Building an Initiative for a UNESCO Recommendation on Open Culture
CC’s Open Culture Program at a glance

- Policy
- Infrastructure (licenses and tools)
- Capacity-building
  - Consultancy
  - Training
- Community engagement
What is TAROC?

Towards a Recommendation on Open Culture (TAROC) is a community initiative led by Creative Commons aiming to develop an international policy framework (a “recommendation”) to recognize the importance of and support global open sharing of culture — including access and (re)use.
Why TAROC?

- Preservation, access, sharing, use and reuse = essential to culture
- GLAMs cannot realize their missions in the digital world
- Citizens all over the world face great challenges in sharing culture online
- [No] full enjoyment of culture without meaningful, ethical, inclusive, and responsible open sharing of culture
A Bit of Background

● Pioneers of open — huge strides have been made!
● But major barriers and challenges remain: money, people, policy
● Mondiacult 2022 - culture as global public good
● UNESCO OER and Open Science Recommendations
● UDHR: Culture as human right
● SDGs: Culture as a goal in and of itself
TAROC Objectives [draft]

- Recognize the value of open sharing of culture
- Set open sharing of cultural heritage as a primary goal, not as exceptions
- Promote open source software
- Uphold and protect the public domain
- Appreciate cultural heritage institutions (GLAMs)
- Enable creators to make creations openly accessible
- Affirm open culture to reach Sustainable Development Goals (SDGs)
- Ensure fair remuneration and financially sustainable models for creators
- Recognize open culture as a catalyst for disseminating and revitalizing culture
- Promote accessibility for people with disabilities
- Empower marginalized groups including young people, women and Indigenous people
- Acknowledge that not all culture(s) should be open
- Protect everyone’s fundamental right to participate in cultural life (Article 27, UDHR)
Our Role

- **CREATE** 📃 We co-create **resources** to raise awareness, share knowledge, and spark new ideas
- **EXCHANGE** 📬 We nurture spaces to hold global and local **conversations** to exchange real-life experiences
- **COLLABORATE** 🌐 We build **networks** to empower communities of like-minded open culture enthusiasts and stimulate collaboration
Open Culture Roundtable in Lisbon

- **40 experts** from around the world (policy, creators, copyright experts, open culture experts, and more)

- Facilitated discussions on:
  - History of Open Culture: *key milestones and achievements*
  - Context mapping: *collaborators and stakeholders*
  - Vision and next steps: ideas for *where we want to go*
Community Consultation Takeaways

- Continue to **engage the global community** and allies
  - Wiki-movement, IFLA, ICOM, and others.
- Offer **several pathways of engagement**
  - Online consultations, virtual and in-person meetings, writing sprints, etc.
- Share updates widely and in **different formats**
  - Newsletters, reports, presentations, etc.
Next Steps

CC Open Culture team and collaborators to work on:

● **What is TAROC?** (deadline today!)
● **Background and Context**
● **A Working Description** (+ Wikipedia article)
● **Values and Principles** (CC Summit)
● **Objectives and Outcomes**
How to get involved?

● Join the **CC Open Culture Platform**
● Contribute to the working groups and documents
  ○ **Drafting, commenting, translation, etc.**
● Connect us to your **UNESCO National Commission**
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Thank You!
Questions?