

# CC Licenses: Sharing and Reusing for Open Education, Science, and Research

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# WHAT IS CREATIVE COMMONS?

CC is an international nonprofit organization that empowers people to grow and sustain the thriving commons of shared knowledge and culture we need to

**address the world's most pressing challenges**

and

**create a brighter future for all.**

# SOLVING THE WORLD'S BIGGEST PROBLEMS

If we want to solve the world's most pressing problems, the knowledge & culture about them must be open.

Access to knowledge is the first necessary — though not sufficient — condition in solving big, complex problems, like the UN SDGs.

# EXAMPLE: BETTER INTERNET

[Movement for a Better Internet](#) is a collaborative effort to ensure that the internet's evolution is guided by public interest values. Our movement brings together diverse voices, facilitates connections, shares resources, and drives policy change based on a shared public interest vision and agenda we will build together for an internet that benefits us all.



**PUBLIC KNOWLEDGE**



**WIKIMEDIA  
FOUNDATION**



**APC**  
ASSOCIATION FOR  
PROGRESSIVE  
COMMUNICATIONS



**DERECHOS  
DIGITALES**  
América Latina



# EXAMPLE: OPEN CLIMATE

If we are going to solve the world's biggest problems,

**the knowledge and data about them must be open**

The goal of our multi-year [open climate campaign](#) is to promote open access to research and data to accelerate progress towards solving the climate crisis and preserving global biodiversity.



## EXAMPLE: OPEN CULTURE

Open access to cultural heritage helps build and sustain vibrant and thriving societies.

Galleries, libraries, archives, and museums (GLAMs) provide resources and services for enjoyment, education, research, and the advancement of knowledge, and stimulate creativity and innovation in the service of global sustainable development. By making their collections as openly accessible, shareable, and reusable as possible by the public — both on-site and online — they empower people with the scientific, historical, and socio-cultural resources to build a future for themselves and their communities.

The [CC Open Culture program](#) supports the development of a thriving open culture ecosystem to ensure better sharing of knowledge and culture via four key components: Policy, Infrastructure, Capacity Building, and Community Engagement.

## EXAMPLE: OPEN EDUCATION

To achieve the UN Sustainable Development Goals (SDGs), every individual must acquire the sustainable development knowledge, global citizenship values, and 21st-century skills critical to tackling our shared challenges and to promoting a future of equitable, inclusive, and resilient societies. Education is a crucial enabler of this transformation. It is the basis for cultivating the best in ourselves and our communities, and is the key for learning to live together and work together for a better world.

The [CC Open Education program](#) works to support our mission through education, advocacy and outreach on using open licenses and open access policies to maximize the benefits of open education via [content](#), [practices](#) and [policy](#). We work closely with governments, educational institutions and organizations to open up knowledge for everyone.

# Why Open Access?

Traditional publishing model:

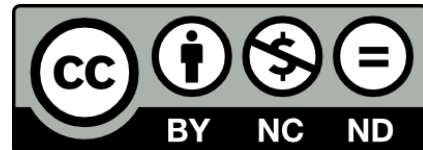
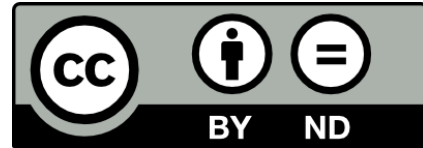
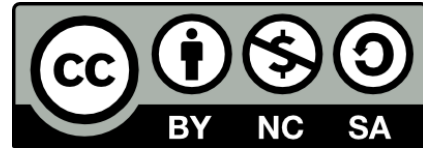
- raises legal, technical, and financial barriers around knowledge
- perpetuates unbalanced power relationships among researchers, research institutions, publishers, libraries, and the general public.

Digital technologies and the internet call for an approach to scientific publishing that favors access, collaboration, and fairness.

The COVID-19 crisis is just one example why openly sharing research is the best way to do research.



# CC Licenses



# CC Public Domain Tools



# Creative Commons and Open Access

We are strong supporters of open access (OA) and open science.

Our licenses and tools are the global standard for OA publishing. They are free, easy-to-use, and standardized licenses that enable creators to share the content they have created with everyone, worldwide, on the conditions that they determine.

We work to ensure that the public is able to access immediately, free of charge and without restriction the publications and data resulting from academic and scientific research.

# Benefits of OA / Open Research / Open Science / Open Ed

- For researchers: broad visibility and dissemination of research
- For funders: better return on investment
- For the scientific community and the general public: democratization of science by ensuring research is available to everyone:
  - stimulates participation in knowledge creation and sharing
  - encourages innovation by building upon shared content
  - manages the spread of dis- and misinformation by making information available to all instead of hidden behind paywalls

We at CC advise publishing research results under the following conditions:

1. 0 embargo period, so everyone, everywhere can read the research fully and immediately at the moment of publication;
2. Rights retention by author, to safeguard researchers' copyright;
3. A **CC BY** license on articles, to allow for text and data mining, translations, adaptations;
4. **CCO** on research data, according to FAIR principles, to be clear that the data is in the worldwide public domain.

We strongly discourage the publication of corresponding software or code under a CC license. Instead, any software or code should be licensed under an [OSI-approved free and open-source software](#).



# Get involved!

## Global Network Platforms (communities of practice):

Open Education Platform: identify, plan and coordinate multi-national open education content, practices and policy activities

Open Culture Platform: share resources, enhance collaboration and raise awareness on open access to digital cultural heritage

Copyright Platform: plan and coordinate copyright law and policy-related activities

# Get involved!

## Learning and Training at CC:

[creativecommons.org/cc-trainings](https://creativecommons.org/cc-trainings)

CC Certificates: specialized sections for Academic Librarians, Educators, and Open Culture professionals

Custom trainings and workshops: bootcamps, webinars, half-day or full-day programming

Lectures and office hours: Q&A with open experts, legal team, accessibility coaches

Whether you have particular training needs for your institution or consortia, need customized support, or simply want to learn about CC licensing, Creative Commons is here to serve you.

We offer a variety of trainings, including regular CC Certificate courses, office hours with our legal team, as well as customized consulting and facilitation. Learn more:



# Thank you!

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Schedule a call with me: **calendly.com/shannacc**

Learn more about

**CC's Training and Consulting opportunities**

Creative Commons: **creativecommons.org**

