MADE
WITH
CREATIVE
COMMONS

TO
EVERYONE

OPEN
HARVEST

Beyond Licensing -
The social and economic aspects of
building an open data commons

Paul Stacey

CAPSELLA Open Data Workshop
June 2, 2017
Chania, Greece

https://stateof.creativecommons.org/
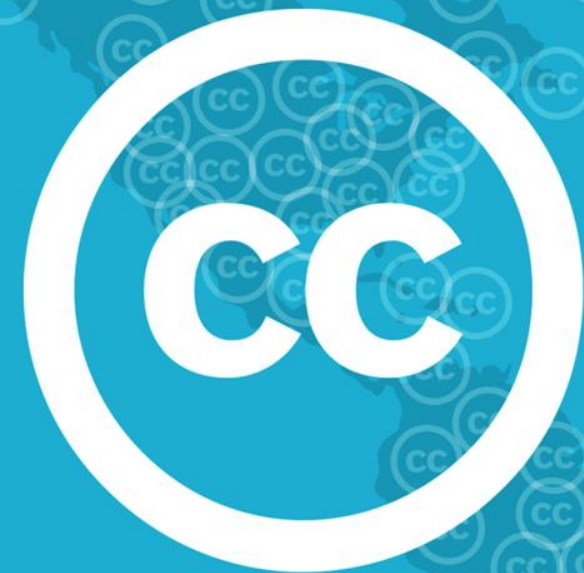
1.2 BILLION

CREATIVE COMMONS LICENSED WORKS

Year	
2016	1,204,935,537
2015	1,118,900,000
2014	882,000,000
2010	400,000,000
2006	140,000,000

John... Community C...
120 Intr...ction to Small Farm Viability

Bio-logy

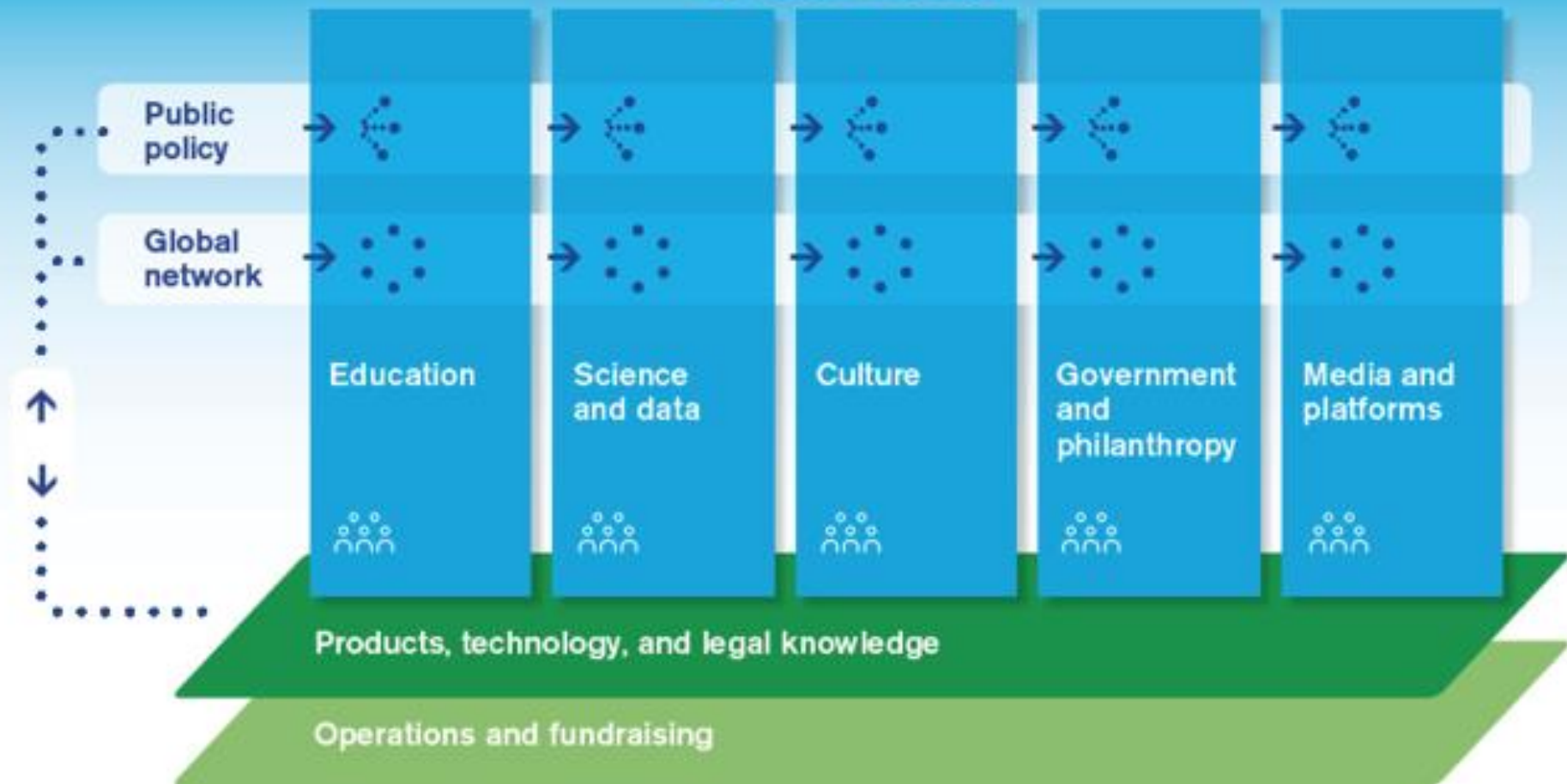Producing Open Source Software

PLOS Publications

Zero Sum Game – SL Huang

the Hova

Background: screenshot from "The Growing Commons" Creative Commons website is licensed as noted here

Areas of social impact — Creative Commons

Public policy

Global network

Education | Science and data | Culture | Government and philanthropy | Media and platforms

Products, technology, and legal knowledge

Operations and fundraising

What is licenseable?

Cannot license facts.
Originality criteria.

1. Database model
2. Data entry/output sheets
3. Field names
4. Data

Help us build a vibrant, collaborative global commons   cc Donate Now

What's New in 4.0

Creative Commons worked for more than two years to develop the next generation of CC licenses — the version 4.0 CC license suite. The new licenses are more user-friendly and more internationally robust than ever before.

Rights outside the scope of copyright - Sui Generis database rights

When a database is subject to sui generis database rights, extracting and reusing a substantial portion of the database contents is prohibited absent some express exception. Sui generis database rights exist in only a few countries outside the European Union, such as Korea and Mexico.

https://wiki.creativecommons.org/wiki/Data#Can_databases_be_released_under_CC_licenses.3F

FAIR vs 5R's of OPEN

Retain	• Make, own, and control your own copy of the content
Reuse	• Use the content in its unaltered form
Revise	• Adapt, adjust, modify, improve, or alter the content
Remix	• Combine the original or revised content with other work to create something new
Redistribute	• Share your copies of the original content, revisions, or remixes with others

Beyond Licensing

The social and economic aspects of building an open data commons

KICKSTARTER

Sarah Pearson

Paul Stacey

Made with Creative Commons: A book on open business models

Let's write a book that shows the world how sharing can be good for business.

Created by
Creative
Commons

(cc)

1,687 backers pledged $65,420 to help bring this project to life.

https://www.kickstarter.com/projects/creativecommons/made-with-creative-commons-a-book-on-open-business

1,687 backers. Thank you backers!

Goals

Interview 24 businesses, creators, and organizations across sectors and from around the world who have made Creative Commons core to their operations.

Tell their stories in a way that conveys their origins, goals, what they do, and how they do it. Describe their sustainability strategy including revenue generation.

Analyse the stories and identify common practices, themes, and strategies.

Combine case study analysis with a review of related literature.

Generate a a big picture framework for contextualizing, thinking about, and analyzing Made With Creative Commons initiatives.

Provide Made With Creative Commons recommendations and guidance.

Produce and distribute Made With Creative Commons as ebook and physical print book.

ARDUINO

blender™

THE CONVERSATION

>cory doctorow

Knowledge Unlatched

ÁRTICA

Cards Against Humanity
A party game for horrible people.

figshare

figure.nz

lumen

WIKIMEDIA FOUNDATION

MADE WITH (cc)
CASE STUDIES

Jonathan Mann

●✕■ Noun Project

Tribe of Noise

TeachAIDS™

SIYAVULA
TECHNOLOGY-POWERED LEARNING

AMANDA PALMER

ODI open data institute

sparkfun
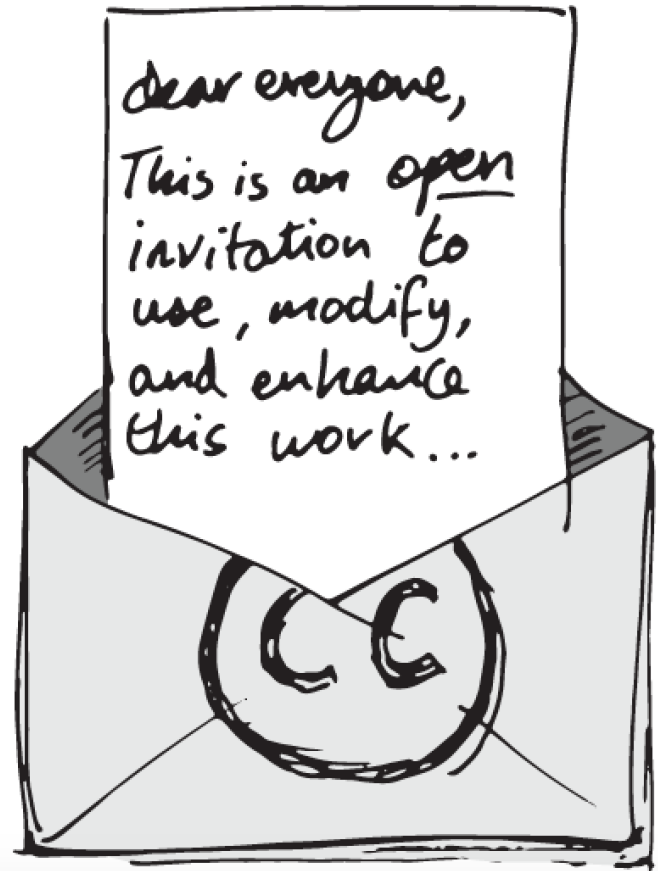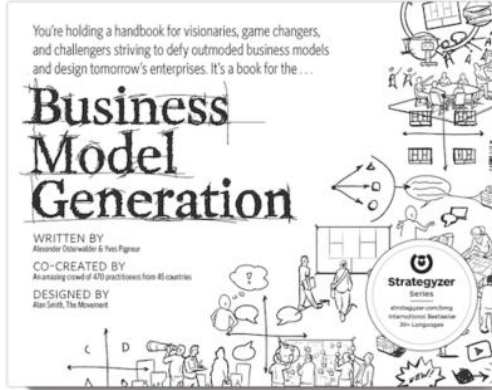ELECTRONICS

RIJKS MUSEUM

opendesk

PLOS

openstax™

SHAREABLE

an
unusual
invitation

dear everyone,
This is an open
invitation to
use, modify,
and enhance
this work...

Initial Framework

You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the . . .

Business Model Generation

WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY
Alan Smith, The Movement

Strategyzer
Series
strategyzer.com/bmg
International Bestseller
30+ Languages

Open Business Model Canvas | Designed for: | Designed by: | Date: | Vers:

Start With Why?(Simon Sinek) - Shared Outcome Sought (Heather Joseph)

Key Partners 🔗	Key Activities ☑	Value Proposition 🎁	Customer Relationships ❤	Customer Segments 👥
	Key Resources 🏭		Channels 🚚	

Cost Structure 🏷	CC License (CC)	Social Good 👐	Revenue Streams 💰

Open Business Model Canvas by Paul Stacey, Creative Commons Aug-2014 based on Business Model Canvas Poster designed by: Business Model Foundry AG CC BY-SA 3.0

Not Business As Usual

Not about maximizing profit and getting rich

Not about restricting access

Not about monetization of commodities

Not about extraction, consumption, selling to the highest bidder

Not solely about the bottom line

MADE WITH (CC) = *Business Unusual*
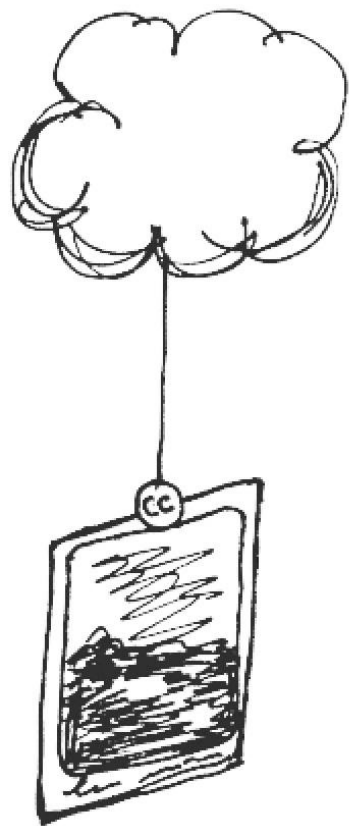
DRIVEN
SOCIAL
BY
GOOD

BUSINESS

2.0

AND THIS TIME IT'S

Personal

Human Connection
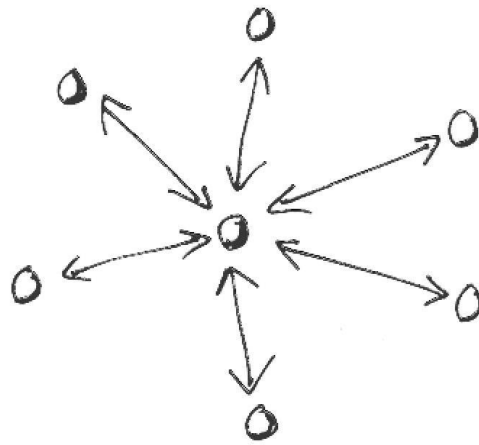
TRANSACTION INTERACTION

PERSONAL CONNECTION
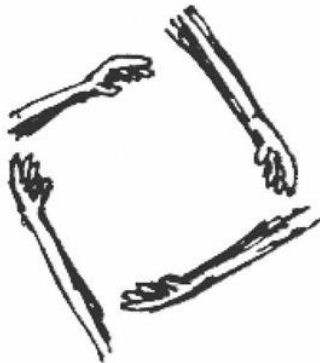
COLLABORATION

BUILDING A SENSE OF COMMUNITY

sustainability

cc + **Social Good + Human Connection + $**

Market Based

Value add custom service

Physical copy

In person

Merchandise

Sponsors (ads)

Charge content creators

Transaction fee

Licensing & trademark

Reciprocity Based

Donations

Memberships

Pay what you want

Crowdfunding (Kickstarter, Patreon, …)

Big Picture

STATE TAKEOVER OF THE COMMONS:
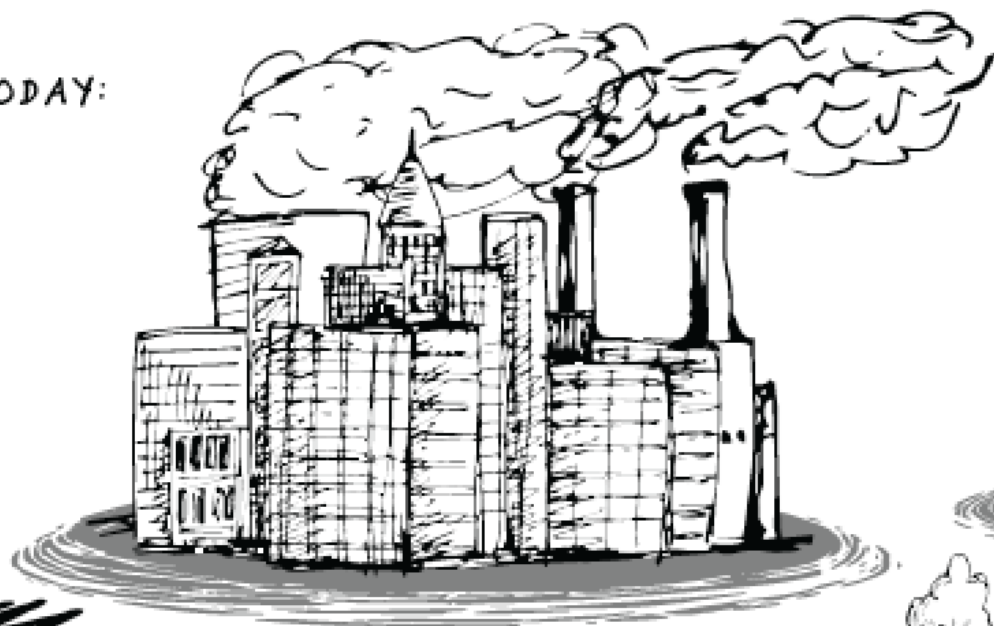
MARKET

COMMONS STATE

Commons

Enterprise

WIKIMEDIA
FOUNDATION

COMMONS

Market
Commons
Hybrid

Enterprise
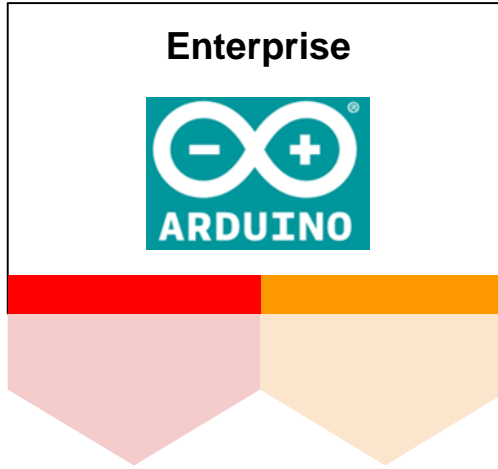
MARKET

COMMONS

Market
Commons
State
Hybrid

Enterprise

RIJKS MUSEUM

MARKET

COMMONS

STATE

Market State Commons

CHARACTERISTICS — Natural or produced, scarce or abundant, physical or digital

PEOPLE & PROCESSES — Who can access or use, who has authority, direct or indirect

NORMS & RULES — Informal (norms), formal (laws)

GOALS — Use outcome, additive or extractive use outcome measures
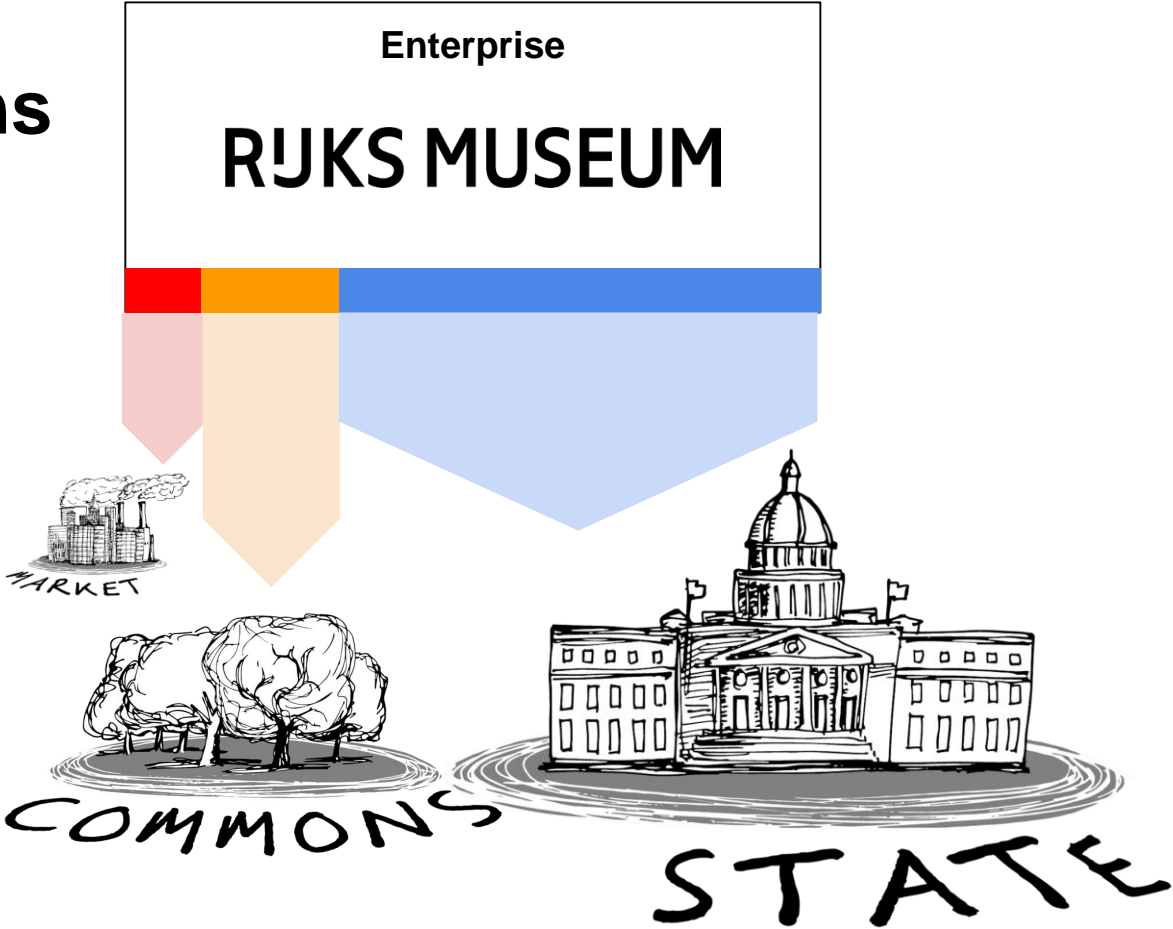
4 ASPECTS OF RESOURCE MANAGEMENT

Private Goods
- commodities
- make digital scarce

Indirect / Representational
- buyers
- sellers
- businesses
- anonymous

4 ASPECTS OF RESOURCE MANAGEMENT

CHARACTERISTICS
- NATURAL OR PRODUCED
- SCARCE OR ABUNDANT
- PHYSICAL OR DIGITAL

PEOPLE & PROCESSES
- WHO CAN ACCESS OR USE
- WHO HAS AUTHORITY
- DIRECT OR INDIRECT

NORMS & RULES
- INFORMAL (NORMS)
- FORMAL (LAWS)

GOALS
- USE OUTCOME
- ADDITIVE OR EXTRACTIVE
- USE OUTCOME MEASURES

Laws
- property
- transactional
- competition
- value based on $

Outcome Measures
- extraction
- consumption
- monetization
- sales
- revenue
- profit
- shareholder return
- growth

STATE
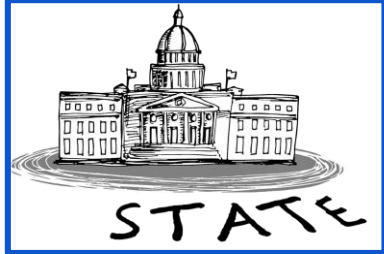
Public Goods

Physical
- Infrastructure - roads, sidewalks, telecommunication
- Facilities - schools, libraries, museums
- Natural - parks, forests, fish, waterways

Digital
- Research
- GLAM
- Education
- Data
- Software

Indirect / Representational
- government
- elected officials
- autocratic

Outcome Measures
- quality of life
- social
- economic
- individual
- community

Laws Regulations Policies

CHARACTERISTICS
- NATURAL OR PRODUCED
- SCARCE OR ABUNDANT
- PHYSICAL OR DIGITAL

PEOPLE & PROCESSES
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4 ASPECTS OF RESOURCE MANAGEMENT

NORMS & RULES
- INFORMAL (NORMS)
- FORMAL (LAWS)

GOALS
- USE OUTCOME
- ADDITIVE OR EXTRACTIVE USE
- USE OUTCOME MEASURES

Commons goods

Abundance Based ←→ **Scarcity Based**

Digital   Hybrid

- non-rivalrous
- non-excludable
- non-depletable
- replication = close to $0

Physical

- rivalrous
- excludable
- depletable
- replication cost

Direct Participation (major difference)

- community
- creators purpose/intent
- users who have an interest in resource use
- resource collaboration
- those impacted by use of resources

4 ASPECTS OF RESOURCE MANAGEMENT

CHARACTERISTICS — NATURAL OR PRODUCED / SCARCE OR ABUNDANT / PHYSICAL OR DIGITAL

PEOPLE & PROCESSES — WHO CAN ACCESS OR USE / WHO HAS AUTHORITY / DIRECT OR INDIRECT

NORMS & RULES — INFORMAL (NORMS) / FORMAL (LAWS)

GOALS — USE OUTCOME / ADDITIVE OR EXTRACTIVE / USE OUTCOME MEASURES

(cc) **creative commons**

- attribution
- share-alike
- non-commercial
- no derivatives

Metrics

- resources & views
- uploads & downloads
- remixes
- # people, size of community
- attributions, gratitude

Outcome Measures

- participation (creation & use)
- distributional equity
- economic efficiency
- costs & benefits - individual & community
- impact on system and Commons itself
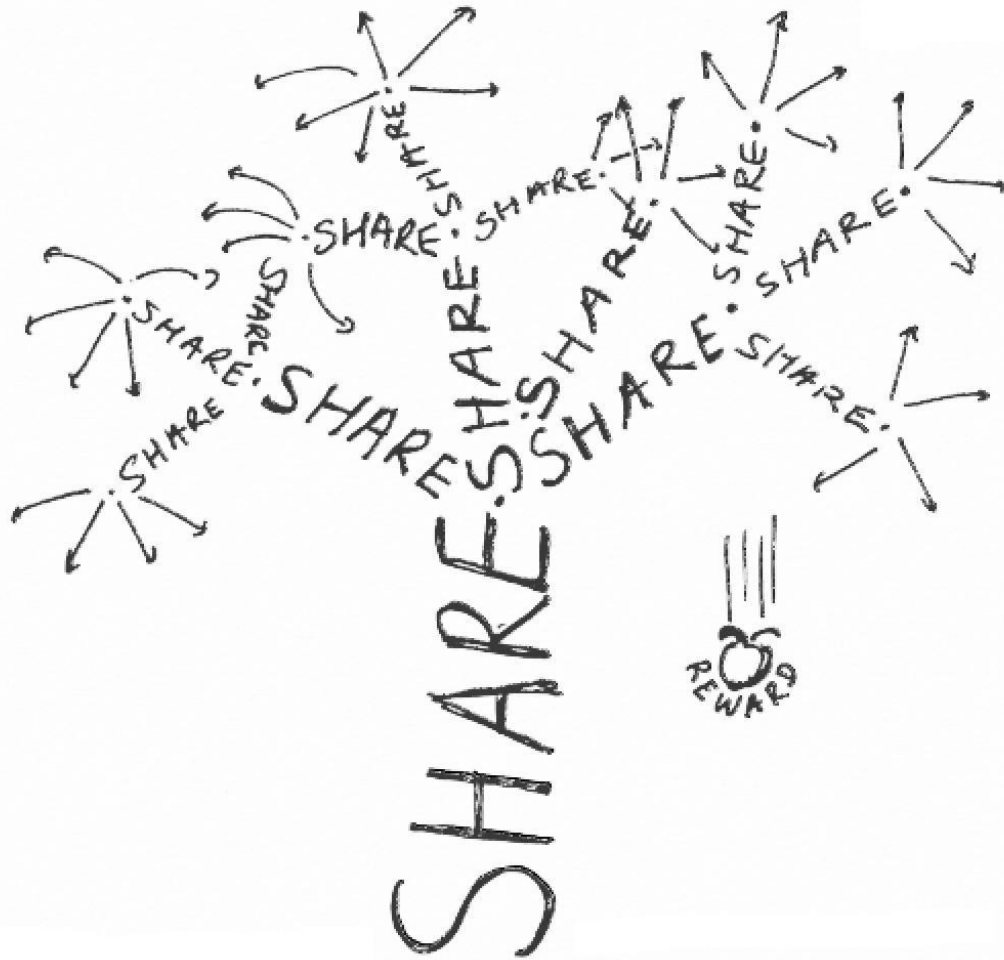
Commons Principles

- add value

- give more than you take

- transparency - about what using, what adding, what monetizing

- give attribution & gratitude

- develop trust - don't exploit

- defend the Commons

- declarations - CapeTown, + others

COMMONS

B E N E F I T S

Access
- discoverable
- accessible to all

Equity
- levels playing field
- eliminates haves, have nots

Efficiency
- rapid dissemination
- reduces sales & marketing
- no DRM (no managing access control)
- distributed rather than centralized
- economies to scale
- continuous improvement

Flexibility
- customizable

Participation
- direct
- create, use, and contribute
- network effect

Reach & Impact
- global distribution
- local making & use Innovation
- speeds distribution

Lower Cost
- free

Personalization
- not mass produced
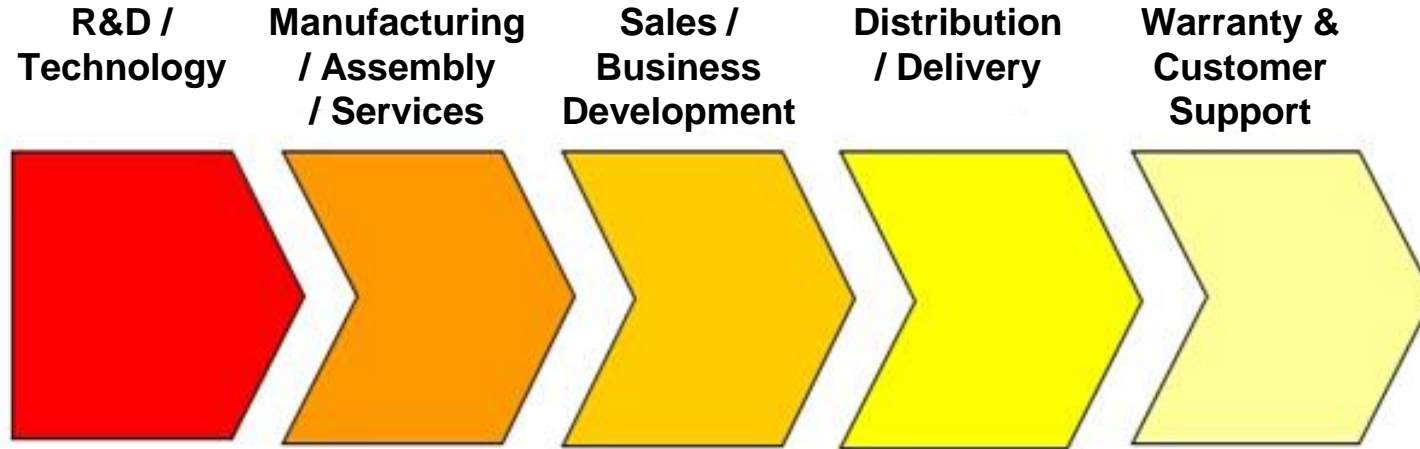- attribution & reputation
- social engagement

>ROI

COMMONS

SHIFT

From	To
• scarcity	• abundance
• exclusion	• inclusion - universal access
• impersonal	• personal
• extractive	• additive
• commodity exchange	• shared use and reuse
• consumption	• co-creation
• monetization	• value creation beyond $
• maximizing profit	• economic efficiency
• growth	• sustainability - impact on system

Openness Changes Business Operations

R&D / Technology	Manufacturing / Assembly / Services	Sales / Business Development	Distribution / Delivery	Warranty & Customer Support

Key Business Activities & Cost Centres

Closed R&D

Research ——————————→ Development ——————→

Research projects

Boundary of the firm

The Market

Open R&D

Research ⟶   Development ⟶

New Market

Boundary of the firm

Research projects

Current Market
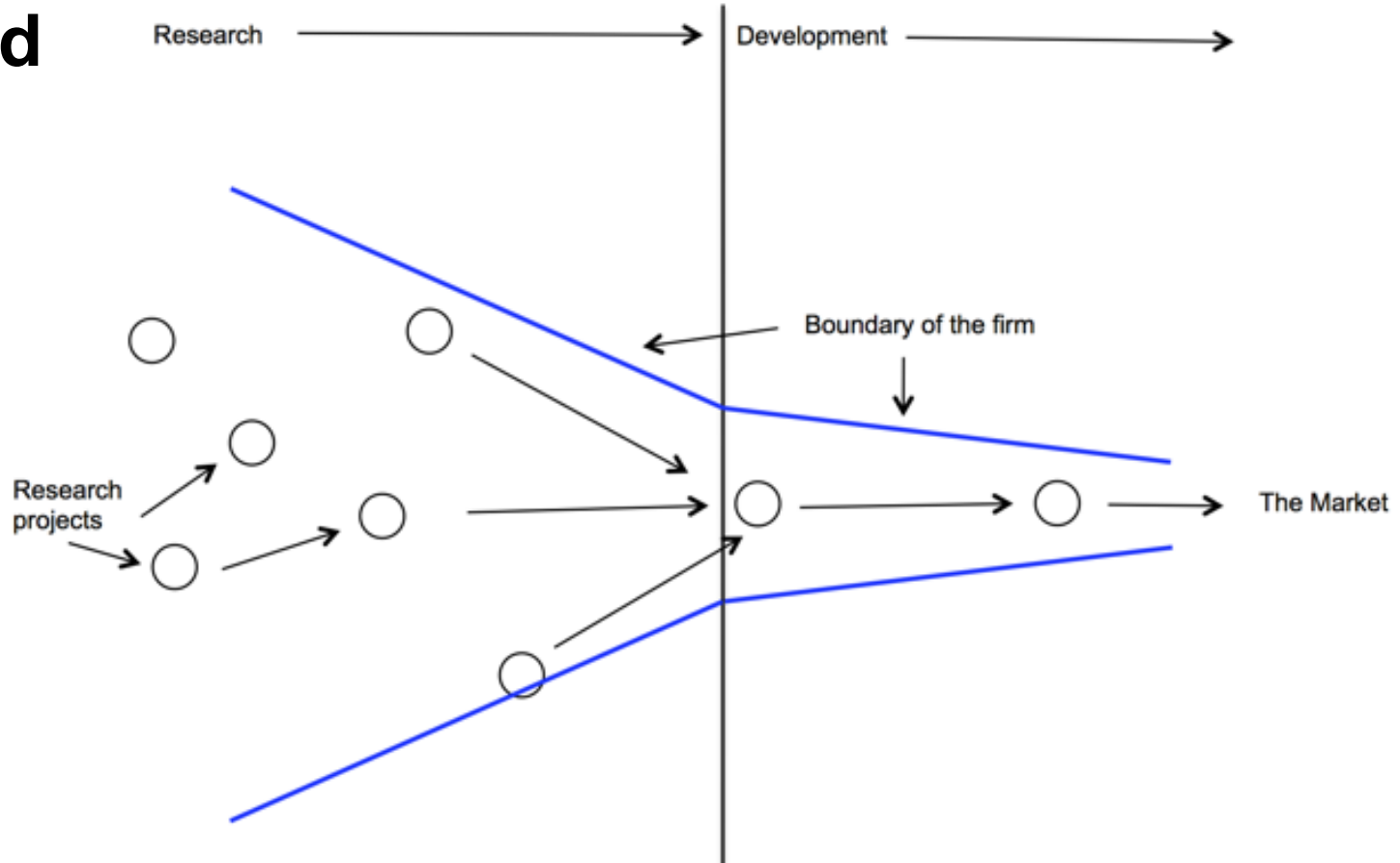
Adapted from: Henry Chesbrough, Open Innovation
http://www.openinnovation.eu/open-innovation/
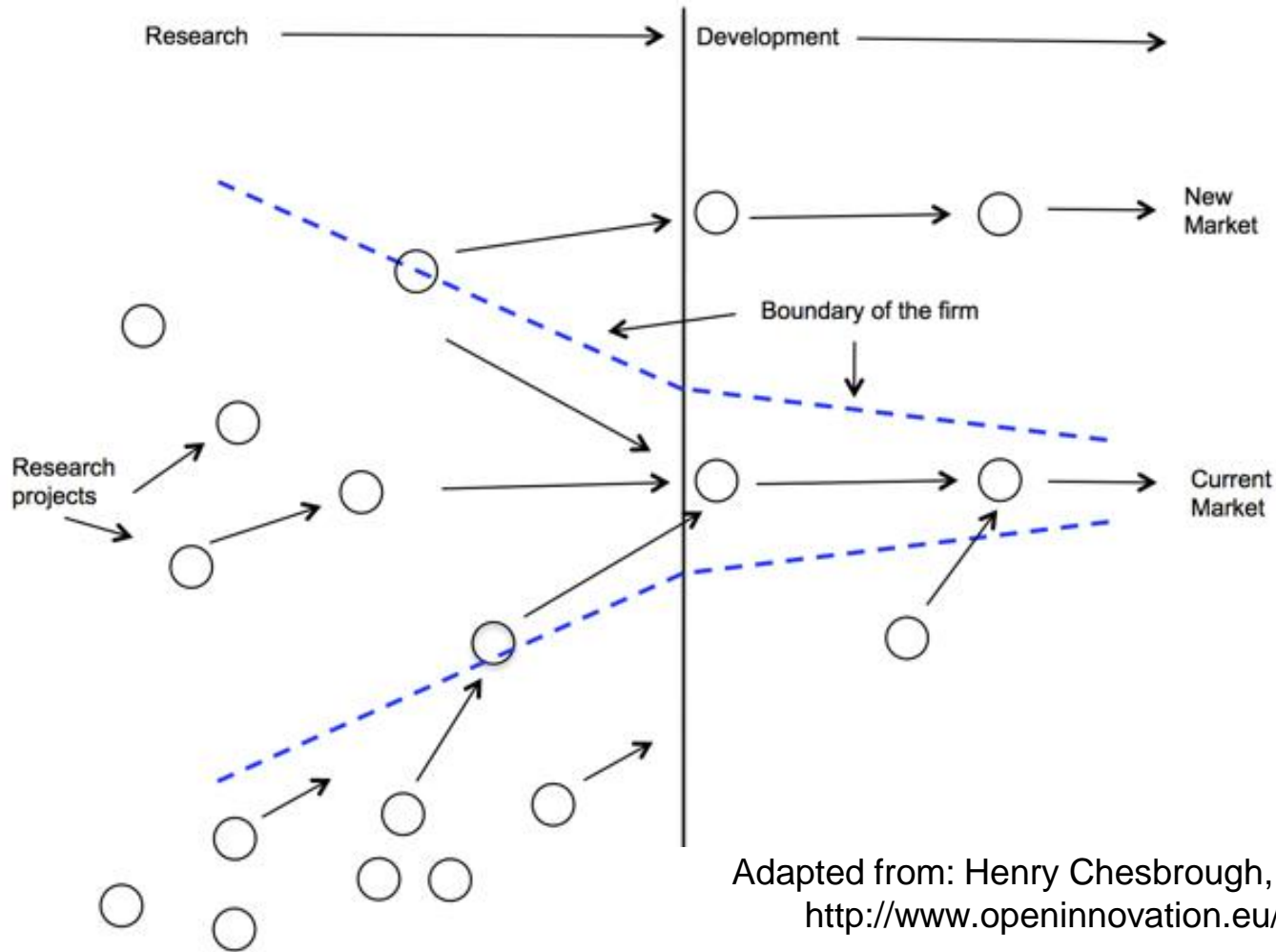
Open Sales

KICKSTARTER

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https://www.kickstarter.com/projects/creativecommons/made-with-creative-commons-a-book-on-open-business

1,687 backers. Thank you backers!

Open Sales & Distribution

Help us build a vibrant, collaborative global commons

Donate Now

Creative Commons > Made with Creative Commons

Made with Creative Commons

CONNECT WITH CREATIVE COMMONS

Your email

Sign up to Our Newsletter

A guide to sharing your knowledge and creativity with the world, and sustaining your operation while you do.

by Paul Stacey and Sarah Hinchliff
Pearson
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Purchase a print copy from **Amazon**.

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Download a free MOBI of the book.
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Special thanks to Mario Lurig and Eric Hellman for donating their time to create the .epub and .mobi versions of this book. Eric is also making a downloadable ebook version of *Made With Creative Commons* available on his Unglue.it web site here.

For press and other inquiries, please contact madewithcc@creativecommons.org.

https://creativecommons.org/made-with-cc/

Open Distribution

Furniture designed for inspiring workplaces
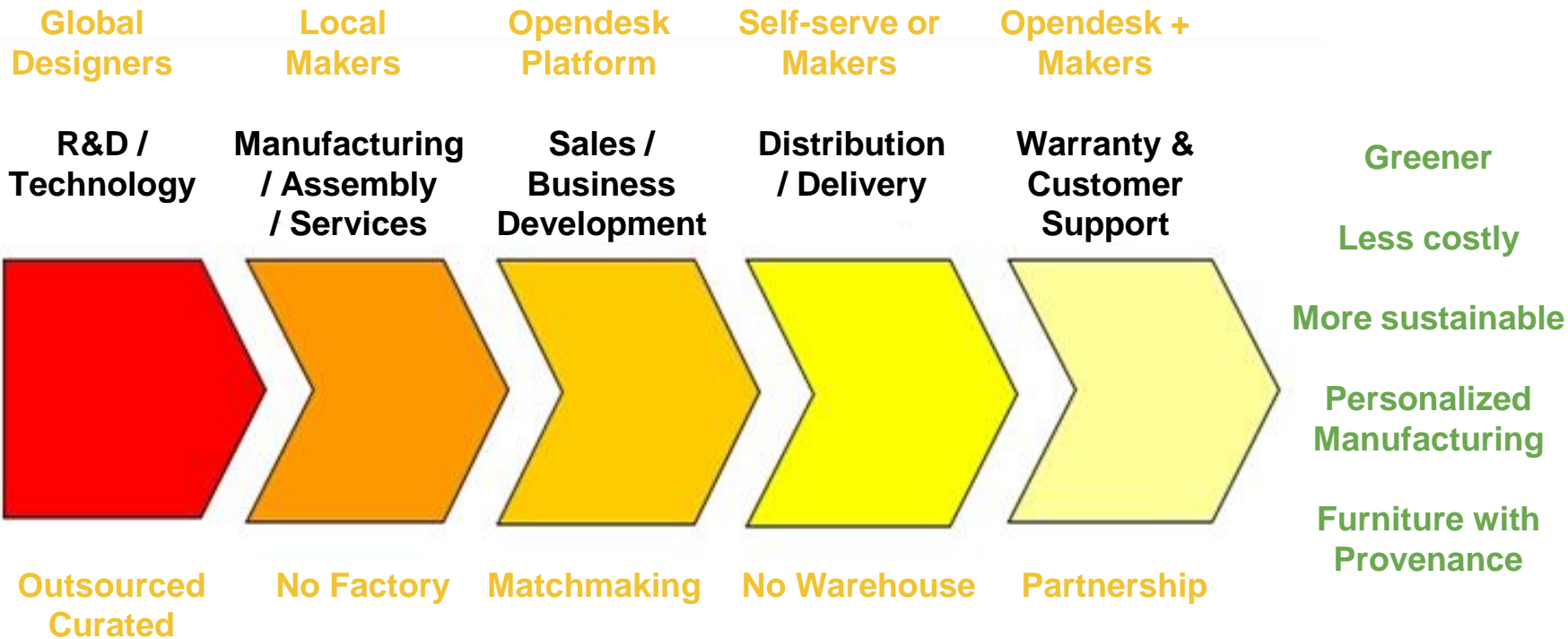
https://www.opendesk.cc/

opendesk

Global Designers	Local Makers	Opendesk Platform	Self-serve or Makers	Opendesk + Makers
R&D / Technology	**Manufacturing / Assembly / Services**	**Sales / Business Development**	**Distribution / Delivery**	**Warranty & Customer Support**
Outsourced Curated	No Factory	Matchmaking	No Warehouse	Partnership

Greener

Less costly

More sustainable

Personalized Manufacturing

Furniture with Provenance

From This

MARKET

COMMONS

STATE

To This

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Slides: http://www.slideshare.net/Paul_Stacey