

# THE BIRTH OF CREATIVE COMMONS

**BEFORE ALL  
WE GOT A  
PROBLEM**

**1998 SONNY  
BONO CTEA  
(USA)**

**2002  
CREATIVE  
COMMONS  
LICENSES**

**2004  
BROOKLYN  
MUSEUM  
ADOPT  
CC LICENSES  
(USA)**

**2009  
GLAM-WIKI  
EVENT  
(AUSTRALIA)**

**2010  
OPEN GLAM  
INITIATIVE  
(EUROPE)**

**TODAY  
2 BILLIONS  
WORKS  
40 CHAPTERS  
A GLOBAL  
MOVEMENT**

**2001-2003  
ELDRED V.  
ASHCROFT  
(USA)**

**2008  
EUROPEANA  
(EUROPE)**

**DigitalNZ  
(NEW ZELAND)**

**2011 | 2013  
OPEN GLAM  
PRINCIPLES**

## **BEFORE ALL: WE GOT A PROBLEM**

At the end of the 20th century, the Internet empowered people to share any content with anybody, as much as they wanted. On the other hand, copyright laws around the world had been created over centuries to regulate the sharing possibility of users, protecting rights of creators. Creative Commons tried to address this tension.

## **1998 SONNY BONO CTEA**

In the USA, the Sonny Bono Copyright Term Extension Act extended the term of copyright for any work produced in the United States, including those already copyrighted. It set the new term at 70 years after the death of the creator. Lawrence Lessig, professor at the Stanford University, claimed the law was unconstitutional and decided to take action against that.

## **2001-2003 ELDRED V. ASHCROFT**

Eric Eldred was a web publisher specialized in publishing works available in the public domain. Believing in the importance of public domain to maintain culture vital, Lessig represented Eldred in the case Eldred v. Ashcroft. Eventually they lost the case, but it triggered a broader discussion on copyright and access to shared knowledge.

## **2002 CREATIVE COMMONS LICENSES**

While the case was still under debate, Lessig and other supporters created Creative Commons, a non-profit organization. In 2002 they published the first set of Creative Commons licenses, which aimed to help creators to share their work freely, within the copyright law, but on flexible terms. Creators would have maintained some of their rights, but would have allowed people to reuse their work.

## **2004 BROOKLYN MUSEUM ADOPTS CC LICENSES**

In 2004, the Brooklyn Museums was the first to adopts CC licenses in the US. Since then, many galleries, libraries, archives and museums (GLAM) joined Creative Commons movement, recognizing in CC licenses useful tools to pursue the same mission: to preserve and ensure everyone access to heritage and knowledge.

## **2008 EUROPEANA & DigitalNZ**

Europeana and DigitalNZ are two initiative born in 2008, supported by governments in Europe and New Zealand, showing how the matter of free sharing of culture rose quickly and globally to institutional level. Other similar projects were Trove in Australia, the Digital Public Library of America in the United States, and Canadiana in Canada.

## 2009 GLAM-WIKI EVENT

Bringing together cultural institutions and volunteers of Wikimedia movement, the event, hosted in Australia, shows how since the beginning the history and the activities of volunteers from CC and Wikimedia projects refers to shared values.

## 2010 OPEN GLAM INITIATIVE + 2011 & 2013 OPEN GLAM PRINCIPLES

Initially hosted by Open Knowledge Foundation and supported by the European Union, in 2011 the Open Glam initiative contributed to write the OpenGLAM principles, which were revised in 2013.

As of today, Open Glam is a movement and a network of institutions and people keen to increase the number of works available in the public domain. They work to make cultural heritage available online without copyright restrictions, to help implement open access policies and much more.

## TODAY

Born as a small organization, Creative Commons is today more than that. Not only does it update the Creative Commons Licenses and cooperate with institutions and policy makers to produce tools and strategies compliant with current laws, but it is also a global movement, which gathers together people interested in sharing knowledge and culture.

As of today, more than 9 million websites use Creative Commons licenses, for a total of 2 billion works released. The CC Global Network has 40 chapters around the world and 600 members.

Lawyers, activists, scholars, artists: everybody is welcome to join the CC Global Network, contacting one of the local chapter or following the work of its platforms consecrated to Open Education, Copyright, and Open GLAM.

## REFERENCES AND LICENSES

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