



Creative Commons Global Summit 2019 in Lisbon

May 9-11, 2019 at Museu do Oriente

*For complete session listings, with links to all session notes, go to
<https://ccglobalsummit2019lisbonportugal.sched.com/>*

Session notes for Communication Strategies to Strengthen the Commons

[\[https://ccglobalsummit2019lisbonportugal.sched.com/event/MjIP/communication-strategies-to-strengthen-the-commons\]](https://ccglobalsummit2019lisbonportugal.sched.com/event/MjIP/communication-strategies-to-strengthen-the-commons)

Duration: ~50-55 minutes

Date: Friday, May 10 (1:00 PM - 1:55 PM)

Noted speakers: Alex Stinson (Senior Program Strategist, Wikimedia Foundation), Daniela Schütte (Coordinator of the websites Memoria Chilena, Chile para Niños and Biblioteca Nacional Digital), Douglas McCarthy (Collection's Manager Europeana) Evelin Heidel (OpenGLAM Community Platform Lead at Creative Commons), Jennie Rose Halperin (Communications Manager at Creative Commons), Jorge Gemetto (CC Uruguay representative, Coordinator of Ártica).

Goal

1. Share ideas on communication strategies to strengthen the commons, in relation to related topics like the promotion of cultural rights, diversity and the construction of citizenship.

Method

- We open this shared document to collect ideas about communication strategies, based on a set of 3 key questions. People are invited to answer the questions with one sentence + one example.
- During the session, the key questions will be addressed again. The contributions made in the shared document will be read. A first round of interventions will be made with the invited speakers, and a second round of interventions will be open to all the participants present in the room. The ideas shared during the session will be noted in the shared document.

Key questions

1) How do we articulate our communication agenda about the commons with other agendas of which we are part, such as gender, diversity and cultural rights?

[Share your answer and your example]

Jorge: Building alliances with collectives that promote diversity and human rights, explaining them the advantages of releasing their contents under free licenses, promoting the free content that they produce, creating events (like festivals) in order to distribute their content, and helping them to create their open digital repositories and to share these contents with the world.

Example: Cobertura Colaborativa (Collaborative Coverage).

<https://www.flickr.com/photos/mediareduy/albums> We joined an independent media collective, called Mediarred, which has implemented a methodology that is increasingly widespread in some Latin American countries, in which they call on any person to cover social mobilizations such as the March of the International Women's Day and other human rights mobilizations, and they share the contents on different platforms. We created a partnership for the release of the contents in Wikipedia under free licenses.

Example: Creative Commons Film Festival <http://festival.creativecommons.uy/> in which we project documentaries on topics such as the environment, the right to housing, social and political rights. We take that opportunity to talk about the subject of documentaries but also to talk about the licensing of the contents.

2) How do we contribute to build citizenship around the commons? How do we put the dissemination of digital heritage and projects with open licenses at the service of promoting the defense of the commons?

[Share your answer and your example]

Scann:

It's difficult to defend something that you don't know it's at risk. I think that one of the key challenges that we have is precisely that: we need to be able to measure the size of the public domain, its monetary value and its overall positive effect on society. We should have some sort of "Public Domain Index". One step for achieving that is to have better strategies for copyright clearance, public domain clearance, and better, standard global rules for public domain that makes easier to share our digital culture globally.

3) How do we effectively communicate our free and open knowledge agenda, being part of cultural institutions with a broader agenda? How do we involve more institutions that still do not share the agenda of free culture?

[Share your answer and your example]

Douglas:

The challenges in the GLAM space include: lack of stakeholder incentives to develop and sustain OA practice, limited staff expertise and resources; proprietary vendor tech; weak/non-existent framework (including data aggregation) for cross-GLAM collaboration. OA in the abstract can be difficult for non-specialist to grasp: 'show first' examples using Story to illustrate impact and inspire engagement are more likely to be effective. These should be relatable for GLAMs small, medium and large. OA policy and GLAM data management (interoperable, networked and sustainable – not project or database silos) that *complement* institutions' infrastructures should be supported. Affordability of access is a consideration here.

Alex:

One of the challenges that frequently keeps a gap between the activists and the large network of institutions that could be involved in our "open" work is that their first engagement with us tends to be as part of "open" advocacy, rather than part of simple things that expand their impact as professionals. Wikimedia often becomes a useful tool for other communities when we give the right story or access to the community.

Daniela:

As Douglas points out, there are many challenges that we as GLAM institutions must take on. Many of them, from our point of view, translate into a technical impact that somehow restricts the efforts we can make. From a communicational perspective, there are at least three levels at which possible intervention might be viable:

Public and institutional policies:

Strategy: Make your numbers count.

Set the validity of number of beneficiaries reached by each service as a way for generating the political space for the revision and sustained improvement of public policies.

Example:

Dissemination of statistics on use in social networks (Infographs):

<https://twitter.com/MemoriaChilena/status/1095037296083116038>

<https://twitter.com/MemoriaChilena/status/1096909618368913408>

<https://twitter.com/MemoriaChilena/status/1102647449712250880>

<https://twitter.com/MemoriaChilena/status/1099104126116524032>

<https://twitter.com/MemoriaChilena/status/1095127871692161024>

GLAM Institutions:

Strategy: Share what you've got.

Development of intermediate instances of collaboration to get new institutional partners in OA.

Example:

Collaborative project: Nicomedes Guzmán Foundation:

<http://www.memoriachilena.gob.cl/602/w3-article-758.html>

<https://twitter.com/MemoriaChilena/status/1101258281304113152>

Collaborative Project Federación de Estudiantes de Chile (FECH)

<https://twitter.com/MemoriaChilena/status/1114905815478153216>

Users:

Strategy: Public domain is yours, and you can use it.

Information and Education.

Example:

Public Domain (Vicente Huidobro):

<https://twitter.com/MemoriaChilena/status/1050523981185474561>

<https://twitter.com/MemoriaChilena/status/1095097693934968834>

<https://twitter.com/MemoriaChilena/status/1090054443851284481>

<https://twitter.com/MemoriaChilena/status/1089319635361689600>

Things you can do:

#Colorourcollections

<https://twitter.com/MemoriaChilena/status/1102345446045962240>

Schedule of classes:

<https://twitter.com/MemoriaChilena/status/1102365606437965829>

Calendar:

<https://twitter.com/MemoriaChilena/status/1088544517081522176>

Wallpapers:

<http://www.memoriachilena.gob.cl/602/w3-article-131963.html>

Multidisciplinary approaches:

Geology: <https://twitter.com/MemoriaChilena/status/1084075071663230976>

Astronomy: <http://www.memoriachilena.gob.cl/602/w3-article-100576.html>

Medicine: <https://twitter.com/MemoriaChilena/status/1064248181360377858>

Literature: <https://twitter.com/MemoriaChilena/status/1120659879486742531>

History: <https://twitter.com/MemoriaChilena/status/1104902321916514304>

*Children:

Human Rights: (Developed in collaboration with the Museum of Memory and Human Rights).

<http://www.chileparaninos.gob.cl/639/w3-article-546215.html>

Democracy:

<http://www.chileparaninos.gob.cl/639/w3-article-340844.html>

Time	What	Who
1:00 - 1:05	Introduction of the session and presentation of the main speakers. Introduction to the key questions.	Jorge Gemetto
1:05 - 1:40	First round of ideas - Invited speakers	Invited speakers: Alex Stinson, Daniela Schütte, Douglas McCarthy, Evelin Heidel, Jennie Rose Halperin
1:40 - 1:50	Second round of ideas - Open to all the participants	Anyone. Moderation by Jorge Gemetto
1:50 - 1:55	Conclusions	Invited speakers