



Facilitate Open Science Training for European Research





*Creative commons in Cyprus:
Sharing our knowledge and building valuable synergies*



Associate Prof. Tatiani-Eleni Synodinou
Alexandros Gioumouxouzis & Constantina Markou

A. Creative Commons

- What is CC?
 - *Nonprofit organization*
 - *Sharing & use → creativity & knowledge*
 - *Free legal tools*





Wanna Work Together? - <http://creativecommons.org/videos/wanna-work-together>

- *Why creative commons?*

Users

- Gives you the right to *share, use, build upon* a work you've created
- Gives you *flexibility*
- *Protects* the people who use your work

Content

- *Free & legal* use
- *Hundreds of millions* of works available



- **Mission**

- CC develops, supports, and stewards:**

- *Legal & technical infrastructure*
 - Maximizes digital *creativity, sharing, and innovation*

- **Vision**

- Realizing the full potential of the Internet:**

- *Universal access*
 - *Full participation*
 - New era of *development, growth, and productivity*

- *Historical, legal and social necessity*

Help legal and social systems

- INTERNET → Idea of *universal access*
- Research, education, and culture

Copyright

- Long before the emergence of the Internet
- INTERNET → Hard to perform legal actions
- Copyright Law → *default setting*
→ *explicit permission, granted in advance*



copyright

all rights reserved

Creative Commons



Universal Access



Infrastructure

Free
Public
Standardized

*Reality
of the **Internet***



*Reality
of **copyright laws***

- What CC provide

Infrastructure

- Copyright *licenses* and *tools*
- *Balance* → traditional “all rights reserved” (copyright law)

Creators

- Keep their copyright → SIMPLE & STANDARDIZED
- Allow *certain uses* → “some rights reserved” (Creative Commons)
- Full potential of the internet

- *From present ...*

- Copyright Reform*

- *Open licensing: revolutionary concept*
 - *More inclusive internet*
 - *Greater access to knowledge and culture*



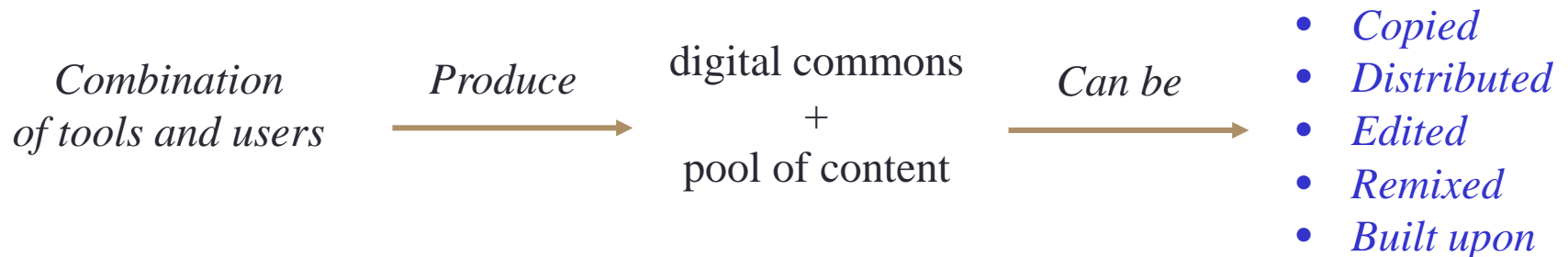
- *... to future*

- *CC → build infrastructure*
 - *Users → build the commons itself*

B. The CC licences

- What the licenses do

- *Simple, standardized way*
 - *Grant copyright permissions → individuals, large companies, institutions*
 - *Change → “all rights reserved” (copyright law)*
-



- *Design and rationale*

Designed by copyright experts

1. *Legally solid*
 2. *Globally applicable*
 3. *Responsive to users' needs*
-

Features in common

- a. Helps creators → *retain copyright*
- b. Allowing others → *copy, distribute, and make some uses*
- c. Insurance → *licensors get the credit*
- d. Applicability → *worldwide*
- e. Duration → *as long as applicable copyright lasts*

- Function

CC licences = baseline



-
1. Do I want to allow *commercial use* or not?
 2. Do I want to allow *derivative works* or not?

- Limitations

1. Do NOT affect freedoms granted by copyright law

2. Licensees MUST *get permission*



- whatever the law reserves exclusively to a licensor
- whatever use is not licenced

3. Licensees - MUST credit the licensor

- MUST keep copyright notices intact (all copies)
- MUST link to the license from copies of the work

4. Licensees - CANNOT use *technological measures* to restrict access to others



MOST OPEN



CC0



BY



BY



SA



BY



ND



BY



NC



BY



NC



SA



BY



NC



ND

LEAST OPEN



1. Attribution



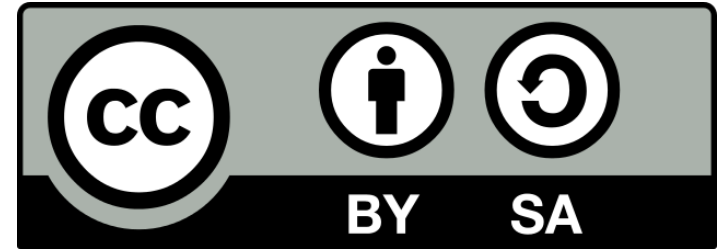
- Distribute, remix, tweak, build upon
- YES commercially

OBLIGATIONS



- MUST credit creator(s)/licensor(s)

2. Attribution - ShareAlike



- Distribute, remix, tweak, build upon
- YES commercially



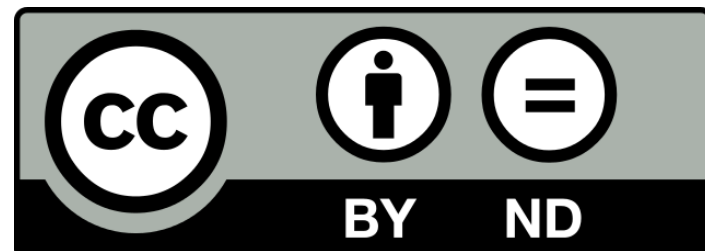
- All new derivatives based on yours
MUST carry a license compatible to ShareAlike
- Derivatives → YES commercially

OBLIGATIONS

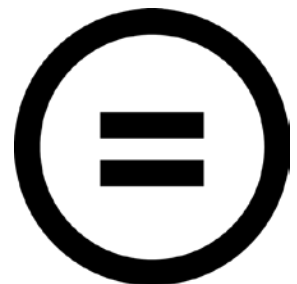


- MUST credit the creator
- New derivatives → Similar terms

3. Attribution - NoDerivatives



- YES distribute
- YES Commercial & Non-commercial



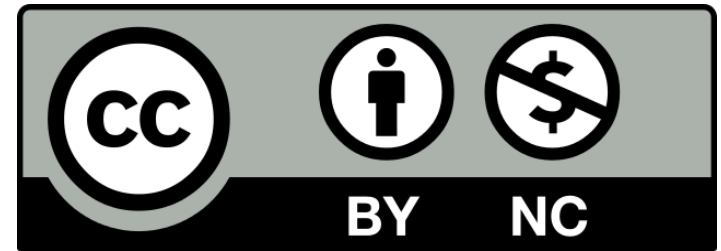
- NO Derivatives (NO remix, tweak, build upon)

OBLIGATIONS



- MUST credit the creator

4. Attribution - Noncommercial



- Distribute, remix, tweak, build upon



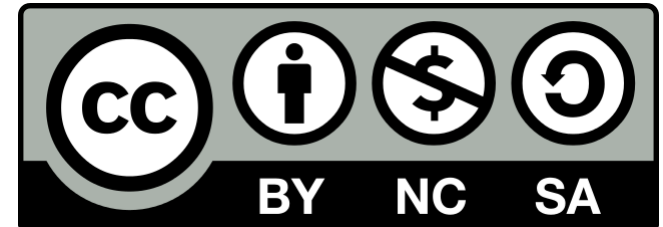
- NON commercial

OBLIGATIONS



- MUST credit the creator
- NON-commercial

5. Attribution - NonCommercial + ShareAlike



- Distribute, remix, tweak, build upon



- NON commercial



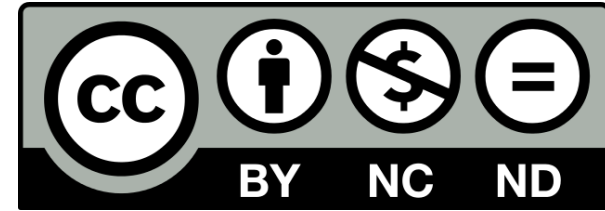
- New creations **MUST** → similar terms

OBLIGATIONS



- **MUST** credit the creator

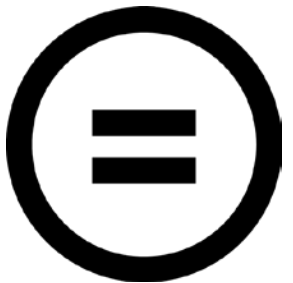
6. Attribution - NonCommercial + NoDerivatives



- Download and share



- NON commercial



- NO derivatives (NO remix, tweak, build upon)

OBLIGATIONS



- MUST credit the creator

C. The Cypriot context

- Present & future

- Institutions & actors → Already extensive use

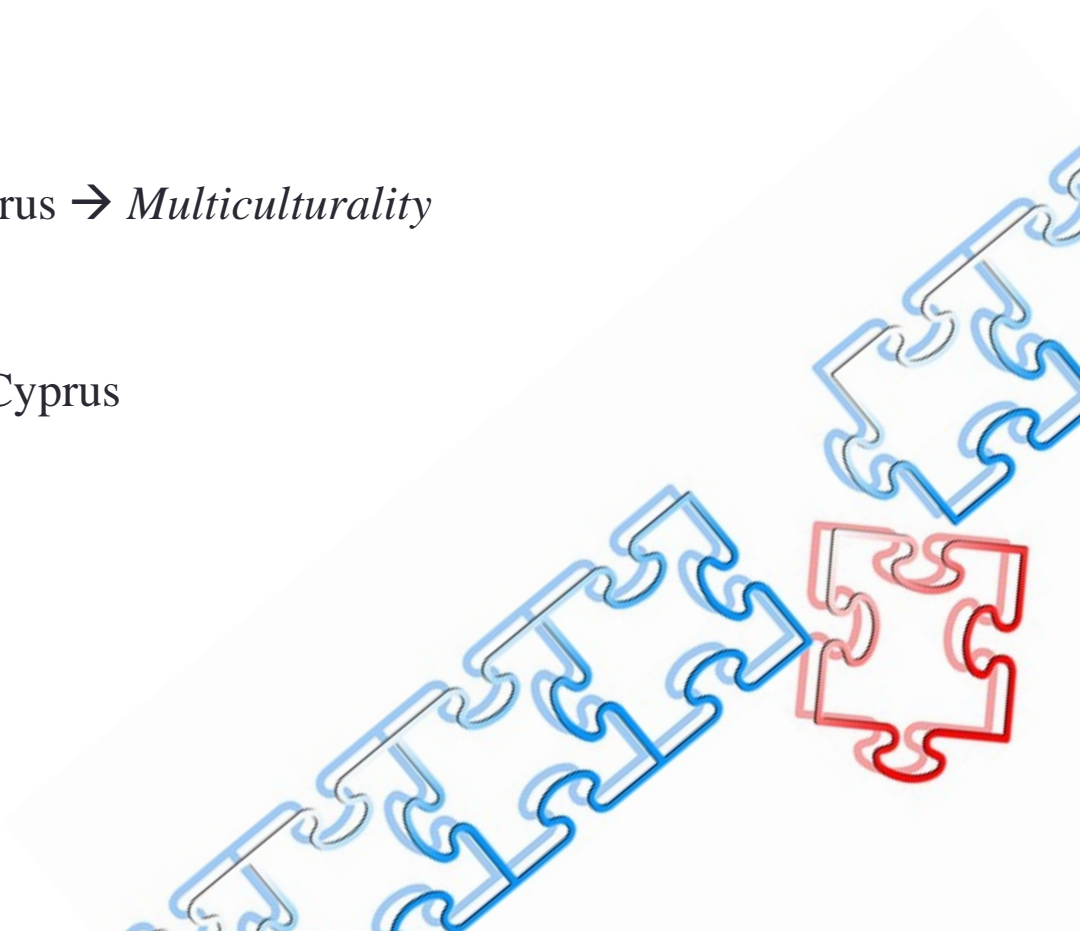
MUST be formally implemented

- *Safety* → comprehensive and coherent legal shelter
- *Effectiveness* → accessibility & distribution



- Challenges

1. Cypriot legal system (*mixed* system)
2. Cypriot *Copyright* laws
3. Diverse voices across Cyprus → *Multiculturalism*
4. Statutory *bilingualism* of Cyprus



- Planning

Cypriot CC focus:

- a. Establishment of *partnerships*
- b. *Popularity* rate estimation
- c. *Advertising* events
- d. *Public relations* events and workshops
- e. Construction of a *communication system*: clients – affiliates
- f. Gain *expertise* → attend and organize local/international seminars
- g. *Collaboration* with CC teams (other jurisdictions)



- *Targeted institutions*

- The Cyprus Ministry of Education and Culture
- The Cyprus Chamber of Fine Arts
- The Cyprus Academic Libraries Association
- The Cyprus Broadcasting Corporation
- The Union of Cyprus Journalists

- The University of Cyprus
- The University of Nicosia
- The European University of Cyprus
- The Frederick University

- Museums
- Art Galleries

- Non-Governmental Organizations

etc

D. Other states - Examples

- **SoundCloud - Berlin, Germany**

- Music sharing community
- Artists upload their works → full suite of CC licenses
- Well known artists and labels



- **OER Africa**

- Network of projects
- Active participation → educators & other stakeholders
- Improvement of education systems in Africa



- **Public Library of Science - San Francisco, US**

- Nonprofit scientific and medical publishing venture
- High-quality, high-profile journals
- Immediately available online - NO charges - NO restrictions (redistribution or use)
- MUST cite author(s) and source



E. Questionnaire responses

- General

- Primary “get-to-know” survey

- Targeted group → Cypriot institutions & stakeholders
→ Current or potential CC users

- 66,7% (2/3) were answered



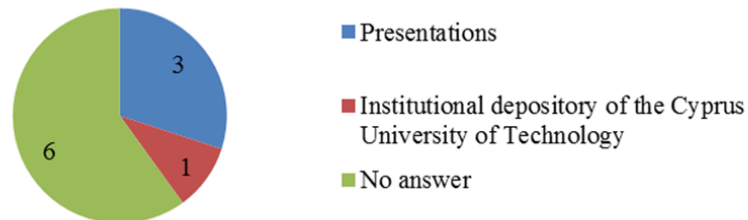
Q. 1: Do you know about the Creative Commons copyright licenses and tools?



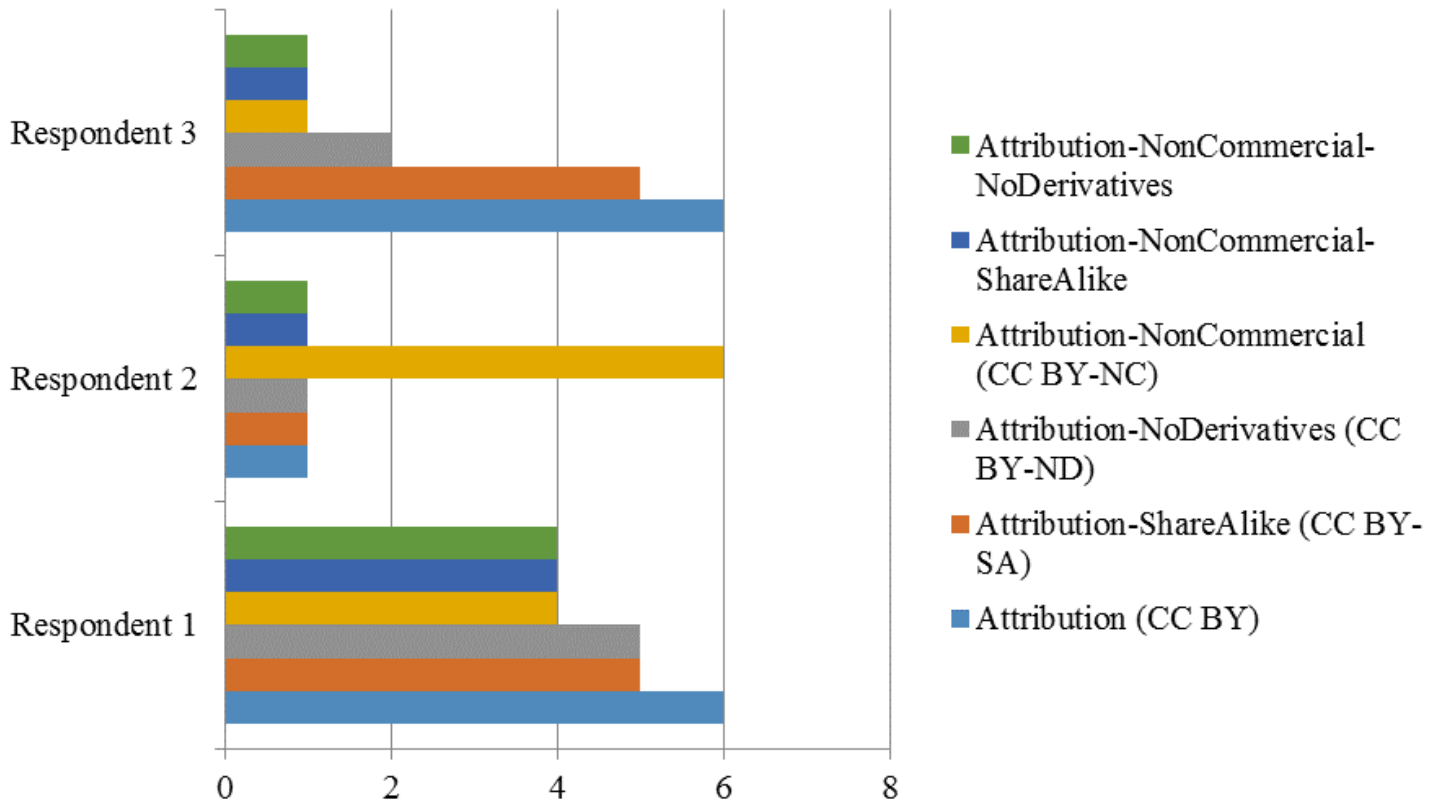
Q. 2: Have you ever used the Creative Commons licenses?



Q. 3: If yes, to what creative work did you grant copyright permissions?



Q. 4: Rank the licenses from 1–6 in ascending order, according to the frequency of use of each one.



Q. 5: How could you use the Creative Common licenses in the future?

- **Respondent 1** 
 - Learning - educational material
 - Commercial use of derivative materials
- **Respondent 2** 
 - Blogs, websites, presentations
- **Respondent 3** 
 - Institutional depositories & digital collections
- **Respondent 4** 
 - Open access to Greek e-books
- **Respondent 5-6** 
 - Photographs & paintings
 - Texts from websites/informative prints

- *Findings - Cypriot framework*

Knowledge

- Several institutions/stakeholders → aware/use of CC
- Basic knowledge & regular use
- HOWEVER, an equally important number → not yet familiar

Usage

- Educational
- Cultural
- Professional

Future

- Great potential
- Different societal sectors



