organizations to bring Creative Commons licenses into their infrastructures to manage their materials and make them more widely available.

Creative Commons is about building infrastructure for a new kind of culture- one that is both a folk culture, and wildly more sophisticated than anything before it

“[Culture” http://creativecommons.org/culture](file:///\\qut.edu.au\documents\Law\LawJustice\Research\CreativeCommons\presentations\2015_GLAM\GLAMKit_FIN\Culture)

#### Resources for this topic

Videos: [*A Shared Culture*](https://youtu.be/HQqZU8G7bAo)*;* [*Building on the past*](https://archive.org/details/Justin_Cone_-_Building_On_The_Past_-_640x480)

Handouts: [*What is creative commons?*](https://wiki.creativecommons.org/images/6/62/Creativecommons-informational-flyer_eng.pdf)

Bibliography: [*Creative Commons + GLAM Readings*](http://creativecommons.org.au/content/Bibliography_CC_GLAM_ExtendedReadingList_FIN.docx)

### CC Licences

Creative Commons provides six ready-to-use licenses that offer different sets of license clauses: permissions and limitations. In this way, creators can define in a flexible manner their own rules for sharing their creative works with other people. License conditions are like modules: two or three of them can be combined to create a single license. CC is suitable for all copyright-able material (except software). CC uses icons which have gained full international recognition and which are not language specific.

With all the licences:

* the owner retains copyright, and
* all of our licences require attribution to the copyright owner.

But some of these licences:

* grant commercial uses while others reserve commercial uses;
* grant derivative uses while others reserve the right to remix, translate or build upon the material.

In addition to the licenses, CC offers two public domain tools. These are:

* CC Zero. Also known as the public domain dedication tool this is used by a creator of a work to waive all rights in a work, effectively dedicating it to the public domain
* Public Domain Mark. This tool is for marking works that are already in the public domain. It is mainly used by institutions to mark materials known to be out of copyright.

#### Resources for this topic

Video: [*Creative Commons Kiwi*](https://vimeo.com/25684782)

Presentation:[*Creative Commons Licences*](http://www.slideshare.net/ccAustralia/creative-commons-licences-54803017)

Handouts: [*Six licenses for sharing your work*](https://wiki.creativecommons.org/images/6/6d/6licenses-flat.pdf)*;* [*Guide to using public domain tools*](https://wiki.creativecommons.org/images/8/88/Publicdomain.pdf)*;* [*Licensing & Marking Your Content with Creative Commons*](https://wiki.creativecommons.org/images/6/61/Creativecommons-licensing-and-marking-your-content_eng.pdf)

Posters: [*How to license your work*](https://wiki.creativecommons.org/images/a/a4/Creativecommons-how-to-license-poster_eng.pdf)*;* [*Quick Guide to Creative Commons*](http://smartcopying.edu.au/docs/default-source/creative-common-pdf/quick-guide-cc.pdf?sfvrsn=2)*;* [*Know Your Rights: Understanding CC Licences*](http://creativecommons.org.au/content/LicencePoster_Sep20151.pdf)

### Free Cultural Works

The “Free Cultural Works seal” is applied to the Creative Commons licences that qualify as Free Culture Licenses according to the “Definition of Free Cultural” which was coined in the context of Wikimedia development. Public domain is also an acceptable copyright status for free cultural works according to the Definition.

#### For more information about Free Cultural Works see

<http://creativecommons.org/freeworks>

This seal and approval signals an important delineation between less and more restrictive licenses, one that creators and users of content should be aware of. Some important projects accept only freely (as defined) licensed or public domain content, in particular Wikipedia and Wikimedia sites, which use the Definition of Free Cultural Works in their licensing guidelines.

## GLAM

GLAM is an acronym for the cultural sector made up of galleries, libraries, archives and museums.

For more information about CC and GLAM see our sector webpage which includes a case study of the Powerhouse Museum <http://creativecommons.org.au/learn/glam>

### CC + GLAM

In 2015 it is expected that the number of CC licensed works on the internet will exceed 1 Billion. These works are images, videos, songs, podcasts, government works, educational materials, scientific data, and more. More than half of these qualify as free cultural works. Many of these are works that have been released by cultural heritage institutions to create a new dimension to engagement with users and community.

Engagement goes above and beyond simply sharing digital collections. Optimal practices include:

1. Sharing Digital Collections– whether those collections are made up of Images, Audio, Video or a mixture of all three.
2. Sharing Collection Records and metadata about collections.
3. Encouraging certain reuses and participation around their collections.

CC is the optimal choice for many museums when it comes to sharing their digital collections.

The PD mark is a valuable service for the GLAM sector to provide to their audience. There is reluctance to explicitly say that a work is in the public domain, leaving it up to the user to determine. This is hard for users to determine and nobody will know provenance better than the curators.

## Implementation

The Australian Governments Open Access and Licensing (AusGOAL) Framework

For more information about how to make open licensing decisions and implement the licences go to AusGOAL http://www.ausgoal.gov.au

provides support and guidance to government and related sectors to facilitate open access to publicly funded information. AusGOAL makes it possible for organisations to manage their risks when publishing information and data in a way that drives innovation and entrepreneurial activities; providing enhanced economic and social benefits to the wider community.

#### Resources for this topic

Videos: [*A Shared Culture*](https://youtu.be/HQqZU8G7bAo)*; [Building on the past](https://archive.org/details/Justin_Cone_-_Building_On_The_Past_-_640x480)*

Presentation:[*Creative Commons + GLAM*](http://www.slideshare.net/ccAustralia/creative-commons-glam)

Handout: [*Creative Commons + GLAM*](http://creativecommons.org.au/content/Handout_CC_GLAM_BriefReadingList_FIN.docx)

## Resources

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| **Presentations** |
| *Creative Commons + GLAM* <http://www.slideshare.net/ccAustralia/creative-commons-glam>  This presentation will introduce you to the Creative Commons organisation; the licences; and the way in which application of those licences has facilitated some inspirational examples of sharing in the GLAM sector. See also: Handout: *Creative Commons + GLAM* |
| *Creative Commons Licences* http://www.slideshare.net/ccAustralia/creative-commons-licences-54803017  This presentation will help you to build on your knowledge about Creative Commons by exploring in detail the principles of the licences, the conditions that underpin all the licence expressions, and the resulting licences and their characteristics. |
| Videos |
| *A Shared Culture* by Jesse Dylan  This video provides a general introduction to the goal of Creative Commons expressed in terms of creating a “cultural commons”  <https://youtu.be/HQqZU8G7bAo> |
| *Building on the past*  by Justin Cone  This video provides a creative, conceptual introduction to CC licences.  <https://youtu.be/nQEoFzVeA_g> |
| *Creative Commons Kiwi* by CC Aotearoa  This video provides an illustrative introduction to the CC licences  <https://vimeo.com/25684782>  *History SA*  An introduction to AusGOAL showcasing the History SA project  http://www.ausgoal.gov.au |
| Handouts |
| *What is creative commons?*  Double sided handout- what is & licence conditions on verso  <https://wiki.creativecommons.org/images/6/62/Creativecommons-informational-flyer_eng.pdf> |
| *Six licenses for sharing your work*  Fold up colour brochure that summarises how the licences work; the four conditions; the six licences  <https://wiki.creativecommons.org/images/6/6d/6licenses-flat.pdf> |
| *Guide to using public domain tools*  Fold up colour brochure that details how to use the two PD tools  <https://wiki.creativecommons.org/images/8/88/Publicdomain.pdf> |
| *Licensing & Marking Your Content with Creative Commons*  Double sided handout- with links to more detail  <https://wiki.creativecommons.org/images/6/61/Creativecommons-licensing-and-marking-your-content_eng.pdf> |
| *Creative Commons + GLAM*  Handout to use at presentation *Creative Commons + GLAM* <http://creativecommons.org.au/content/Handout_CC_GLAM_BriefReadingList_FIN.docx> |
| Posters |
| *How to license your work*  <https://wiki.creativecommons.org/images/a/a4/Creativecommons-how-to-license-poster_eng.pdf> |
| *Quick Guide to Creative Commons* by Smartcopying  PDF A3 black & white poster that visually illustrates what each CC licence allows the user to do  <http://smartcopying.edu.au/docs/default-source/creative-common-pdf/quick-guide-cc.pdf?sfvrsn=2> |
| *Know Your Rights: Understanding CC Licences* by Creative Commons Australia  PDF A3 colour poster that visually illustrates both author and user rights to re-use of licensed works  <http://creativecommons.org.au/content/LicencePoster_Sep20151.pdf> |
| Bibliography |
| *Creative Commons + GLAM Readings*  A bibliography that includes references from the *Creative Commons + GLAM* presentation [handout](http://creativecommons.org.au/content/Handout_CC_GLAM_BriefReadingList_FIN.docx)  <http://creativecommons.org.au/content/Bibliography_CC_GLAM_ExtendedReadingList_FIN.docx> |
| Useful Links |
| Creative Commons website  <http://creativecommons.org/> |
| Creative Commons Australia website  <http://creativecommons.org.au/> |
| Creative Commons Australia GLAM webpage  <http://creativecommons.org.au/learn/glam> |
| Creative Commons Downloads  Location of downloadable versions of Logos, buttons, icons, physical media, colour  <http://creativecommons.org/about/downloads> |
| CC State of the Commons 2014  The 2014 Annual report. Includes infographic which highlights achievements  <https://stateof.creativecommons.org/> |
| Copyright for Librarians  An online course on copyright  <http://cyber.law.harvard.edu/copyrightforlibrarians/Main_Page> |
| EIFL Handbook on copyright and related issues for libraries  including public domain, orphan works and Open Access  <http://www.eifl.net/resources/eifl-handbook-copyright-and-related-issues-libraries-english> |

## Acknowledgements

This is a compilation work including original materials and materials derived from the Creative Commons organisation and its staff. Thanks to all those folk who have created wonderful resources to share and build on.

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