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 **creative
commons**
N E W S L E T T E R
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"Sitting on my meditation rock" by Mizuka CC-BY 2.0 <http://www.flickr.com/photos/joi/477844668/>

Dear Creative Commoner,

Over the last year, we have added a broad spectrum of new users such as the US White House, Wikipedia, Ridley Scott, Merck, Nike, YouTube and Al Jazeera. While the vast majority of people still don't know about Creative Commons licenses, the community of supporters and users has reached a threshold of adoption where we can now legitimately call CC a global standard.

As custodians of a global standard that continues to add new users in broader geographies, fields, size and numbers, our responsibility to make sure that everything works properly and that we are providing sufficient support to the users becomes our central role. We need to shift the balance of our organization from being mostly focused on promoting the idea of sharing to becoming custodians of a global standard which many organizations depend on every day.

In order to properly work with the new range of constituents, we have decided to flatten the organization. This will serve to increase bandwidth and allow the global community to be more directly involved in projects as well as participate in the management of Creative Commons. This flattening will fold the international process, formally a separate effort spearheaded by International Director Catharina Maracke, into each project and initiative of Creative Commons, so that jurisdiction porting, communication, and outreach will now be a central focus of CC's work in the realms of science, education, and culture. I have asked every staff member and project within Creative Commons to become international, rather than relying on an international spearhead to intermediate every contact.

With the growing responsibility and complexity of our job, I am very happy to have such a thoughtful and active community of supporters. We need your help more than ever and hope that you can share in our successes as well as our challenges.

*Sincerely,
Joi Ito
Chief Executive Officer
Creative Commons*



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Please share and remix!

Breaking News

Google Image Search Implements CC License Filtering

Google has officially launched the ability to filter search results using Creative Commons licenses inside their Image Search tool.



It is now easy to restrict your Image Search results to find images which have been tagged with our licenses, so that you can find content from across the web that you can share, use, and even modify. Searches are also capable of returning content under other licenses, such as the GNU Free Documentation License, or images that are in the public domain. To filter by CC search, go to Google's advanced Image Search page and select the options you'd like in the "Usage rights" section. Your results will be restricted to images marked with CC licenses or other compatibly licensed photos.

Full story:

<http://creativecommons.org/weblog/entry/15691>

Wikipedia Officially Converts To CC BY-SA

The entire English Wikipedia and other Wikimedia sites are now licensed under a Creative Commons Attribution Share Alike license (CC BY-SA), following a community vote and approval by the Wikimedia Foundation board members. The outreach effort to non-

Wikimedia wikis to take advantage of this migration opportunity is ongoing, and one very important milestone was reached June 19, when most wikis hosted by Wikia (there are thousands) converted to CC BY-SA.

Full story:

<http://creativecommons.org/weblog/entry/15411>

Creative Commons Network "A Truly Inspirational Approach"

Have you heard of the Creative Commons Network? It's a special service we offer that includes an OpenID profile where you can identify your CC-licensed works.



Chris Messina recently wrote about the benefits of becoming part of the CC Network and getting an OpenID, and we were honored by his kind and eloquent words. From his post: "What better way to both support Creative Commons and show off your patronage than by identifying yourself across the web with your very own unique, secure, privacy-protecting creativecommons.net OpenID? For a mere \$50 minimum donation (\$25 for students), you can own a limited edition URL and profile from Creative Commons that

identifies you to the world and provides a compelling revenue opportunity for the non-profit foundation.

While companies like SAP become OpenID providers for pedestrian reasons like simplifying authentication across their many different distributed web properties, Creative Commons is redistributing the brand equity and social capital their members have accrued over the last several years by letting people show and verify their affiliation to the organization. With this simple example, we can start to see the symbiosis of making an intentional choice about identity: Creative Commons finds a new revenue opportunity and members of the community have a way to express their affiliation and promote the brand.”

You can also check out Read Write Web’s take on CC Network, following up on Messina’s post: http://www.readwriteweb.com/archives/creative_commons_launches_cc_openid_profile.

Full story:

<http://creativecommons.org/weblog/entry/16609>

Creative Commons Network:

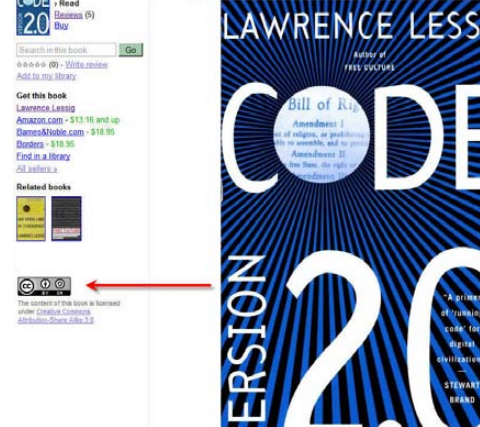
<https://creativecommons.net/>

Chris Messina’s full post:

<http://factoryjoe.com/blog/2009/08/05/openid-the-unseen-branded-revenue-opportunity/>

Google Books Adds Creative Commons License Options

On August 13, Google launched a program to enable rights holders to make their Creative Commons-licensed books available for the public to download, use, remix, and share via Google Books.



The new initiative makes it easy for participants in Google Books’ Partner Program to mark their books with one of the six Creative Commons licenses (or the CCO waiver). This gives authors and publishers a simple way to articulate the permissions they have granted to the public through a CC license, while giving people a clear indication of the legal rights they have to CC-licensed works found through Google Books.

Full story:

<http://creativecommons.org/weblog/entry/16823>

Anne Wojcicki and Sergey Brin Support CC with \$500,000 Gift

Creative Commons is honored to have received an incredibly generous gift of \$500,000 from 23andMe co-founder Anne Wojcicki and Google co-founder Sergey Brin. We are delighted that the couple recognizes the importance of Creative Commons and has decided to invest in our work to support sharing, collaboration, and the spread of knowledge and creativity. This gift – made in addition to the financial support that Google offers CC annually – will be used to support Creative Commons generally, with a focus on developing our Science Commons project, which Wojcicki and Brin are particularly excited about.

Full story:

<http://creativecommons.org/weblog/entry/17209>

CC News / Arts & Culture

WisconsinView Dedicates 6+ Terabytes of Data to The Public Domain

WisconsinView, an effort to make available a variety of types of imagery for the state of Wisconsin, will now make their data available in the public domain via CCO (CC Zero). From the press release:

“Since 2004, WisconsinView has made aerial photography and satellite imagery of Wisconsin available to the public for free over the web. As part of the AmericaView consortium, WisconsinView supports access and use of these imagery collections through education, workforce development, and research. Starting June 30, 2009, WisconsinView is making available all of its more than 6 Terabytes of imagery data under the new CCO Protocol provided by Creative Commons.”

Learn more about CCO at <http://creativecommons.org/publicdomain>

Ridley Scott To Use CC BY-SA For Blade Runner Web Series

Ridley Scott, the famed SciFi director of the classic Blade Runner will be producing a new web series based on the film, released under our free copyleft license, Attribution-ShareAlike (CC BY-SA). The series is initially slated for web release with the possibility of television syndication, and will be a project by Ag8.

Full story:

<http://creativecommons.org/weblog/entry/14940>



Picasa Adds CC Search

Picasa Web Albums, Google's photo album service, now allows you to narrow your search to include only CC-licensed photos, making it easier to find photos to share and remix. It's one thing to enable your community to select a CC license for their work, but it's another thing entirely to help the rest of the web discover that content. Picasa's commons community will surely benefit from this kind of exposure, so thanks to Picasa for enabling such a valuable feature.

Full story:

<http://creativecommons.org/weblog/entry/15130>

GOOD: “We Like To Share” Interview Series



This past December, Creative Director Eric Steuer conducted a series of interviews with people about the value of sharing information and resources in their respective fields of work. The interviews were edited into a podcast for GOOD entitled “We Like to Share” that was made available to people who attended the GOOD December series of events in Los Angeles. Last week, GOOD began posting CC BY-licensed text versions of the interviews on its website and will roll out one a week over the next few months. The first interview is with Chris Hughes, one of the co-founders of Facebook, who was the online strategist for the Barack Obama campaign. Check back at “We Like to Share” each Thursday to read interviews with iconic sharers like Jimmy Wales, Chris DiBona, Frances Pinter, Jesse Dylan, and Curt Smith.

<http://www.good.is/series/we-like-to-share>

One of Creative Commons' core goals is to expand the body of open and free cultural works available to the public. This is accomplished through outreach, advisement, and specific project-based initiatives with individuals and communities that promote a similar emphasis on community, sharing, and innovation. This effort is headed by Creative Director Eric Steuer.

International News

Creative Commons works to “port” the core Creative Commons Licenses to different copyright legislations around the world. The porting process involves both linguistically translating the licenses and legally adapting them to particular jurisdictions.

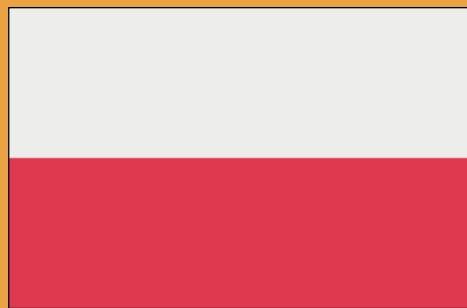
This work is led by CC General Counsel Diane Peters with Project Manager Michelle Thorne and volunteer teams in each jurisdiction who are committed to introducing CC to their country and who consult extensively with members of the public and key stakeholders in an effort to adapt the CC licenses to their jurisdiction.

Vietnam Opens National License Draft for Discussion

CC Vietnam has released its first license draft and is inviting the Vietnamese and international community to join in reviewing it. The goal of the license porting, coordinated by Creative Commons International, is to legally and linguistically adapt the CC licensing suite to national law. That way, creators enjoy additional legal certainty while better understanding the license terms in their own language. National CC projects rely on content creators and license users worldwide to give feedback to improve local legal tools and build a strong community. Please consider weighing in on CC Vietnam’s drafting efforts by subscribing to their mailing list.

Full story:
<http://creativecommons.org/weblog/entry/15740>

Poland’s Version 3.0 Licenses Now Online



CC Poland, one of the earliest jurisdictions to found a national Creative Commons project, has released its set of Poland-specific licenses at Version 3.0, Creative Commons’ most current license version.

The upgrade is significant for several reasons, one being that Version 3.0 encompasses our long-held vision of establishing a compatibility structure to

allow interoperability between different flexible content copyright licenses. This structure has opened doors for important adopters, such as the Wikipedia community and Wikimedia Foundation, who recently approved the adoption of the Creative Commons Attribution-ShareAlike 3.0 (CC BY-SA) license as the main content license for Wikipedia and other Wikimedia sites.

Full story:
<http://creativecommons.org/weblog/entry/15990>

CC Ireland Discusses Version 3.0 of CC Licenses

On behalf of CC Ireland, we are pleased to announce that the draft of CC BY-NC-SA adapted to Irish law is now in public discussion. The CC Ireland team, lead by Dr. Darius Whelan and Louise Crowley and hosted at the University College Cork, has been working with Creative Commons to port the licenses to local copyright legislation. The public discussion is a key part of Creative Commons’ license porting project. It is an opportunity for you, content creators and license users, to engage in the drafting process and give your input on this collaborative effort.

We invite you to join CC Ireland’s discussion list: <http://lists.ibiblio.org/mailman/listinfo/cc-ie/> or visit their website and share your comments with local and international legal experts: <http://www.ucc.ie/law/irishlaw/creativecommons/>

Full story:
<http://creativecommons.org/weblog/entry/14958>

CC News in Science

Sage Launched In July

Sage, the non-profit entity formed out of Merck & Co, Inc, formally launched in July. Through Sage, Merck will donate a large amount of data and software to the commons, the body of work available to the public for free and legal sharing, use, repurposing, and remixing.



Sage is the home of an open access disease biology platform based on the work previously done at Rosetta Inpharmatics and will be led by Stephen Friend and Eric Schadt, two leading thinkers in biotechnology. Sage is hosted at a set of major US research universities, including UCSF, University of Washington, and Yale University. Science Commons, the science wing of CC, is working with Sage on its sharing strategies and governance plans. Stay tuned, as great things are sure to come out of Sage in the coming months!

<http://www.sagebase.org/>

“Making the Web Work for Science” Video Now Online

John Wilbanks, CC’s Vice President, Science, appeared as a panelist at a San Francisco Commonwealth Club event in July, along with Stephen Friend (Sage) and Jimmy Wales (Wikipedia); the panel was moderated by Tim O’Reilly and focused on the theme “Making the Web Work for Science,” exploring ideas of how to bring Web efficiencies to scientific research, a core theme seen in the work of Science Commons.

You can now watch the video online:
<http://www.vimeo.com/6087817>

How Can IP Help Spread Green Technology?

A recent feature in SEED Magazine asks the question: How can intellectual property – and more specifically the current patent system – spread green technology? The article, “Who Owns Green Tech?” features replies from five leading thinkers on the matter. Our own John Wilbanks, Creative Commons’ VP of Science, was one of those panelists. In his response, Wilbanks challenges the public to not view this conversation of innovation as a black and white situation, but to make room for new forms of innovation in the discussion (ie., user-driven innovation, open innovation). This idea is at the core of the GreenXchange project, a venture by Creative Commons, Nike and Best Buy to create a marketplace for invention.

Full story:

<http://sciencecommons.org/weblog/archives/2009/07/31/how-can-ip-help-spread-green-technology/>

Creative Commons works to advance CC in the field of science by designing strategies and tools for faster, more efficient web-enabled scientific research in the hope of speeding the translation of data into discovery. The wing of Creative Commons dedicated to making the web work for science is called Science Commons and is led by Vice President John Wilbanks.

CC News in Education

ccLearn, the education wing of Creative Commons led by Executive Director Ahrash Bissell, works with an international community of open education advocates and supporters to improve open learning on the internet. Truly open learning happens when learners (you, me, and everyone else we know) can not only access educational materials but improve upon them, adapting the resources to our individual needs and local contexts, without the restrictions imposed by standard copyright laws. Through openly licensed educational materials, also known as open educational resources (OER), we can collaborate across state lines and country borders, discovering opportunities for partnerships we never knew existed.

Launch of two new resources for Open Education: OpenEd, DiscoverEd

We are happy to announce the launch of two new resources for educators and learners interested in Open Educational Resources: OpenEd and DiscoverEd. OpenEd is a new open education community site, hosted at <http://opened.creativecommons.org>. It is designed for teachers, learners, or anyone looking to get involved, so we encourage you to check it out and, since it is a wiki, to start contributing today! DiscoverEd is an education search engine prototype that is now up and running at <http://discovered.creativecommons.org>. It is designed to provide scalable search and discovery for educational resources on the web, but is still in a very experimental phase; please help us out by providing your feedback so we can continue to improve it.

More info on OpenEd:

<http://creativecommons.org/weblog/entry/15467>

More info on DiscoverEd:

<http://creativecommons.org/weblog/entry/15486>

Open Educational Resources in Latin America

We are thrilled to welcome Carolina Botero, project lead for CC Colombia, as ccLearn's regional liaison for the exciting projects in open education in Latin America and the Spanish-speaking world. Carolina will be working with ccLearn (the education wing of Creative Commons) staff to document existing projects and initiatives related to open educational resources throughout the region. We anticipate that this work will extend the size and impact of the

OER and CC networks, fostering greater collaboration among projects as well as greater awareness of their important work. Carolina will also develop reports about prior regional activities (such as the Latam Commons 2008 meeting in Chile last year) as well as forward-looking documents about future events and opportunities throughout the region.

Full story:

<http://creativecommons.org/weblog/entry/15951>

Launch of Inside OER and Comic

ccLearn is proud to announce the launch of Inside OER (acronym for Open Educational Resources), which is a full suite of interviews with movers and shakers in the open education world, all available for redistribution and remix. The latest Inside OER, an interview with IssueLab's Lisa Brooks on opening up research, has been re-crafted into an engaging and entertaining comic, so be sure to check it out, share, and remix!

<http://learn.creativecommons.org/projects/inside-oer>



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Creative Commons was built with and is sustained by the generous support of organizations including the Center for the Public Domain, Google, the John D. and Catherine T. MacArthur Foundation, the Mozilla Foundation, Omidyar Network, Red Hat, and the William and Flora Hewlett Foundation, as well as members of the public.

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Editing

Allison Domicone, Development Assistant

Art Direction

Alex Roberts, Senior Designer

Cover and Layout

Tomas Ashe, Design Intern