



GUIDELINES ON CREATIVE COMMONS

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Acronyms

BY	Attribution
CC	Creative Commons
EU	European Union
IP	Intellectual Property
NC	Non Commercial
ND	No Derivatives
R&D	Research and Development
SA	Share Alike
TTO	Technology Transfer Office
UCL	University College London

1. Introduction

Creative Commons (CC) licences are legal tools that allow authors and creators to share their creations/works while specifying how their works can be used by the public under copyright law. This tool enables creators to make their outputs openly accessible while retaining authorship and clearly defining the terms of reuse. Using a straightforward system of well-recognised symbols, creators can set conditions in advance, ensuring that others can easily understand and comply with them.

At the same time, CC must be understood as a regulatory system, in which each license sets out particular conditions - such as requiring attribution, excluding commercial uses, or prohibiting derivative works, that can be combined according to the creator's needs and preferences.

As a non-profit organisation, CC aims to simplify licensing and access to a wide range of content, including academic publications, open educational resources, images, audio-visual materials and datasets. Its framework has been adapted to legal systems worldwide, ensuring its applicability on an international scale.

CC offers creators a practical and adaptable tool that allows them to protect their work while still enabling the sharing and reuse of knowledge and culture for the benefit of society. When applied thoughtfully, CC licensing can ultimately serve as a foundation for innovative business models that balance openness with revenue generation.

2. Understanding Creative Commons: Preliminary Considerations and Main Features

2.1. Key considerations Before Licensing

When assessing the use of a CC licence, it is vital to grasp both the legal implications and the long-term consequences of such a choice. Although CC licences are designed to be accessible and flexible, their legal effects must be carefully assessed to ensure compliance with copyright law and institutional policies.

2.1.1. Copyright and the Legal Foundation of Creative Commons Licences

A fundamental preliminary step is to confirm that you hold the necessary rights or have explicit authorisation from the rights holder to apply for the licence. This aspect is often overlooked, with many creators mistakenly assuming ownership of the rights when they may not actually hold them. Only the individual or entity that holds, or has been formally authorised to exercise, the relevant rights can validly grant a CC licence. Failure to do so may invalidate the licence or expose the organisation to legal disputes.

Particular attention should be given to the following situations:

- **Employee-created works:** In many jurisdictions, copyright in works produced by employees during the course of their employment automatically belongs to the employer. However, it is

important to review employment contracts and internal policies to ensure that this ownership is explicitly stated and unambiguous.

- **Collaborative or joint works:** When a work has multiple contributors, all co-authors must agree to the application of a CC licence. Written consent should be obtained from each contributor to avoid later conflicts over authorship or licensing rights.
- **Use of third-party materials:** If your work incorporates third-party content (e.g., images, texts, or datasets), you must ensure that the material is either:
 - in the **public domain**,
 - covered by a **compatible open licence**, or
 - used under **specific written permission** from the copyright holder.

Confirming these elements in advance is a prerequisite for applying a valid CC licence and for safeguarding your organisation against potential infringement claims or ownership disputes.

It should also be noted that faithful reproductions of works already in the public domain cannot themselves be subject to a CC licence. If the material includes elements from public domain works, those elements will remain in the public domain and retain their original legal status.

Practical Considerations

Confirming rights and authorisation

- Is the individual or institution applying the licence the actual rights holder, or formally authorised by them? In the latter case, has it been properly verified what the authorisation covers, and whether it permits the granting of this type of CC licence?

Employment context

- If you are an employer: Was the work created by an employee as part of their professional duties, and does ownership therefore belong to the institution?
- If you are an employee: Was the work produced within the scope of your employment, meaning that the employer may hold the rights rather than you?

Collaborative works

- In the case of jointly authored or co-created works, has permission been secured from all contributors or rights holders?

Third-party content

Have you reviewed all incorporated material to ensure it is either:

- in the public domain,
- under a compatible licence, or
- accompanied by the necessary permissions?

2.1.2. Limitations: Rights Not Covered by Creative Commons Licences

CC licences are designed to regulate rights of authorship and certain related rights, such as database rights in jurisdictions where they apply. Different types of works—such as academic articles, books, musical compositions, paintings, and other creative outputs—are protected under intellectual property law and can therefore be licensed under CC. However, their scope is limited: they do not cover other

legal protections that may affect a work. Specifically, CC licences do not apply to trademarks, patents, or image rights or/and publicity rights.

In addition, they do not shield creators or users from liability arising from defamation, moral rights, or other potential legal claims linked to the use of the work. For this reason, it is advisable that authors and rightful holders, where relevant, provide supplementary documentation or disclaimers to clarify the limits of the licence and the degree of protection intended for their work.

Practical Considerations

Before applying a CC licence, it is important to ask:

Scope of rights

- Can the subject matter of the licence be protected under copyright law or the sui generis data protection system?
- Are there other rights (e.g., trademarks, patents) that remain outside its scope?

If YES → The work is not fully suitable for a CC licence unless those rights are separately cleared or addressed (e.g., adding disclaimers).

If NO → The work is susceptible to CC licensing, as it only involves rights of authorship or database rights, which CC licences are designed to cover.

Potential liabilities

Does the work risk defamation, moral rights infringements, or other legal disputes?

If YES →

- Review the content carefully to identify potential issues.
- Consider removing or modifying problematic sections
- Add disclaimers clarifying the limits of liability.
- Seek legal advice if the risks are significant

If NO → The work is more straightforward to licence under CC, but the rights holder should still remain attentive to possible claims that may arise after distribution.

Complementary measures

Include appropriate disclaimers. In addition to applying a CC licence, authors are encouraged to include disclaimers or supplementary documentation to clarify what falls outside the scope of the licence. Examples include:

- Disclaimers of liability limiting responsibility for how the material is reused or interpreted by others.
- Notices advising that professional or expert guidance should be sought before relying on the material (as seen in open educational platforms such as [PlayGround Ideas](https://playgroundideas.org))¹

These complementary measures help ensure that both creators and users understand the boundaries of permitted use and reduce the likelihood of disputes or misunderstandings related to the application of CC licences.

¹ See <https://playgroundideas.org/liability-disclaimer-and-creative-commons-license-wording/>

Examples of Liabilities Disclaimer

General Legal & Liability Disclaimer

This LIABILITY DISCLAIMER and CREATIVE COMMONS LICENSE WORDING is offered for support, guidance and advice only. It does not constitute legal, professional, or expert advice, and should not be relied upon as such. Independent professional advice should be sought before applying or adapting this wording for any specific purpose.

*Furthermore, **(Entity Name)** makes no representation or warranty that this Liability Disclaimer and Creative Commons License Wording complies with any legal, regulatory, or safety standards applicable in your jurisdiction. Each project or implementation based on this wording should be individually reviewed to ensure compliance with all relevant national laws and safety requirements.*

*To the maximum extent permitted by law, in no event will **(Entity Name)** shall not be liable for any loss or damage, whether direct, indirect, incidental, consequential, or otherwise, including, without limitation, loss of profits, revenue, business opportunity, or goodwill, arising out of or in connection with any reliance placed on this Liability Disclaimer and Creative Commons License Wording or any failure to comply with national safety standards in the applicable country, whether arising in contract, tort (including negligence), strict liability, or otherwise.*

Open Source / Voluntary Contribution Disclaimer

*No consequential damages can be sought against **(Entity Name)**, as it is a voluntary association of individuals developed freely to create various open source online educational, cultural and informational resources. This information is being given to you gratuitously and there is no agreement or understanding between you and **(Entity Name)** regarding your use or modification of this information beyond the **Creative commons (Specify which one)**; neither is anyone at **(Entity Name)** responsible should someone change, edit, modify or remove any information that you may post on **(Entity Name)** or any of its associated projects.*

Disclaimer Regarding Images of Individuals

This material may include images, videos, or other representations of identifiable individuals. The inclusion of such content does not imply that the depicted persons have consented to the reuse, distribution, or adaptation of their likeness beyond what is permitted by applicable law.

*Users are responsible for **verifying whether the use of such images is legally permitted** in their jurisdiction and for obtaining any additional permissions, clearances, or releases that may be required prior to reuse.*

***(Entity Name)** makes no representation or warranty that the use of any image of an identifiable person contained in this material is authorised for reuse under the applicable Creative Commons licence or any other licence.*

2.2. Features of Creative Commons licences

Once it has been determined that the material is eligible for licensing, the following characteristics should be considered to ensure its proper and effective application:

2.3. Irrevocability and Non-Exclusivity

A key characteristic of CC licences is their irrevocable nature. Once a licence is granted, the permissions it confers are permanent and cannot be withdrawn. This guarantees that anyone who has

accessed or used a work under a CC licence retains those rights indefinitely, even if the creator later decides to stop sharing the work or to apply more restrictive terms.

Importantly, while CC licences are irrevocable, this does not limit the creator's flexibility. The author remains free to release the same work under different licence terms in the future or to stop distributing it altogether. The key point is that any copies already shared under the original CC licence will continue to benefit from those terms. In practice, this means that the creator retains control over how their work is shared going forward, while users can confidently rely on the rights they have already been granted.

Practical Considerations

Clarity of permissions granted → The rights holder should ensure that the licence chosen is appropriate, as once granted they cannot be revoked for existing users.

Awareness of permanence → It should be understood that any users who accessed the work under the original licence will retain those rights indefinitely.

Acceptance of long-term openness → Even if the rights holder later discontinues distribution or applies a different licence, the rights previously conferred will remain valid.

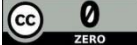

Flexibility for future versions → The rights holder may release new editions or formats under different terms, but such changes cannot retroactively alter existing permissions.






2.3.1. Types of Creative Commons Licences

CC licences empower authors and rights holders to determine the level of openness they wish to grant to their works. Rather than the traditional “all rights reserved,” these licenses operate under the principle of “some rights reserved.” The system is designed to be simple and accessible to all users, using a set of universally recognized symbols that clearly indicate the specific conditions under which a work may be used. In this sense, the symbols are the following:



Users can create the licence that best suits their needs by combining these symbols.

	<p>CC0 indicates that the author has provided the widest array of usage rights with no limits and restrictions related to attribution, usage in derivative works or for making use of the work for commercial purposes.</p>	<p>EUROPEAN – European Website provides free public access with no limitations to over 50 million items such as artworks, books, music, videos on art, newspaper, archaeology, science, sport and other such European data. Data on Europeana's website is shared with CC Zero Licences, thus dedicating all their data to the public domain.</p>
	<p>Attribution (BY) or CC BY license allows others to use the work as long as they give proper credit to the original creator. Under this license, users are permitted to share (copy and distribute the material) and adapt (remix, transform, and build</p>	<p>This kind of licence has been adopted by the Swedish Museum, Historiska Museet, for some of their scanned catalogues.</p>

	upon the material), even for commercial purposes.	
	Non-Commercial, "NC" or CC BY-NC indicates that others may copy, distribute, display, perform, or remix the work, but only for non-commercial purposes. Proper credit to the author must be given. This license allows users to copy and redistribute the material, as well as adapt it (remix, modify, or build upon the original work), provided that the use is not for commercial gain.	An interesting example of the use of this license is that of musician Jonathan Coulton , who released his music under it. This approach allowed him to reach a wider audience and significantly increase his online visibility and recognition.
	CC BY-ND represents the Creative Commons No Derivative Works license, which allows others to copy, distribute, display the work, even for commercial purposes, as long as it is not modified or adapted in any way. Proper credit must be given to the author. This license permits sharing (that is, copying and redistributing) the material, including for commercial use, provided that no derivatives or altered versions of the original work are distributed.	Behance is a good example of the use of a CC BY-ND licence. It is an online platform and community for designers and other creative professionals. Companies and organisations frequently use it to identify and find talent. Users can choose these types of licence when uploading their work to the platform, where they can also control who has access to their content.
	CC BY-SA means that people are free to share (that is, copy and redistribute) and adapt (remix, transform, and build upon) the material, even for commercial purposes, as long as any derivative works are distributed under the same CC BY-SA license.	E.G: This type of licence is the one usually used by Wikipedia . On the other hand, most UNESCO resources are licensed under the Creative Commons Attribution-ShareAlike licence. This licence requires that UNESCO is clearly credited as the owner of the original work and that derivative works may only be distributed under an identical licence to that governing the original work.
	CC BY-NC-SA allows others to copy and redistribute the work, as well as adapt it (remix, transform, or build upon it), provided that the author is properly credited, the material is not used for commercial purposes, and the same license (CC BY-NC-SA) is applied to any derivative works created. In other words, any adaptations must be shared under identical terms.	Flickr hosts millions of images shared under different CC licences by museums, libraries, and archives. For example, you can find images with CC BY-NC-SA licences, among others, and it is up to users to decide which one to choose.
	CC BY-NC-ND is the most restrictive of all CC licenses. It allows others to copy and redistribute the work as long as proper credit is given to the author, but it does not permit any modifications, adaptations, or commercial use of the material. In other words, no derivative works of the original may be distributed under this license.	This kind of licence has been adopted by the Nordiska Museet for some of their scanned catalogues. For example, you can find here an example of a photograph under the present licence. The same applies to the Brooklyn Museum, which clearly states this in its terms and conditions .

2.3.2. Strategic and Institutional Alignment

The decision to licence a work under CC should be guided by its compatibility with the creator's broader goals. For some, the ethos of openness and collaboration that underpins CC licences aligns with a commitment to disseminating knowledge and fostering innovation. For others, traditional copyright protections may offer a preferable framework, particularly where control over derivative works or the potential for commercial exploitation is a priority.

Careful consideration of these factors ensures that the choice of licensing mechanism is consistent with the rights holder's objectives and that it appropriately balances the interests of openness with the need for control and protection of intellectual property.

Practical Considerations

Alignment with Goals

- If openness and collaboration align with the creator's mission → a CC licence may be the most suitable choice.
- If maintaining strict control over use is essential → traditional legal protections may be more appropriate.

Balance of Interests

- If the priority is to maximise dissemination → adopt a licence that permits broad reuse (e.g., CC BY).
- If the priority is to limit risk or maintain exclusivity → select a more restrictive licence that meets your needs and objectives.

Type of Use Desired

- If derivative works are welcome → apply licences that allow remixing or adaptation (e.g., CC BY-SA).
- If the work must remain intact → select a "NoDerivatives" licence (e.g., CC BY-ND).
- If commercial reuse is acceptable → choose a licence that permits it.
- If the work should only circulate in non-commercial contexts → apply an NC licence variant.

Consistency with Broader Strategy

- If the licence supports the creator's personal, institutional, or business objectives → proceed with CC licensing.
- If the licence conflicts with strategic goals → reconsider or adjust the chosen terms.

3. Licence Visual Overview

This section presents a series of key questions to consider when applying a CC license to a work. The purpose of these questions is to help readers determine which license best suits their specific situation, always considering the scope and implications of each option.

Most open

Commercial Remix Share



The widest array of usage rights with no limits and restrictions related to attribution, usage in derivative works or for making use of the work for commercial purposes.



Under this license, users are permitted to share (copy and distribute the material) and adapt (remix, transform, and build upon the material), even for commercial purposes.



This license means that users are free to share (that is, copy and redistribute) and adapt (remix, transform, and build upon) the material, even for commercial purposes, as long as any derivative works are distributed under the same CC BY-SA license.

Remix Share



This license permits sharing (that is, copying and redistributing) the material, including for commercial use, provided that no derivatives or altered versions of the original work are distributed. Proper credit must be given to the author.



This license allows users to copy and redistribute the material, as well as adapt it (remix, modify, or build upon the original work), provided that the use is not for commercial gain.

Share



This license allows others to copy and redistribute the work, as well as adapt it (remix, transform, or build upon it), provided that the author is properly credited, the material is not used for commercial purposes, and the same license (CC BY-NC-SA) is applied to any derivative works created.



This license is the most restrictive of all Creative Commons licenses. It allows others to copy and redistribute the work as long as proper credit is given to the author, but it does not permit any modifications, adaptations, or commercial use of the material.

Least open

To make the most of this guide, go through each question carefully. Once you have selected the license that fits your needs, you will find below a visual summary that illustrates the different types of licenses and clarifies the rights you are granting to third parties.

The aim of the following chart is to offer clarity. It distinguishes between situations where a use is permitted, not required or prohibited.

Not all elements of a CC licence are absolute permissions or prohibitions — in some cases, certain conditions simply do not apply (for instance, attribution under CC0 is optional, not forbidden).

It should be noted that CC licences merely reflect the type of licence that users wish to apply according to their needs.

License	Attribution	Reuse	ShareAlike	Commercial	Derivatives
CC0					
CC BY					
CC BY-SA					
CC BY-ND					
CC BY-NC					
CC BY-NC-SA					
CC BY-NC-ND					

- Permitted / Required** The use is **allowed** or the condition is **mandatory** under this licence (e.g., attribution under CC BY).
- Not required / Optional** The condition **does not apply** to this licence, but users may still choose to comply voluntarily (e.g., attribution under CC0).
- Not permitted / Prohibited** The use is **restricted or disallowed** by the licence (e.g., modifications under CC BY-ND, or commercial use under CC BY-NC).

4. Integrating Creative Commons Licences into Business and Economic Opportunities

4.1. Key Exploring the Economic and Strategic Potential of Creative Commons Licenses

This section is intended to assist stakeholders in exploring various options and uses of CC licenses in a cost-effective manner. While these licenses enable the use and sharing of works, they also offer different possibilities that can be strategically applied as effective tools for generating financial support.

Moreover, CC licenses can be adapted to diverse scenarios, serving not only as a means of facilitating access to information but also as a potential component of sustainable business models. By considering specific circumstances, institutions, creators, and Technology Transfer Offices (TTOs) can integrate these licenses into innovative, scalable, and financially viable approaches.

This is because CC licences offer creators and businesses the flexibility to protect their intellectual property while fostering collaboration and growth. The main ways in which CC licences can enhance

business strategies are outlined below, as well as some case studies in order to illustrate each of these situations:

i. **Brand Building**

Allowing products to be distributed freely under a CC licence can significantly enhance a business's visibility and market reach. This openness enables wider dissemination to diverse audiences, thereby reinforcing brand recognition and establishing a strong, credible presence in competitive markets.

Examples of Liabilities Disclaimer

Dive Into Python²

Background

Mark Pilgrim, a software developer and author, pioneered open publishing in technical education. Frustrated by the lack of accessible Python documentation, he made *Dive Into Python* (2000) and later *Dive Into Python 3* (2009) available online for free, initially under the GNU Free Documentation License and later under Creative Commons licences. His goal was to promote free culture and ensure that “free software has free documentation.

Implementation

Pilgrim adopted the **Creative Commons Attribution (CC BY)** and **Attribution–ShareAlike (CC BY-SA)** licences for his works. These licences allowed free redistribution, translation, and adaptation, provided attribution was maintained and derivative works were shared under the same terms. The open approach enabled publishers to produce print editions while maintaining the free online versions, demonstrating compatibility between openness and commercial success.

Outcomes

- *Dive Into Python* was translated into multiple languages and integrated into numerous software packages, dramatically expanding its global reach.
- The open release generated significant brand visibility, helping Pilgrim secure publishing deals and a stronger professional reputation
- Royalties from print editions exceeded \$10,000, proving that open distribution could coexist with traditional revenue models.
- The freely accessible versions fostered a vibrant community that contributed feedback, ensuring continuous improvement of the work.

Key Considerations and Lessons Learned

- Openness builds credibility: Freely licensed content can strengthen an author's reputation and professional opportunities.
- Balance between freedom and control: Open licences grant users significant creative autonomy, but they also require authors to relinquish a certain level of control over how their work is used or adapted. This freedom means that others may use or modify a creator's work in ways that the original author might not anticipate or even approve of. It is therefore essential to understand the specific industry and cultural context in which the work operates. In the software development field, where collaboration and open exchange are deeply embedded values, adopting an open licence aligns naturally with community expectations and innovation practices. However, this mindset does not necessarily extend to all sectors, such as media, or design, where intellectual property control and exclusivity often remain central.

² https://wiki.creativecommons.org/wiki/Case_Studies/Mark_Pilgrim

- Collaboration with publishers: Implementing open licensing within traditional publishing frameworks can present significant challenges. Many publishers remain cautious or resistant to models that allow free public access to content, perceiving them as threats to established revenue streams. Pilgrim’s experience illustrates that negotiating such arrangements requires strategic preparation and a willingness to confront industry barriers.
- Free culture as strategy: Transparency and accessibility can enhance brand recognition and long-term sustainability, even without direct profit motives.

ii. Fan Engagement and Community Building

Enabling audiences to remix, share, or interact with CC-licensed works deepens engagement and fosters a loyal community. Businesses can monetize these relationships through premium services or products, such as exclusive merchandise, paid subscriptions, or bespoke experiences. For example, creators might offer additional high-quality content or insider access to engaged fans.

Example of Fan Engagement and Community Building

Nine Inch Nails’ Ghosts I-IV³

Background

In March 2008, the American industrial rock band Nine Inch Nails (NIN) broke away from traditional music industry practices by independently releasing their album Ghosts I-IV under a Attribution-NonCommercial-ShareAlike (BY-NC-SA) licence. This marked a significant shift, allowing fans to freely share and remix the music while maintaining certain usage restrictions.

Implementation

The release strategy was multi-faceted, combining digital freedom with premium physical offerings:

- *Free and paid digital distribution: The thirty-six track album was split into four parts. The first nine tracks were made available for free download, while the entire album could be purchased for \$US5. In addition, it was available in a variety of pressings and packages, with prices to suit all budgets.*
- *Premium physical editions: Several physical packages were offered at various price points, including a \$300 ‘ultra-deluxe limited edition’ vinyl edition, which quickly sold out, generating \$1.6 million in revenue in a short time, according to Wikipedia.*
- *Fan engagement: NIN turned the album into a multimedia experience by launching the Ghosts Film Festival on YouTube. Fans were invited to create and share their own films and sound performances, fostering a community-driven creative ecosystem.*
- *License usage: The album was released under a CC BY-NC-SA licence, which allows users to:*
 - **Attribution (BY):** Users are permitted to share and adapt the music on the condition that they provide appropriate credit to the original creators. This requirement ensures proper acknowledgment of the intellectual property holders, maintaining the integrity and visibility of the authorship.
 - **NonCommercial (NC):** The licence restricts usage for commercial purposes, thereby prohibiting the exploitation of the work for monetary gain without explicit

³ https://wiki.creativecommons.org/wiki/Case_Studies/Nine_Inch_Nails_Ghosts_I-IV

authorization. This provision allows the rights holders, in this case, Nine Inch Nails, to retain control over potential commercial monetization and related revenue streams.

- **ShareAlike (SA):** Any derivative works or adaptations must be distributed under the same or a compatible licence. This clause promotes a collaborative and open creative environment, ensuring that subsequent adaptations maintain the same licensing terms, thereby preserving the spirit of shared cultural production and accessibility.

Outcomes

- *Revenue generation: The tiered pricing model, particularly the high-end limited edition, demonstrated how free content can drive substantial revenue when paired with exclusive offerings.*
- *Community building: By encouraging fan remixes and film submissions, NIN cultivated a loyal and engaged fanbase, increasing long-term value.*
- *Market visibility: The innovative release strategy and use of CC licensing attracted widespread media attention, enhancing the band's profile and setting a precedent for other artists.*

Key Considerations and Lessons Learned

This case is a clear example of engagement by creating a need on the part of users who can access the product and enjoy its content, while at the same time carrying out actions that generate active participation on their part. The following conclusions can be drawn from this case:

- *Balancing free and paid content: Offering free digital downloads can significantly expand reach and foster fan engagement. Premium, limited-edition products can then capitalize on this expanded audience, driving revenue.*
- *Community engagement drives growth: Inviting fans to contribute their own creative interpretations builds a sense of ownership and loyalty, transforming passive listeners into active participants.*
- *Maintaining control through licensing: Using a CC licence with non-commercial and share-alike clauses ensures that while fans can freely share and adapt the work, commercial exploitation remains under the creator's control.*
- *Innovative marketing strategies: NIN's approach demonstrated that by embracing openness and transparency, artists can disrupt traditional business models and create new pathways for success.*
- *Key takeaways for implementing CC licences:*
 - **Strategic use of licensing:** CC licences can protect intellectual property while promoting wide dissemination and fan engagement.
 - **Monetization opportunities:** Free content can drive demand for premium products, creating sustainable revenue streams.
 - **Community building:** Engaging audiences through open licensing fosters loyalty and long-term brand growth.

This case exemplifies how CC licences can be leveraged to balance openness with profitability, providing valuable lessons for artists and businesses seeking innovative ways to distribute and monetize their work.

Example of Fan Engagement and Community Building

Warbreaker⁴

Background

Brandon Sanderson, a highly successful American fantasy author, is well known for his innovative approaches to storytelling and audience engagement. One of his most remarkable experiments involved the publication of *Warbreaker*, a novel he decided to release freely online under a **Creative Commons Attribution-NonCommercial-NoDerivative Works 3.0 United States License**. This type of license allowed readers to share and read the book freely, as long as they did not modify it or profit from its distribution.

Sanderson had previously cultivated a strong relationship with his readership by sharing early drafts and chapters of his works online. *Warbreaker* became a clear example of how open-access licensing can coexist with commercial success in the literary world.

Implementation

Sanderson made *Warbreaker* available for free on his official website, releasing the book chapter by chapter. The CC license established clear rules:

- *Readers could freely share the chapter for NonCommercial purposes, without altering the text.*
- *They could print copies for personal use, but not for profit.*
- *Derivative works, such as altered versions or additions, were prohibited.*
- *Fan art and fanfiction were allowed, as long as they were not attached to the original text and clearly stated as unofficial.*
- *Readers who offered feedback or suggestions on the author's forums waived any rights to compensation for their contributions.*

Through these terms, Sanderson balanced openness with the protection of his intellectual property, encouraging community participation while maintaining creative control.

Outcomes

The release of *Warbreaker* under a CC license proved to be a significant success. Far from hurting book sales, this approach increased reader engagement and expanded Sanderson's fanbase. The availability of free chapters generated anticipation and goodwill, leading many readers to purchase the final print edition.

Critics and readers alike received the novel positively, praising both the story and the author's openness. The experiment demonstrated that free digital access, when managed strategically, can complement rather than compete with traditional publishing.

Key Considerations and Lessons Learned

Sanderson's *Warbreaker* project highlights several key lessons for creators and publishers:

- **Transparency builds trust:** Allowing readers access to the creative process fosters loyalty and engagement.
- **Open licensing can coexist with commercial success:** Sharing content freely does not necessarily undermine profitability; instead, it can strengthen an author's reputation and visibility.
- **Clear boundaries protect creative integrity:** By defining what fans can and cannot do, the author encouraged participation while preventing misuse of the work.
- **Community interaction adds value:** Reader feedback and fan activities contributed to a sense of shared creativity and enthusiasm around the book.

⁴ <https://www.brandonsanderson.com/blogs/blog/warbreaker-rights-explanation>

Overall, Sanderson's use of CC licensing stands as a compelling example of how openness, when guided by thoughtful structure, can both empower audiences and sustain a successful creative career.

iii. Advertising and Sponsorship Revenue

The wide dissemination of CC-licensed works increases exposure, creating opportunities to generate income through advertising or sponsorship deals. Content with substantial reach can attract brands looking for highly visible platforms for their messaging.

Practical Considerations

Here are some examples of how GLAM or another kind of institutions could use open-licensed or public-domain works to generate advertising and sponsorship income:

- **Digital Sponsorship on Collection Portals**

A museum could allow sponsors to be featured on its open-access website, where CC0 artworks are displayed. For instance, a technology brand might sponsor the digital gallery section and have its logo or short message appear alongside the freely available images.

- **Attracting Sponsors Through Visibility**

Open-access collections gain wide visibility online. An institution could use this reach to attract corporate sponsors who want to associate their brand with art, culture, and education—funding projects like digitization, restoration, or online exhibitions in exchange for recognition.

- **Co-Branding and Product Collaborations**

Similar to the [Louvre x Lancôme](#) partnership⁵, an institution could collaborate with a fashion or design company to create merchandise inspired by artworks in the public domain using the CC, for which the photographs could be licensed under CC. The products would promote both the brand and the museum while generating shared revenue.

- **Advertising on Digital Platforms**

In online galleries or apps showcasing CC-licensed works, the museum could include discreet ads or sponsorship mentions. For example, when users download an artwork, a “Supported by [Brand Name]” banner could appear—helping fund the platform while keeping access free for the public.

iv. Commercial Licensing Opportunities

Popular CC-licensed works can generate interest from industries such as film, publishing, or advertising. Companies often seek paid rights to use well-known CC content in their projects, creating a secondary revenue stream for the creator.

⁵ See <https://es.fashionnetwork.com/news/Lancome-y-el-museo-del-louvre-lanzan-una-coleccion-de-cuidado-para-la-piel-y-maquillaje,1552993.html>

Example of Commercial Licensing Opportunities

Jamendo⁶

Background

Founded in 2004 by Sylvain Zimmer and partners in Luxembourg, *Jamendo* emerged as a pioneering digital music platform addressing the need for legal and accessible ways to share and distribute music online. The platform empowers artists to share their works under CC licences, offering both free exposure and commercial opportunities.

Jamendo's dual structure, Jamendo Music for open sharing and Jamendo Licensing for commercial use, reflects a successful freemium business model that aligns open access with sustainable monetisation. This approach enables artists to distribute their music globally, choose the licence that fits their preferences, and receive revenue from commercial uses.

Implementation

- **Licensing framework: Artists can select from six CC licences, each defining distinct levels of openness and control.**
 - CC BY: Allows commercial use with attribution.
 - CC BY-SA: Permits derivative works under the same licence.
 - CC BY-NC: Restricts use to non-commercial contexts.

Artists retain ownership and may remove their works from the platform at any time, while respecting users' existing rights to downloaded material.

- **Freemium business model:**
 - Jamendo Music (Free Access):
 - ⇒ Hosts over 40,000 albums freely available under CC licences.
 - ⇒ Enables listeners to donate directly to artists, even within the free mode.
 - Jamendo Licensing (Commercial Service):
 - ⇒ Provides royalty-free music licences for commercial purposes, such as advertising, film, or retail environments.

Outcomes

- Sustainable revenue and growth: Jamendo's freemium structure demonstrates how open content can coexist with premium commercial offerings, creating diversified revenue streams while maintaining accessibility.
- Empowerment of artists: Artists maintain autonomy through flexible licensing and direct donation options, enabling both financial independence and creative freedom.
- Global reach and community development: Jamendo fosters a global creative community built on transparency, collaboration, and mutual benefit
- Artist Example: Barcelona-based composer Roger Subirana Mata, active since 2008, has seen over 600,000 streams of his music and negotiated more than 300 commercial licences through the platform — a testament to Jamendo's reach and business potential.

Key Considerations and Lessons Learned

- Scalability and accessibility: The freemium model ensures broad accessibility while monetising added-value services, proving that openness and revenue generation are

⁶ https://thepowerofopen.org/assets/pdfs/tpoo_spa.pdf

compatible goals.

- Artist autonomy and transparency: By allowing artists to customise licensing conditions, Jamendo reinforces trust and strengthens the relationship between creators and audiences.
- Balancing openness and profitability: The coexistence of a free catalogue and a commercial arm highlights how CC licensing can underpin sustainable business strategies within the digital creative economy.
- Community engagement: Transparent policies and a clear licensing framework foster a sense of community ownership and confidence in rights management.
 - **Clarity in value proposition:** Clearly separate free and premium offerings, ensuring that each provides distinct benefits.
 - **Empowered creative community:** Encourage user participation and direct artist support to foster loyalty.
 - **Flexible licensing options:** Offer creators diverse CC licence choices to balance openness and commercial control.
 - **Sustainable monetisation:** Premium services, like royalty-free licensing, can generate income while maintaining free public access

Jamendo's experience illustrates that open licensing and commercial success are not mutually exclusive, but rather mutually reinforcing. It serves as a benchmark for digital platforms seeking to integrate CC principles into scalable, community-driven business models.

v. Crowdsourced and Patronage Funding:

Platforms like Kickstarter or Patreon are well-suited to supporting CC-based projects. These platforms allow creators to fund their initiatives through collective contributions, with the added appeal of openness and shared benefits. Supporters are often motivated by the opportunity to back innovative and accessible projects while gaining early or exclusive access to rewards.

Example of Crowdsourced and Patronage Funding

DAYBREAK Anthology Graphic Novel⁷

Background

The SCP Foundation (Secure, Contain, Protect) is a collaborative fiction project depicting a secret organization that investigates and contains paranormal phenomena, anomalous objects, and supernatural entities.

What began as an online writing forum has evolved into a global creative community producing stories, art, and games under CC licenses, allowing open use and adaptation with proper credit.

Blending horror, science fiction and mystery, the SCP universe has inspired a variety of derivative works, including video games and graphic novels. One example is the SCP Foundation: DAYBREAK Anthology, a crowdfunded graphic novel which transformed community-created stories into a professional publication via Kickstarter.

The SCP Foundation – DAYBREAK Anthology Graphic Novel, a print and digital adaptation of

⁷

https://www.kickstarter.com/projects/psyind/scpdaybreak?ref=discovery_category&term=creative%20commons%20&total_hits=4&category_id=252

SCP stories, was developed by Discordia Publishing, building on this foundation. The project translated the open SCP narrative universe into a high-quality commercial format by combining community-created material with professional design and artwork, while respecting its CC roots.

Implementation

The project used Kickstarter to launch and finance production.

Key strategic elements included:

- Community-driven creation: Writers and artists from around the world contributed, showcasing the collaborative potential of CC-licensed content.
- Exclusive rewards: Kickstarter backers received *limited edition hardcover copies* and collectible add-ons, such as SCP challenge coins and art prints.
- Marketing and visibility: Being selected as a “*Project We Love*” by Kickstarter provided additional promotion within the platform, enhancing credibility and attracting new supporters.
- Transparency and engagement: Frequent updates, clear visuals, and community interaction fostered trust and enthusiasm among backers.
- CC licences: The comic was licensed under a CC 3.0 BY-SA-US licence, which allows for the recognition of all the artists and scriptwriters involved, as well as the subsequent exploitation and reproduction of the comic.

Outcomes

- Successful funding: The project reached its goal in just three minutes (as it can be seen in its website).
- Community growth: The campaign reinforced the SCP fandom’s collaborative culture, uniting fans, artists, and authors under shared creative principles.
- Sustainable business model: Discordia Publishing leveraged open-licensed content to create premium, collectible products without infringing copyright, aligning openness with profitability.

Key Considerations and Lessons Learned

- Understanding platform rules: Kickstarter prohibits offering equity or speculative returns; creators must present tangible products or creative works. Compliance with these rules, along with transparency in delivery timelines, builds credibility and trust.
- Promotion is essential: Success on crowdfunding platforms depends heavily on pre-launch marketing, consistent updates, and visual storytelling. Discordia leveraged SCP’s existing community base and social media presence to amplify visibility before launch.
- Community as a creative force: Projects rooted in open culture thrive when fans and contributors feel ownership. The SCP Foundation’s CC licensing model naturally supports this participatory engagement.
- Licensing strategy: Respecting the original CC BY-SA licence ensured the adaptation was both legally compliant and ethically aligned with the SCP ethos. This approach allows for derivative commercialisation while maintaining attribution and openness.
- Entry barriers and publisher reluctance: Traditional publishers often hesitate to invest in CC-licensed works due to perceived risks of openness. However, crowdfunding platforms like Kickstarter reduce these barriers by connecting creators directly with audiences who value open models and collective ownership.

vi. Educational and Training Resources

Openly licensed educational materials can attract institutions, companies, or governments looking to adopt accessible resources. While the content is freely available, customised versions, supplementary materials, or consulting services tied to the resources can be offered for a fee.

Example of Educational and Training Resources

Health and Medical Questionnaires – Eating Behaviour Questionnaires (EBQ)

Background

A research team at University College London (UCL) developed a series of 11 Eating Behaviour Questionnaires (EBQs) and Clinical Outcome Assessments (COAs) designed to assess eating disorders. These resources, available in English and several translations, held significant commercial potential, particularly for pharmaceutical companies conducting clinical trials to measure drug efficacy. However, broad dissemination was initially hindered by issues related to rights clearance and the licensing of translations.

Implementation

To address these challenges, UCL's team worked through several critical steps:

- **Rights clearance:** Ensuring all copyright issues, including legacy matters and contributions from various team members, were resolved. This included addressing complications arising from contributions made over time and by individuals no longer involved in the project.
- **Licensing structure:** Separate licensing terms were created to distinguish between commercial and non-commercial use. Non-commercial research users could access the questionnaires free of charge, while commercial users needed to submit an online inquiry through UCL's e-lucid storefront.
- **Derivative works and translations:** Specific licensing terms were established for translations, recognizing their complexity and importance. UCL retained ownership of unvalidated translations created under non-commercial licences, while validated, commercially contracted translations became licensable assets.

Outcomes

The EBQs were launched on the e-lucid storefront in July 2024. Within the first four weeks, approximately 10 licences had already been concluded, indicating strong demand and demonstrating the effectiveness of the new licensing model.

Key Considerations and Lessons Learned

- **Early planning and rights management:**
 - Early identification and assignment of intellectual property (IP) rights streamline the licensing process. Delays in addressing these issues can complicate commercial exploitation, particularly in collaborative projects involving multiple contributors.
 - Legacy issues, such as determining ownership when contributors are no longer available, underscore the importance of clear IP agreements from the outset.
- **Translation management:**
 - Accurate and culturally sensitive translations are crucial for global applicability. UCL's approach distinguishes between validated and unvalidated translations, ensuring quality control and commercial viability.
 - Institutions should establish clear policies on translation ownership and licensing to

prevent disputes and maximize impact.

- Protection from automated bots: Hosting valuable resources on secure platforms, such as UCL's e-lucid storefront, prevents unauthorized downloads by automated bots, safeguarding intellectual property and ensuring proper user registration.
- Support for Non-STEM researchers: Many researchers in Arts, Humanities, and Social Sciences (AHSS) may lack familiarity with the commercialization process. Strengthening collaboration between TTOs and university libraries can provide essential guidance, particularly on copyright issues.
- Key takeaways for implementing CC licences:
 - Strategic licensing: Clearly differentiate between commercial and non-commercial use to balance accessibility with profitability.
 - Rights clearance: Address IP ownership early to avoid complications during dissemination.
 - Controlled access: Utilize secure platforms to manage downloads and protect against unauthorized use.
 - Support structures: Provide dedicated resources and decision-making tools for researchers unfamiliar with commercial licensing processes.

vii. Collaborative Innovation

CC licences promote co-creation by encouraging other creators to build on or adapt existing works. Businesses can harness this collaborative approach to innovate faster, reduce R&D costs, or access fresh perspectives, all while maintaining the ability to commercialise the resulting products.

Example Collaborative Innovation

SparkFun Electronics⁸

Background

Founded in Boulder, Colorado, *SparkFun Electronics*⁹ is a company dedicated to providing open-source hardware, educational materials, and electronic components for learners, educators, and makers. Through its SparkFun Education initiative, the company promotes hands-on learning in science, technology, engineering, and mathematics (STEM), offering curricula, project guides, and ready-to-use kits designed to develop creativity, problem-solving, and technical skills.

Since its early days, SparkFun has been an active participant in the Open Source Hardware (OSHW) community. It contributed to drafting the OSHW 1.0 definition and regularly takes part in the Open Source Hardware Summit in New York. The company's philosophy emphasizes transparency and knowledge sharing as a driver of innovation and education.

Implementation

SparkFun Electronics has extended its open-source approach to include not only hardware, but also software, content and media resources. In this sense, it's interesting to see how they have

⁸ https://en.wikipedia.org/wiki/SparkFun_Electronics

⁹ <https://news.sparkfun.com/2571>

implemented the CC licences in their own operations, which is something that is worth exploring further.

- In 2011, SparkFun Electronics officially announced that all its product images were licensed under Creative Commons Attribution-NonCommercial-ShareAlike 3.0 (CC BY-NC-SA 3.0), allowing free reuse and modification for non-commercial purposes with proper attribution¹⁰.
- The company's tutorial videos and educational materials are currently shared under the Creative Commons Attribution-ShareAlike 4.0 (CC BY-SA 4.0) licence, encouraging educators and learners to adapt, remix, and redistribute resources while maintaining the same open-licensing conditions.
- SparkFun Electronic also develops and partially open-sources its internal software tools, such as Sparkle, Blode, and SparkRegression, contributing code to the wider open-source community.

Outcomes

SparkFun Electronics releases its product designs as open-source hardware and licenses its product images under CC BY-NC-SA 3.0, supporting accessibility and knowledge sharing within the electronics and maker communities.

Key Considerations and Lessons Learned

- Open licensing can drive innovation without undermining commercial viability.
- Transparency and accessibility strengthen community engagement and global reach.
- Educational resources under CC empower users to learn, adapt, and contribute, creating a self-sustaining cycle of collaboration and improvement.

4.2. Guidelines for Implementing Creative Commons Licenses in Business: Unlocking Economic Opportunities

Having explained how CC licences can constitute a valuable economic and commercial opportunity through the above cases, the following guidelines should be considered when combining these licences with business opportunities:

STEP 1 Define Strategic Goals for Openness

Identify the broader mission of using a CC licence in your business or institutional context.

- Clarify if the aim is:
 - Maximising reach and dissemination
 - Stimulating user engagement
 - Attracting collaboration or investment
 - Enhancing reputation or fulfilling a public mandate

Key Questions:

- What value do you want to create by making this work open?
- Is this openness aligned with your long-term economic or impact goals?

STEP 2 Select the Appropriate CC Licence Based on Use Case

¹⁰ <https://news.sparkfun.com/735>

Choose a licence that matches your desired level of openness, control, and commercial permissiveness. Use this decision framework:

Goal/Need	Suggested License	Reason
Maximise visibility and reuse	CC BY or CC0	Allows wide dissemination, with or without attribution
Protect against commercial exploitation	CC BY-NC, CC BY-NC-ND or CC BY-NC-SA	Restricts commercial reuse
Preserve brand integrity	CC BY-ND	Prevents remixes or alterations
Promote remix culture while maintaining licence conditions	CC BY-SA	Ensures derivatives use the same licence

STEP 3 Identify Monetisation Opportunities Enabled by the Licence

Translate openness into specific business activities or income streams. In this step, it is essential to define a clear strategy that aligns with your business goals while taking advantage of the freedoms provided by the selected CC licence.

Consider how the openness of your work can generate indirect or direct economic value. Depending on your context, different approaches may apply, and some may overlap across multiple scenarios.

STEP 4 Communicate the Licence Transparently

Ensure users, partners, and clients understand what is permitted and what is not.

- Display the chosen CC licence clearly on the platform, publication, or resource.
- Provide a summary of the terms in plain language.
- Include FAQs, disclaimers or usage guidelines, especially for NC or ND.
- Clarify your expectations for attribution or reuse.

STEP 5 Iterate, Expand, and Reinforce Your Model

Adjust your approach based on results, emerging opportunities, or shifts in strategic direction.

- Consider introducing different tiers of access or licensing (e.g., CC for base materials, custom licensing for advanced use).
- Reassess if the CC licence supports or hinders new partnership or revenue paths.
- Promote successful use cases and impact stories to attract more users, funders, or clients.

Annex 1: How do I licence my work with Creative Commons?

The addition of a CC licence to a work is a straightforward process. This section provides a practical and clear guide to the steps required to apply a CC licence to a work.

After determining which licence best suits the specific needs, users should visit the Creative Commons [website](#), where a "licence selector" tool is available¹¹.

To select a CC licence, it is necessary to answer several questions, as it will be shown below, that identify the elements of the licence (ND, SA, NC).

STEP 1

Choose a License for Your Work

Follow the steps to select the appropriate license for your work.
This site does not store any information.

- 1 Do you know which license you need?**
 Yes
 No
- 2 Which license do you need?**
License —choose a license—
- 3 Attribution details (optional)**

Waiting for required fields...

[Confused? Need Help?](#)

12

As shown in the image, the first step is to select the option to apply for a licence.

¹¹ <https://creativecommons.org/chooser/>

¹² All images have been sourced from the official Creative Commons website and are used solely for illustrative purposes to demonstrate the step-by-step process of obtaining the respective license. See: <https://creativecommons.org/chooser/>

Choose a License for Your Work

Follow the steps to select the appropriate license for your work.
This site does not store any information.

—choose a license—

- CC0 1.0
- CC-BY 4.0
- CC-BY-SA 4.0
- CC-BY-ND 4.0
- CC-BY-NC 4.0
- CC-BY-NC-SA 4.0
- CC-BY-NC-ND 4.0

1 Do you need: Yes No

2 Which license do you want:

License: —choose a license—

Waiting for required fields...

STEP 2

Subsequently, a range of options is displayed, allowing users to choose the one that best aligns with their specific requirements. In cases of uncertainty, the platform provides a summary of each tool whenever an option is selected, helping to clarify its meaning and ensuring the choice aligns with the intended purpose.

STEP 3

3 Attribution details (optional)

This helps others attribute your work to you, and fills in machine-readable code.

Title of work

Creator of work

Link to work

Link to Creator Profile

Year of creation

Confused? Need Help?

- ▶ What are Creative Commons licenses?
- ▶ How to apply a Creative Commons license
- ▶ What should I consider?
- ▶ What do the icons mean?
- ▶ What if I have other questions?

Once the final step is reached, users can complete additional information about the licence to better tailor the tool to their specific needs.

Based on this input, the licence selector displays the appropriate licence, along with links to the full text of the licence and a brief explanation of its features (the CC "script"). It also automatically generates an HTML snippet that can be embedded into the code of web pages.

STEP 4

Link to work

<https://creativecommons.o>

Link to Creator Profile

<https://creativecommons.o>

As seen on the right-hand side of the interface, once the previous steps have been completed, the "Mark your work" section provides various options for incorporating the licence into a work, including both abbreviated and detailed formats.

The method for attaching a CC licence to a work depends on the medium in which the material is published. The fundamental principle is that the licence must be displayed in a way that allows users to recognize the work as being licenced under a specific CC licence. This notice is crucial, as it informs users of their rights and the terms of use. Without this awareness, no licence agreement can be established. While CC does not prescribe specific methods for implementing licences, it is generally recommended to make the licence notice as visible as possible, ideally placed close to the licenced material to ensure it is easily found.

For example, in web content, a licence notice for an image should ideally appear in the caption. General licence notices for entire websites can be placed in the footer of each page, accompanied by a hyperlink to the CC Deed and the full licence text, as well as a licence logo to attract attention. If specific content on a licenced website is covered by a different CC licence, this distinction should be explicitly indicated, with the licence notice placed near the content to avoid confusion.

In digital documents or books, licences for specific content, such as images or graphs, should be provided directly with the material, often in captions or footnotes. Metadata, such as the Extensible Metadata Platform (XMP), can also embed licence information in PDFs. Alternatively, a centralised notice in an annex can be used, provided it includes clear cross-references to the licensed material and links or full text of the licences. For works entirely under a single licence, the notice should be prominently placed, such as in the imprint of a book.

For non-textual media such as videos, music, or broadcasts, licence notices should ideally be incorporated into the work itself or provided through online sources where the media is available. While there are no universal solutions for these formats, prominent and descriptive notices increase their visibility and usability.¹³

¹³ https://meta.wikimedia.org/wiki/Open_Content_-_A_Practical_Guide_to_Using_Creative_Commons_Licences/Practical_Guidelines:_Using_Creative_Commons_Licence (Last reviewed on 28/10/2025)

Annex 2: The GLAM-E Lab and Its Resources

The [GLAM-E Lab](#) (Galleries, Libraries, Archives, Museums, and Education) is a joint initiative between the University of Warwick School of Law and the Engelberg Center on Innovation Law & Policy at NYU Law. Its main purpose is to provide legal support and practical tools for cultural institutions that are developing open access programs.

Through direct representation, the GLAM-E Lab collaborates with individual institutions to design model policies and licensing terms that promote openness while addressing legal and institutional challenges. The insights gained from these collaborations are then used to create self-service model policies and standard terms of use that can be easily adopted by other organizations seeking to implement or expand their open access strategies.

The Lab also offers supplementary guides, templates, and explanatory resources that help institutions navigate common legal and policy issues related to open data, intellectual property, and digital heritage dissemination.

For professionals or organizations interested in integrating CC licenses or similar frameworks, the GLAM-E Lab's materials can be especially valuable. They provide:

- Model internal and external policies for open access programs.
- Legal guidance on intellectual property, copyright, and digital reuse.
- Best practice frameworks for balancing openness with institutional or cultural responsibilities.
- Practical examples of how different cultural organizations have successfully implemented open access strategies.

Institutions encountering specific challenges not fully addressed by existing resources are encouraged to contact the **GLAM-E Lab** for further guidance. In many cases, the Lab collaborates with organizations either free of charge or through jointly funded grant projects, supporting a global community dedicated to accessible and responsible cultural innovation. For more information and access to the Lab's tools and resources, please visit <https://www.glamelab.org/products/go-open-with-glam-e/>.

Annex 3: Creative Commons and Artificial Intelligence: Resources

The relationship between CC licences and AI training is complex and still evolving. While copyright laws vary across countries, CC licences can serve as a useful framework to promote responsible, transparent, and collaborative use of creative works in AI development.

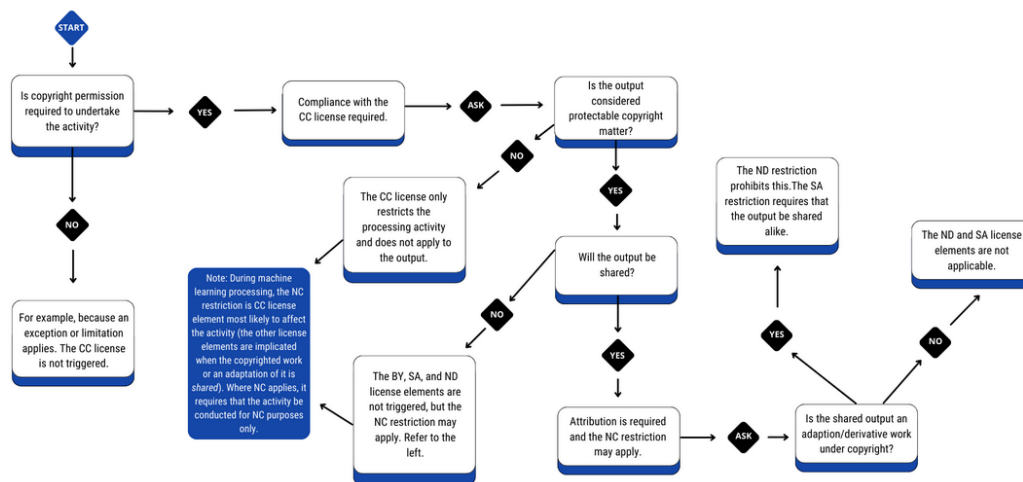
In general, using CC-licensed materials for AI training is compatible with copyright law when licence conditions are respected. This includes giving proper attribution, using NonCommercial content only for non-profit purposes, maintaining the ShareAlike condition when applicable, and avoiding the use of NoDerivatives materials for training.

CC highlights that its licences are irrevocable but flexible, allowing creators to release their works under new terms in the future without affecting previous users.

In this context, given the rapid rise of artificial intelligence and the challenges it presents due to its complexity and the variety of regulations across jurisdictions, the CC website has developed specific guidance and resources to help users navigate these issues.

The following flowchart serves as an illustrative tool to visualize the decision-making process when applying CC licenses in AI training and related contexts.

Artificial intelligence and CC licenses



(Flowchart from: <https://creativecommons.org/faq/#artificial-intelligence-and-cc-licenses>)

This material aims to raise awareness and encourage users to ensure compliance with the applicable legal frameworks in their respective regions.

In this regard, for additional details and further reading, please refer to the links below:

Using CC-licensed Works for AI Training	https://creativecommons.org/wp-content/uploads/2025/05/Using-CC-licensed-Works-for-AI-Training.pdf
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Frequently Asked Questions:
Artificial intelligence and CC
licenses

<https://creativecommons.org/faq/#artificial-intelligence-and-cc-licenses>

info@impac3tip.eu

www.impac3tip.eu



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