

Creative Commons for GLAM

Alpha test: CC Certificate for GLAM
by Giovanna Fontenelle



Meaning of open access to cultural heritage

Meaning #1

The dedication of digital reproductions of GLAM works into the public domain, free of copyright restrictions, to use for any purpose, free of charge, and without further permission.

Meaning #2

The release of digital reproductions of GLAM works under one of the Creative Commons licenses, but preferably with a CCO or public domain dedication.

The Creative Commons compatible licenses and tools

LICENSES



Attribution license
or “CC-BY”.



Attribution-ShareAlike license
or “CC-BY-SA”.

These are also the CC licenses accepted by
Wikipedia and Wikimedia Commons!

As the Open Definition said, with these licenses “content can be freely used, modified, and shared by anyone for any purpose.”

These tools offer:

- A way for users to understand copyright policy.
- Good practice to explain the GLAM's copyright policy on its website.
- A helpful way for users to figure out how they might re-use works and content.

TOOLS



CC0 legal code
Equivalent to Public Domain.



Public Domain Mark
Free of copyright restrictions.

Benefits of open access to cultural heritage



Enhanced mission and relevance

This benefit offers the institution the opportunity to attend to its mission, as well as to become more relevant for the 21st-century audiences, by also increasing media coverage and academic interest.



Increased research and new knowledge

This benefit offers the institution the opportunity to enhance the knowledge around its collections, because open access, in the form of publication of materials, results in improved scholarly access, discoverability, and reuse.



Integration into external interfaces

This benefit offers the institution the opportunity to bring more attention to the collections and to increase the context and knowledge around the collections, in aggregators such as Wikimedia Commons.

Challenges of open access to cultural heritage



Harmful uses of works

One possible challenge is the bad use of works, especially those in the public domain, which may cause harm to the society or even the institution.



Wrong information being shared

One possible challenge is the GLAM's metadata, or information being shared as wrong, messy or inaccurate, which might not represent the visions and values held by the institution anymore.



Bad resolutions and inappropriate trade

One possible challenge is that bad resolution copies or versions of GLAM public domain works might be shared widely online and even used for commercial purposes.

Steps to have in mind when releasing your collection



Assess sustainability

It is important to consider if the GLAM is capable of sustaining the open-access initiative in the future, maintaining and sharing with its users and readers the institution's open access policy, but also keep sharing the opened works in an accessible way.



Start small

When a GLAM is not ready to open its collections completely, the institution can release only small portions to test how comfortable it feels with an open-access initiative.



Third-party services or platforms

To maintain a website or platform to share your own open-access content can be expensive, especially for small GLAMs. A possible solution is to resort to third-party services and platforms, like Sketchfab, Flickr Commons, or Wikimedia Commons.

Assignment 5 - Alpha test: [CC Certificate for GLAM](#)

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