open culture

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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)

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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**
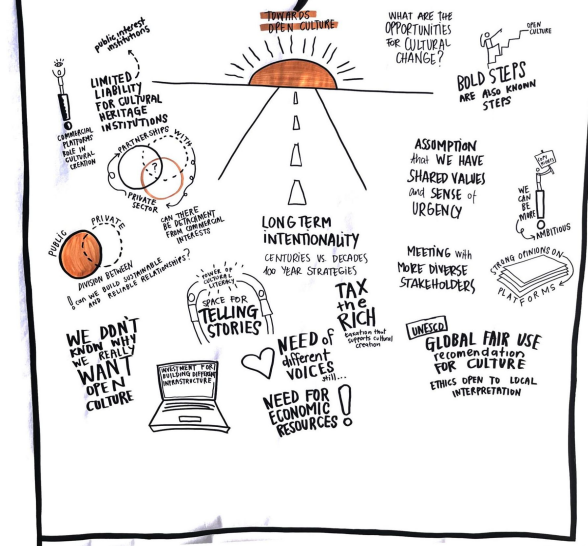 - Vision and next steps: ideas for **where we want to go**

#01 FLOW — HISTORY OF OPEN CULTURE

- FOCUS on WESTERN REFERENCES and ACHIEVEMENTS
- PESSIMISM or OPTIMISM
- FOCUS on OWNERSHIP and ACCESS now
- COPY-RIGHTS
- 2005
- MINDSETS & VALUE
- HISTORY CAN MEAN MANY THINGS
- NEW OPPORTUNITIES EMERGING in a QUICKLY CHANGING CONTEXT
- AI COMES WITH RISKS and BENEFITS
- NEGATIVE ACTORS — LACK OF CLARITY and INFRASTRUCTURE
- WHO OWNS WHAT?
- RISK OF BEING ILLEGAL WHEN WORKING WITHIN OPEN CULTURE
- MISSING GLOBAL SOUTH PERSPECTIVES
- DIFFERENT PLACES but TOGETHER

CONTEXT MAPPING — #02 FLOW

- WHAT'S the ROLE of OPEN CULTURE?
  - CLEAR GOALS
- WHO USES OPEN?
- BLURRYNESS AROUND LEGAL SAFETY
- CONCERNS
- AI — WHAT, WHERE, WHEN, HOW
- NEED to EXPAND MEMORY INSTITUTIONS
- EMERGENT TECHNOLOGIES — BLOCK CHAIN
- WHAT ARE WE SUPPOSED TO DO?
  - CHOOSING BATTLES
  - ALLIES in OTHER FORMS of MONOPOLY
  - ETHICS of OPEN CULTURE NEEDS an UPDATE
- OPEN CULTURE™
- ACTIVISM — HACKER
- SUBVERT PLATFORMIZATION
- THE RISE
- IDENTIFYING GAPS
  - TECHNICAL KNOWLEDGE
  - GENERATIONAL
  - STAKEHOLDER NEEDS
- BUILD BRIDGES
- WHAT IS INFO LITERACY?
- HOW DO WE ACCOMMODATE ALL THE DIFFERENT NEEDS
- INTERNET KNOW HOW
- MORE ACCESS BUT GATED
- THE TRAPS of "OPEN" — ETHICAL CONCERNS in FUZZY TIMES
- LICENSE TROLLS — PERSONAL GAIN — EXTORTION
- NB BOUNDARIES FOR THE GREATER GOOD
- NOTICE the SILENCES (THE GAPS)
- FALSE!! UNIVERSALITY

BOLD #03 FLOW STEPS

- TOWARDS OPEN CULTURE
- PUBLIC INTEREST INSTITUTIONS
- LIMITED LIABILITY FOR CULTURAL HERITAGE INSTITUTIONS
- COMMERCIAL PLATFORMS RULE IN CULTURAL CREATION
- WHAT ARE THE OPPORTUNITIES FOR CULTURAL CHANGE?
- BOLD STEPS ARE ALSO KNOWN STEPS
- ASSUMPTION THAT WE HAVE SHARED VALUES and SENSE of URGENCY
- WE CAN BE MORE AMBITIOUS
- PARTNERSHIPS WITH PRIVATE SECTOR
- CAN THERE BE DETACHMENT FROM COMMERCIAL INTERESTS?
- PUBLIC / PRIVATE
- DIVISION BETWEEN — CAN WE BUILD SUSTAINABLE AND RELIABLE RELATIONSHIPS?
- LONG TERM INTENTIONALITY — CENTURIES VS. DECADES — 100 YEAR STRATEGIES
- SPACE FOR TELLING STORIES
- TAX the RICH — TAXATION THAT SUPPORTS CULTURAL CREATION
- MEETING WITH MORE DIVERSE STAKEHOLDERS
- STRONG OPINIONS ON PLATFORMS
- WE DON'T KNOW WHY WE REALLY WANT OPEN CULTURE
- INVESTMENT FOR BUILDING DIFFERENT INFRASTRUCTURE
- NEED of DIFFERENT VOICES still...
- NEED FOR ECONOMIC RESOURCES
- UNESCO GLOBAL FAIR USE RECOMMENDATION FOR CULTURE — ETHICS OPEN TO LOCAL INTERPRETATION

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**

Preservation, access, sharing, use and reuse of culture are essential for communities to thrive and build resilience. Because of outdated, unclear, improper, inadequate or nonexistent policies:

- Many cultural institutions, including galleries, libraries, archives and museums (GLAMs), cannot realize their missions in the digital world — they struggle to conduct their legitimate activities, like digitizing collections to preserve them and making them available to the public.
- Citizens all over the world face great challenges in sharing culture online and are unable to enjoy their fundamental right to participate in culture.

There can be no protection, preservation, safeguarding or creation of culture without meaningful, ethical, inclusive, and responsible *open* sharing of culture. Most existing policies raise unnecessary barriers to culture sharing. This must change. There is an urgent need to realize open culture for all.

Open sharing is a key means to enable everyone to enjoy culture as a global public good.

What are our objectives?

We aspire for the international community to create a positive, affirmative, and authoritative **international policy framework** enshrining the values, objectives, and mechanisms **for open culture** to flourish. Such an international policy framework should…

- 🚀 Recognize the value of open sharing of culture, including cultural heritage and contemporary creativity, as widely, inclusively, and equitably as possible
- 🚀 Set open sharing of cultural heritage to the fullest extent possible as a primary goal, not as exceptions to other policies like copyright
- 🚀 Promote open source software to support delivery and enjoyment of culture
- 🚀 Uphold and protect the public domain against threats of erosion
- 🚀 Appreciate cultural heritage institutions (GLAMs) as pillars of open culture, as pivotal spaces where communities can share culture
- 🚀 Enable creators to discover, share, and remix cultural heritage materials and make their own creations openly accessible and shareable, if and when they so wish
- 🚀 Affirm open culture as an engine to reach the Sustainable Development Goals (SDGs)

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**

Keith Fullerton Whitman, Europeana, GIF-IT-UP 2022, CC BY SA

Contact

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https://creativecommons.org/about/program-areas/arts-culture/

Questions?

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