Creative Commons | Open Culture
GLAMs & Open Sharing of Cultural Heritage & Creativity

OS ADM Webinar - November 3, 2022

Brigitte Vézina, Director of Policy and Open Culture
Creative Commons

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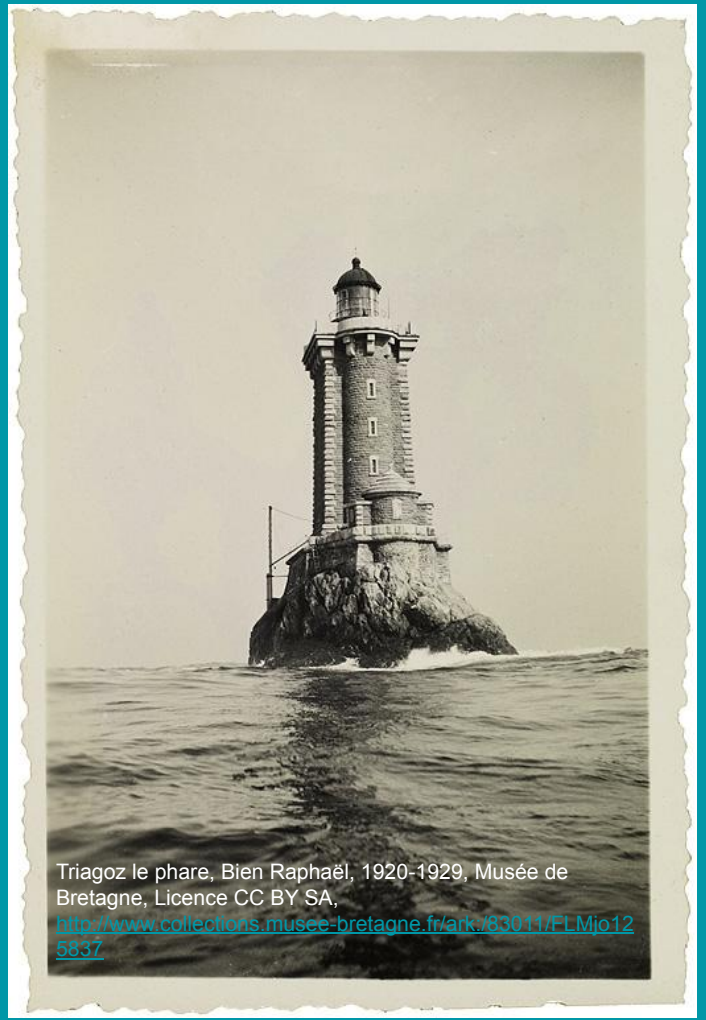
What is one word that comes to your mind when you think about sharing culture?

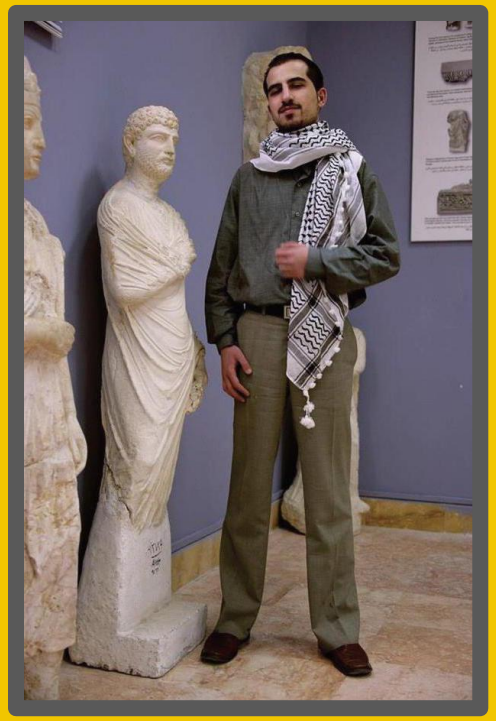
...

Creative Commons

- **Non-profit organization dedicated** to promoting better sharing of culture and knowledge in the public interest.
- **Licences** and **public domain tools**
- **An international network** of lawyers, activists, and experts in copyright law, open education, culture, science, etc.



View of Palmyra with the Temple of Bel, Syria, by Bernard Gagnon, CC BY-SA 3.0.



Access and sharing of heritage are essential to sustain **vibrant and thriving societies.**

Cultural heritage institutions are **gateways — not gatekeepers**: pivotal points between heritage and the public.

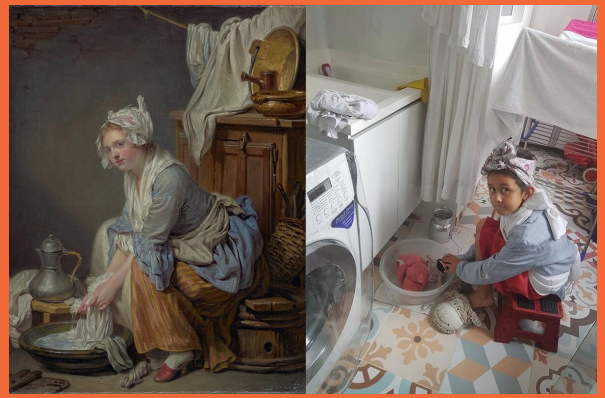
Preserving and sharing heritage is at the heart of their **mission**.

This mission is important now more than ever, as **climate change, global health crises, and violent conflicts** are posing some of the greatest threats to heritage and the institutions that hold it.

Hoad versierd met een fazant, Legroux Soeurs, ca. 1945, Public Domain, Rijksmuseum, https://www.rijksmuseum.nl/nl/mijn/verzamelingen/172453--olga/hats/objecten#/BK-1986-68.2

Laughing Fool, ca. 1500, attributed to Jacob Cornelisz van Oostsanen. Oil on panel, 13 7/8 in. x 9 1/8 in. Image: Davis Museum at Wellesley College. Recreation via Facebook DM by Tiffanie Pierini Ho with giraffe onesie, Christmas sweater, and post-it, titled “Laughing Fool with Giraffe Ears”

The Laundress (La Blanchisseuse), 1761, Jean-Baptiste Greuze. Oil on canvas, 16 x 13 in. The J. Paul Getty Museum, 83.PA.387. Re-creation on Instagram by Elizabeth Ariza and family in modern-day laundry room, titled “The Tiny Laundress”



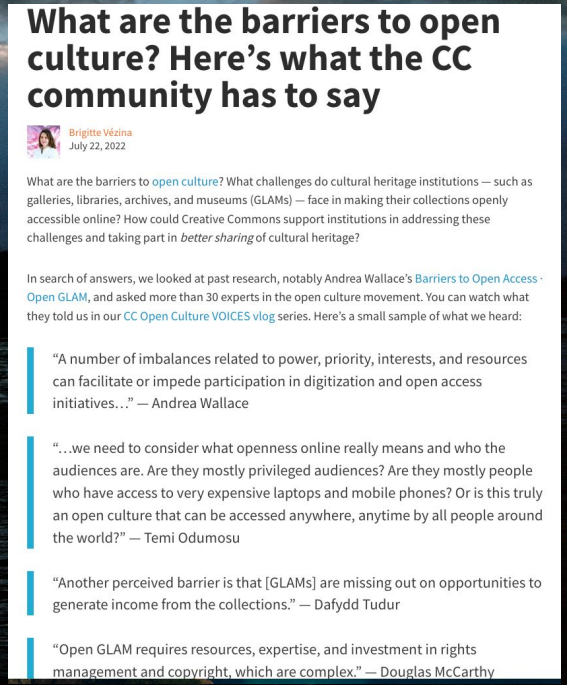
Male Harp Player of the Early Spedos Type, 2700–2300 B.C., Cycladic. Marble, 14 ⅛ x 11 1/16 in. The J. Paul Getty Museum, 85.AA.103. Recreation via Facebook DM by Irena Ochódzka with canister vacuum, titled “The Harp and the Vaccuum”

There are many examples of cultural heritage institutions that have opened their collections

See the survey of GLAM Open Access policy and practice prepared by Douglas McCarthy and Andrea Wallace.

GLAMs face many barriers to open

- **Money** — Financial Constraints & Concerns
- **People** — Conservative Mindsets
- **Policy** — Complex Copyright



What are the barriers to open culture? Here's what the CC community has to say

Brigitte Vézina
July 22, 2022

What are the barriers to open culture? What challenges do cultural heritage institutions — such as galleries, libraries, archives, and museums (GLAMs) — face in making their collections openly accessible online? How could Creative Commons support institutions in addressing these challenges and taking part in *better sharing* of cultural heritage?

In search of answers, we looked at past research, notably Andrea Wallace's Barriers to Open Access · Open GLAM, and asked more than 30 experts in the open culture movement. You can watch what they told us in our CC Open Culture VOICES vlog series. Here's a small sample of what we heard:

> "A number of imbalances related to power, priority, interests, and resources can facilitate or impede participation in digitization and open access initiatives…" — Andrea Wallace

> "…we need to consider what openness online really means and who the audiences are. Are they mostly privileged audiences? Are they mostly people who have access to very expensive laptops and mobile phones? Or is this truly an open culture that can be accessed anywhere, anytime by all people around the world?" — Temi Odumosu

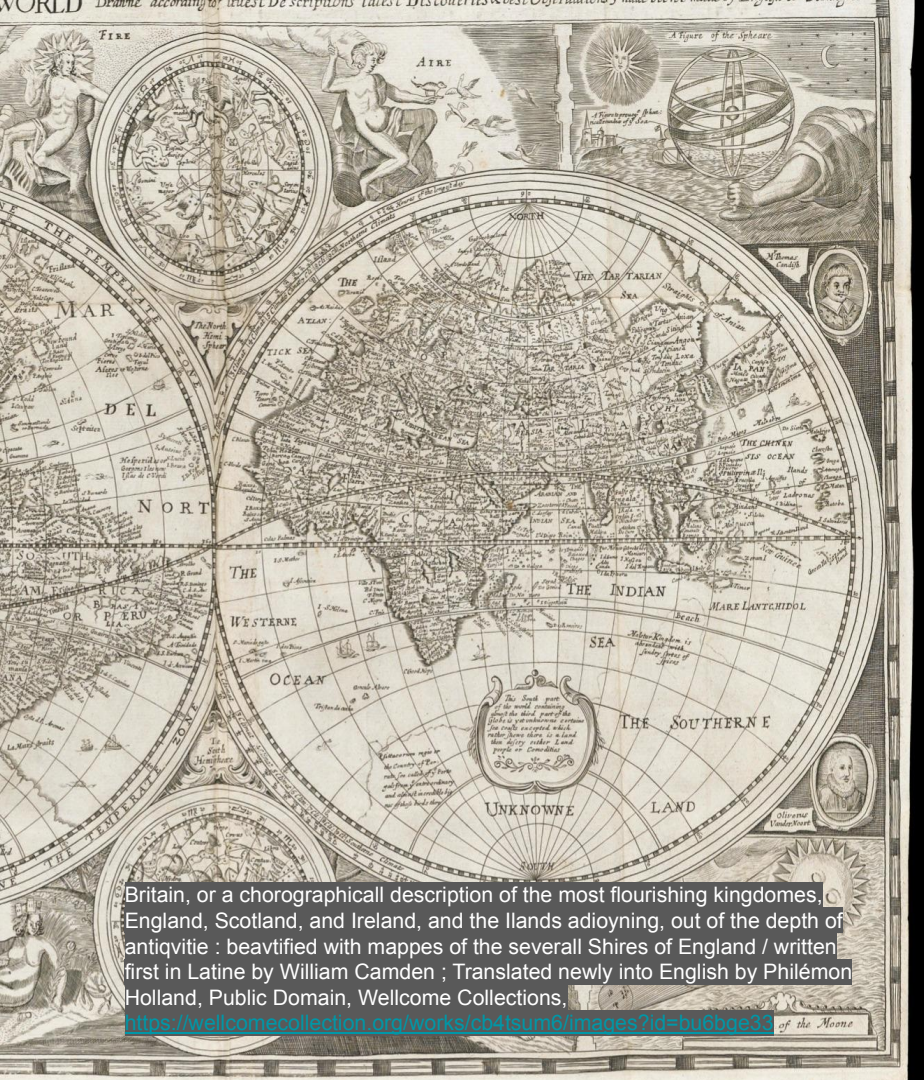
> "Another perceived barrier is that [GLAMs] are missing out on opportunities to generate income from the collections." — Dafydd Tudur

> "Open GLAM requires resources, expertise, and investment in rights management and copyright, which are complex." — Douglas McCarthy

Sturm am See / Helmut Klapper by Klapper, Helmut (Hersteller/in) - 1979 - Vorarlberger Landesbibliothek, Austria - CC BY.
https://www.europeana.eu/en/item/15512/o_62861

At Creative Commons, we want to help GLAMs overcome these barriers.

Jenny Lind Piano Gif By GIF, via GIPHY



Britain, or a chorographicall description of the most flourishing kingdomes, England, Scotland, and Ireland, and the Ilands adioyning, out of the depth of antiqvitie : beavtified with mappes of the severall Shires of England / written first in Latine by William Camden ; Translated newly into English by Philémon Holland, Public Domain, Wellcome Collections, https://wellcomecollection.org/works/cb4tsum6/images?id=bu6bge33

Quick Snapshot of Creative Commons Open Culture work

ARCADIA
A CHARITABLE FUND OF
LISBET RAUSING & PETER BALDWIN

Self-Portrait, Black Background, Helene Schjerfbeck, 1915, Herman and Elisabeth Hallonblad collection, Ateneum, Kansallisgalleria, Copyright Free, website.

Legal framework & Creative Commons licenses

- Works of original creativity are protected by copyright.
- Copyright is granted to creators of works automatically upon creation; no registration or other formality required.
- This means that by default, a work is always published “all rights reserved.”
- With Creative Commons, we can go to some/no rights reserved

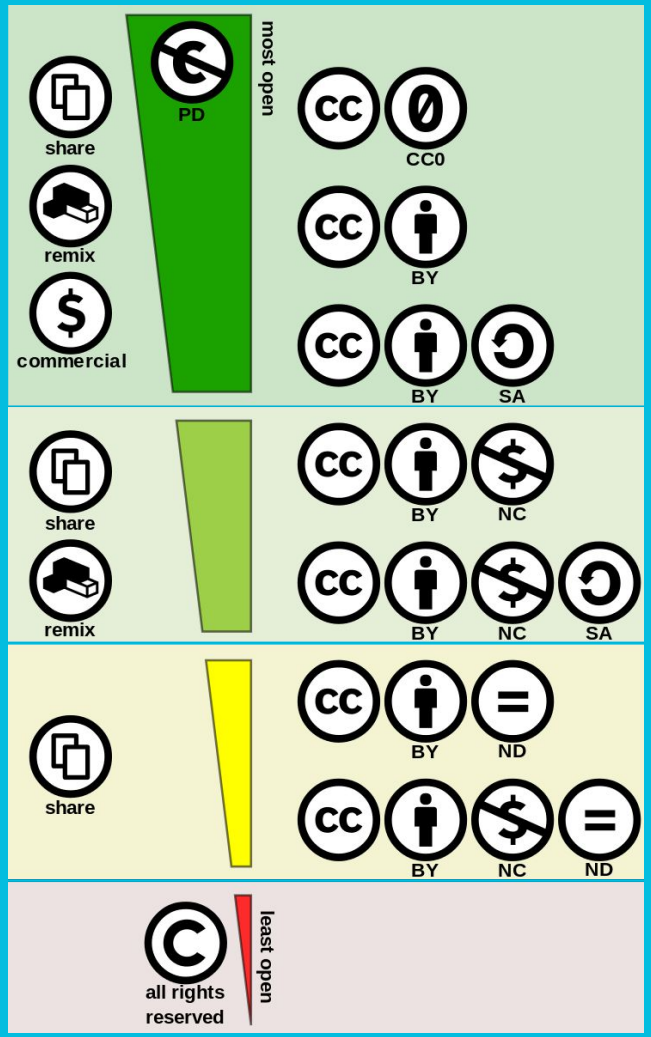
Creative Commons licenses

CC licenses and public domain tools enable creators to offer more legal permissions than traditional copyright, given the increased flexibility and freedom of the internet.

CC Open Licenses

CC Public Domain Tools

Non- ND Licenses allow for translations and other adaptations.



Least restrictive

to

Most restrictive

Free images

Collections

Search and explore the collections

Images

- Free images
- Order images/rights
- FAQ
- Contact the Image Archives
- Rights and Reproductions
- Super high resolution images

The Art Library

The Museum Archives

https://www.nationalmuseum.se/en/samlingarna

Home / Free images

6 000 high resolution images of the most popular paintings in the museum's collections are available for direct download at Wikimedia Commons.

The images are available as public domain. This means they are part of our shared cultural heritage and can be freely used for any purpose.

The images are also zoomable, but not currently downloadable, in Nationalmuseum's online database.

We hope our open collection will inspire creative new uses and interpretations of the artworks!

Discover the images

The author died in 1684, so this work is in the **public domain** in its country of origin and other countries and areas where the copyright term is the author's **life plus 100 years or fewer**.

You must also include a United States public domain tag to indicate why this work is in the public domain in the United States.

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- When you use a public domain work please credit the author or creator.
- Please also credit Nationalmuseum and the photographer, who created the digital reproduction and made it available.
- When you use or modify a public domain work you should not attribute the changes to the creator or the provider of the work.

You can easily link to the object as a source, otherwise we recommend the following:

Artist: Title, Date, Nationalmuseum (Photo: photographer's name), public domain

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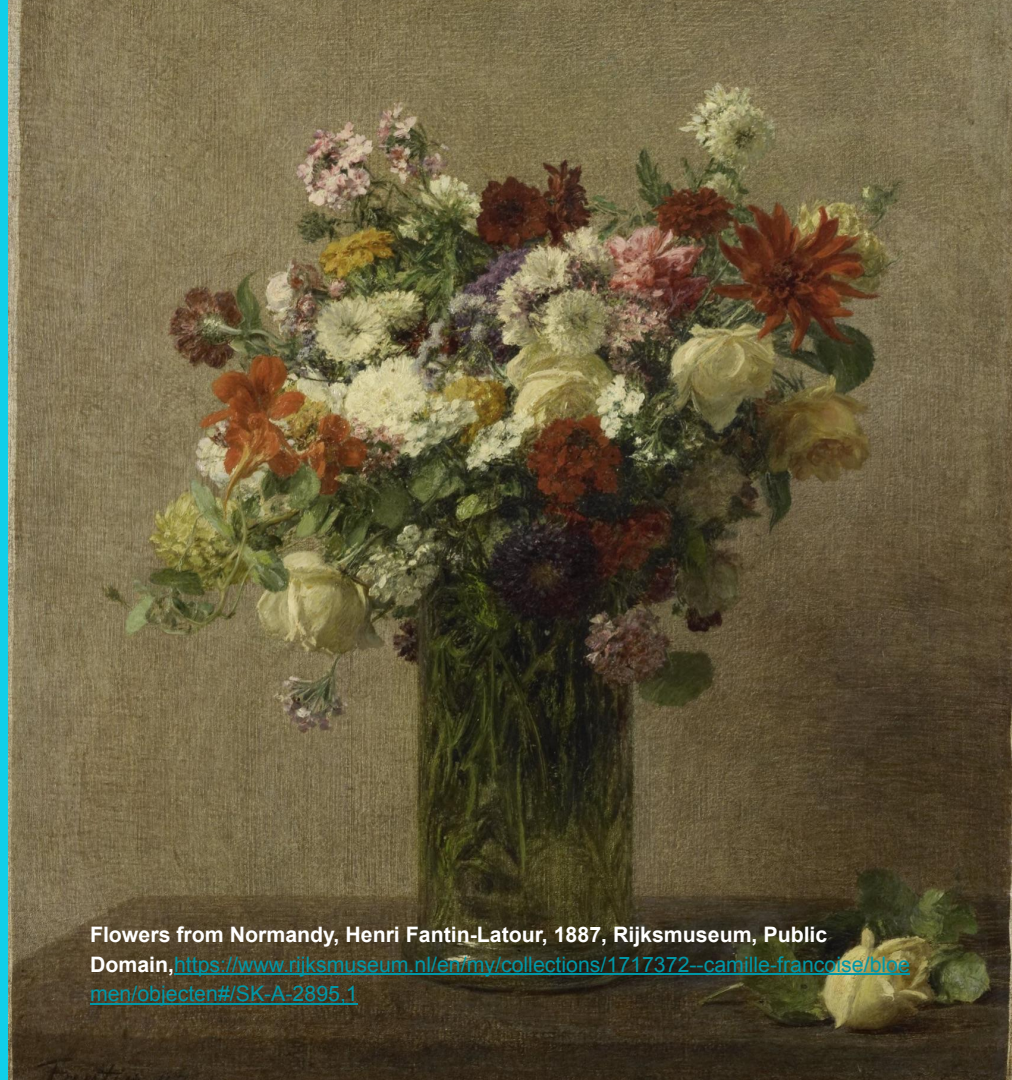
Should everything be shared openly?

In addition to copyright, there are many cultural and ethical factors to consider for digitized work



Flowers from Normandy, Henri Fantin-Latour, 1887, Rijksmuseum, Public Domain,https://www.rijksmuseum.nl/en/my/collections/1717372--camille-francoise/bloemen/objecten#/SK-A-2895.1

Plattegrond van Londen na de grote brand van 1666, Wenceslaus Hollar, 1666, Rijksmuseum, Public Domain, https://www.rijksmuseum.nl/nl/mijn/verzamelingen/158308--toru-takahashi/map-map-map/objecten#/RP-P-OB-82.347,5

Legal and ethical issues related to traditional cultural expressions

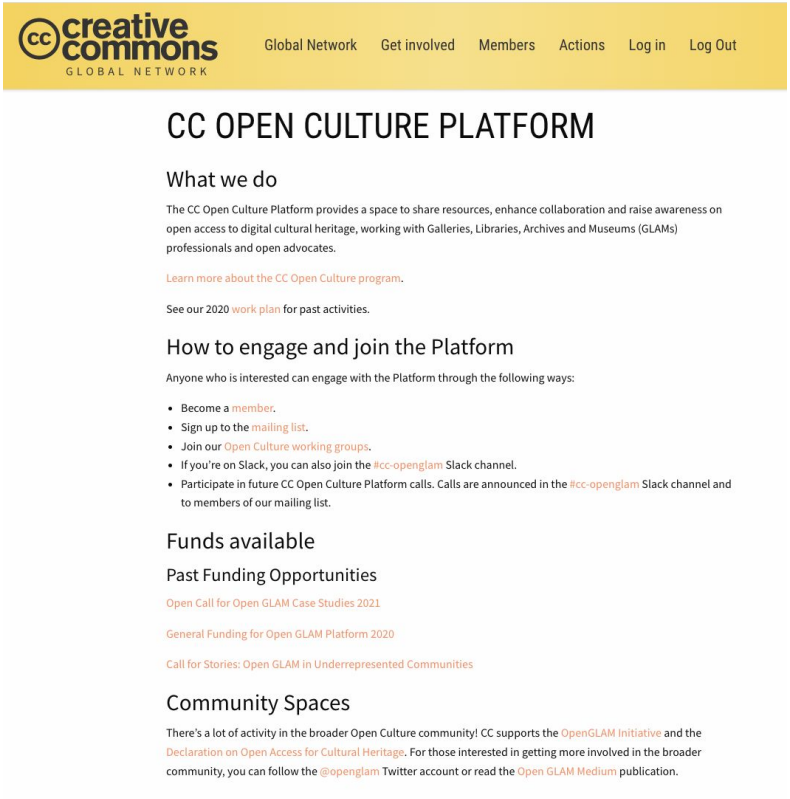
GLAMs have a range of **responsibilities and duties** in respect of Indigenous cultural heritage, particularly in light of questions around **restitution/repatriation** and of **sensitivities** around heritage linked to communities.

There might be instances where **digitizing** cultural heritage material and **making it available** openly is **unacceptable** practice, particularly in situations of power imbalance, for instance as regards Indigenous cultural material or material held in cultural institutions as a consequence of colonization, such as African cultural heritage.

Open culture is not only about sharing cultural heritage by respecting copyright law, but also how to do it **more responsibly, collaboratively, and equitably**.

"nonfigurative painting" by Lazur URH licensed under CC0 1.0
Consider joining
open culture

Open Culture Platform



creative commons GLOBAL NETWORK

Global Network | Get involved | Members | Actions | Log in | Log Out

CC OPEN CULTURE PLATFORM

What we do

The CC Open Culture Platform provides a space to share resources, enhance collaboration and raise awareness on open access to digital cultural heritage, working with Galleries, Libraries, Archives and Museums (GLAMs) professionals and open advocates.

Learn more about the CC Open Culture program.

See our 2020 work plan for past activities.

How to engage and join the Platform

Anyone who is interested can engage with the Platform through the following ways:

- Become a member.
- Sign up to the mailing list.
- Join our Open Culture working groups.
- If you're on Slack, you can also join the #cc-openglam Slack channel.
- Participate in future CC Open Culture Platform calls. Calls are announced in the #cc-openglam Slack channel and to members of our mailing list.

Funds available

Past Funding Opportunities

Open Call for Open GLAM Case Studies 2021

General Funding for Open GLAM Platform 2020

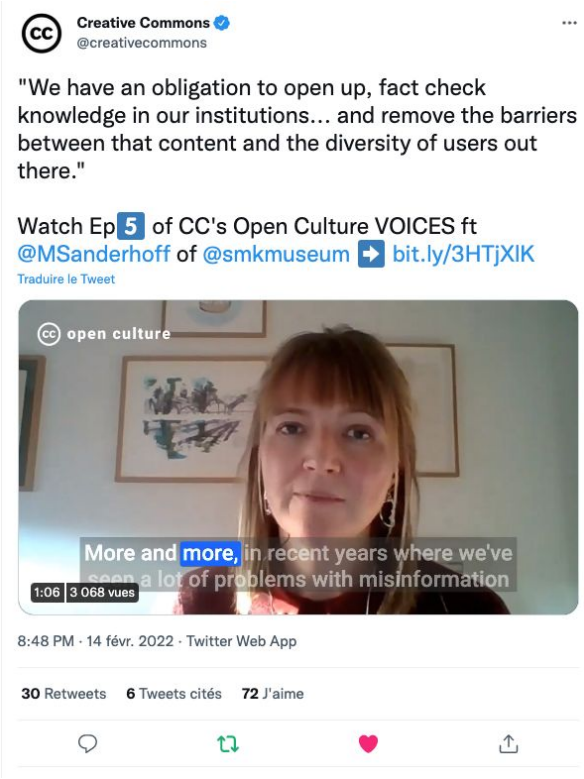
Call for Stories: Open GLAM in Underrepresented Communities

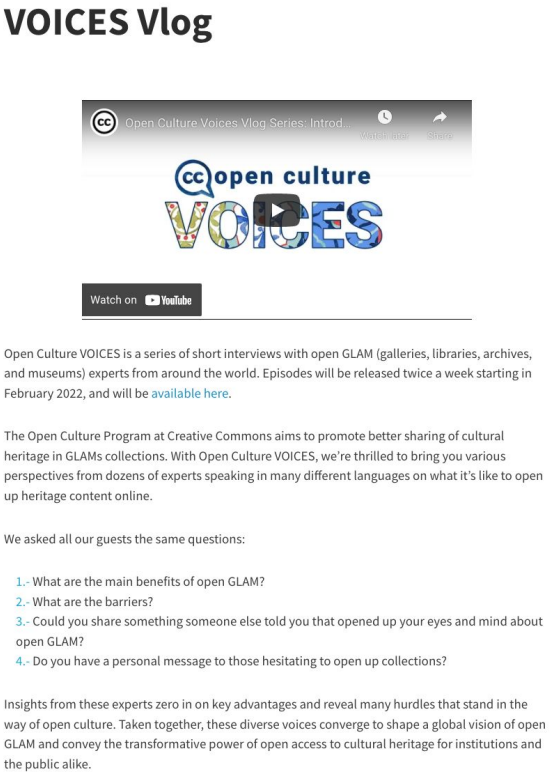
Community Spaces

There's a lot of activity in the broader Open Culture community! CC supports the OpenGLAM Initiative and the Declaration on Open Access for Cultural Heritage. For those interested in getting more involved in the broader community, you can follow the @openglam Twitter account or read the Open GLAM Medium publication.

Open Culture Voices Video Series

- 40 videos
- 25 countries
- Season 2 in 2023





Open Culture Certificate

- Apply for a scholarship before for an upcoming course!

Creative Commons Certificate

The CC Certificate helps us work together to build an equitable, accessible, and innovative world through sharing open knowledge and culture.

Certificates

Welcome to the Creative Commons Certificate program! The Certificate program offers in-depth courses about CC licenses, open practices and the ethos of the Commons. Courses are composed of readings, quizzes, discussions, and practical exercises to develop learners' open skills. We provide personalized engagement with expert facilitators and copyright lawyers in the field, and offer a 1:25 (max) ratio of facilitators to course participants.

Thank you!

Hope you'll join our global community.

brigitte@creativecommons.org

Woman Rowing, Sketch, 1892, Maria Wiik, Beatrice Granberg Collection, Ateneum, Kansallisgalleria, Copyright Free, Website.

QUESTIONS?