



March 2018, Brussels

European Copyright Action Days – Communia Salon

The future of creativity in the online environment

Open Business Models for the Creative Industries

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CONTEXT

- Creative startups
- Effects of open licensing in business
- Creative Commons Toolkit for Business
- International examples

WHAT IS A BUSINESS MODEL?

Representation of different
WAYS OF ADDING VALUE
to goods or services.

MULTIPLE POSSIBILITIES
to generate value and revenue.

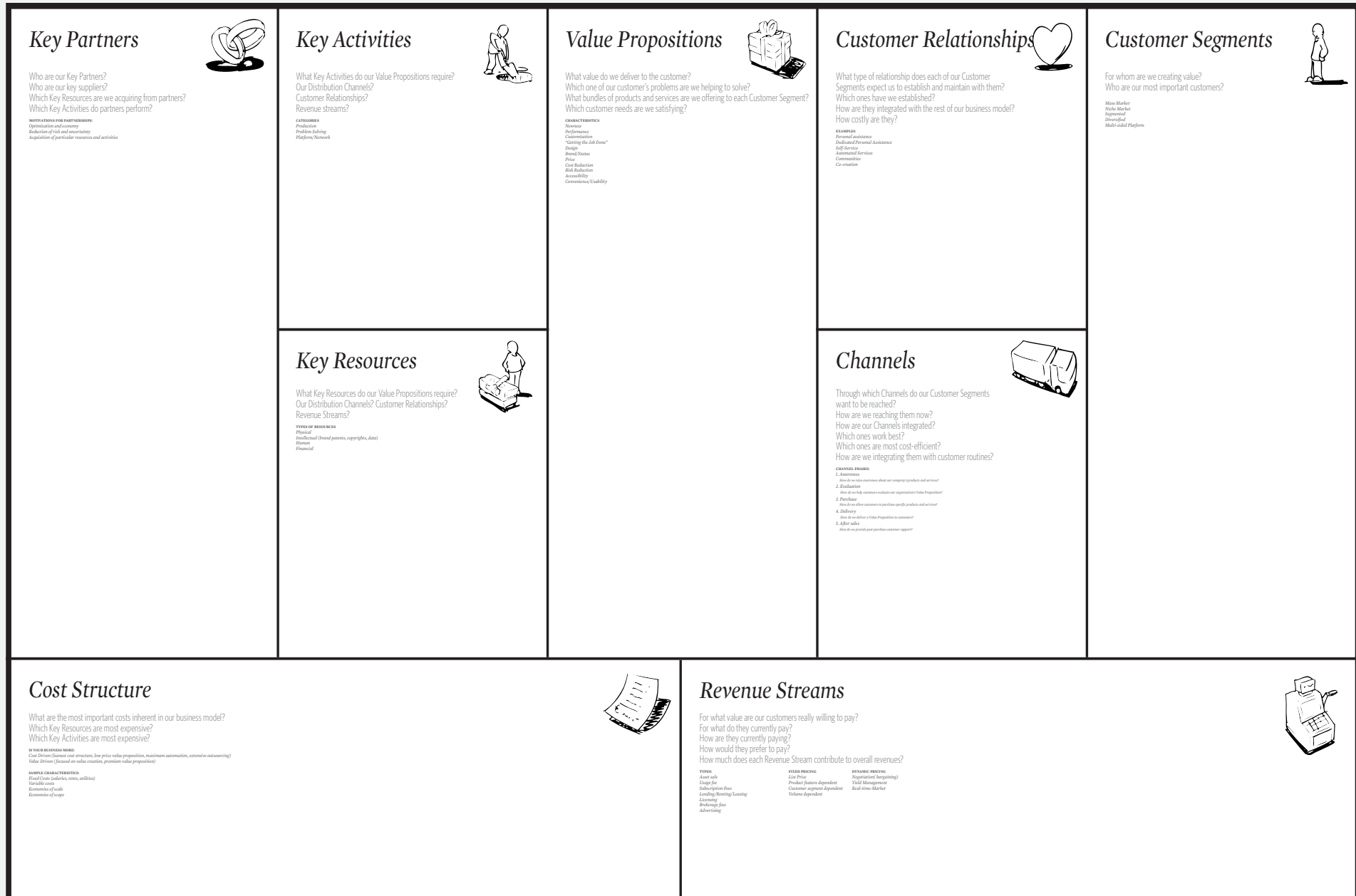
The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.



WHAT IS AN OPEN BUSINESS MODEL?

Business models that
**USE OPEN LICENSES
AS STRATEGIC TOOLS**
to generate value and revenue.

(OPEN LICENSES

**Grant flexibility
to Intellectual Property
rights.)**

Creative Commons

**Toolkit for
Business**

Why? - Problem and Shared Outcome Sought

Key Partners 

- The people/ structures that can help you find your key resources (or even provide them!).

Key Activities 

- The activities you need to perform in order to deliver your solution.

Value Proposition 

- The value proposition your solution offers - what you do and why is it better or unique.

Customer Relationships 

- The customer relationship you develop with which one of your segments and/ or for each one of your activities - how you deliver your activities.

Customer Segments 

- The groups you believe to be interested in your solution; the people you want to buy and/ or use your solution.

Key Resources 

- The resources you need to perform the key activities (starting with the team!).

Channels 

- The channels you use to approach your segments.

CC Licensed Work 

- CC licensed materials/ content/ products one can find online to use and remix and integrate in your own production/ works, reducing production costs and gaining access to an immense network of creative people.

Common Good 


- Highlight the common good (social, environmental, cultural...) intrinsic to your value proposition.

CC Licenses 

- Using the licenses for your own production/ works is a way to reach your segments more rapidly and make sure they'll keep sharing, reusing and remixing it, giving you feedback and helping you improve your work.

Cost Structure 

- The costs you will have for putting resources together and performing the activities as you planned (partnerships and CC licensed work can help reduce your cost structure).

Revenue Streams 

- The revenues you will have for delivering your solution through the channels you selected and the relationships you established with your customers (different segments and the adoption of CC licenses in your own production can help increase your revenue streams).



Creative Commons is a nonprofit organization that enables the sharing and use of creativity and knowledge through free legal tools. Our free, easy-to-use copyright licenses provide a simple, standardized way to give the public permission to share and use your creative work – on conditions of your choice.





CC licenses amplify the economic benefits of digital technology and can actually be a very interesting instrument to help your business succeed.

Find out how!



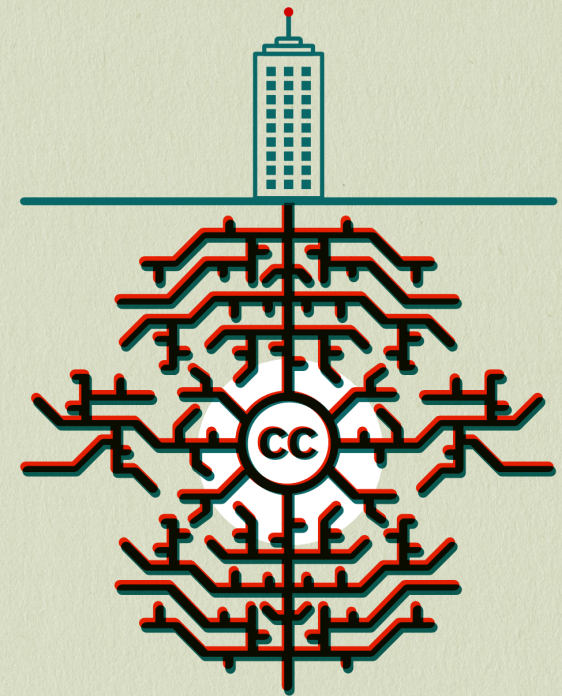
How to use CC in business?

The different Creative Commons licenses result from the combination of four essential conditions:

-  Attribution (BY)
-  Non Commercial (NC)
-  Non Derivatives (ND)
-  Share Alike (SA)

Within these conditions, there are six different types of CC licenses, according to the level of restriction/freedom granted to the final users.

For more information go to www.creativecommons.org and www.cctoolkits.com or contact the CC affiliates in your country (info@creativecommons.org).



Creative Commons

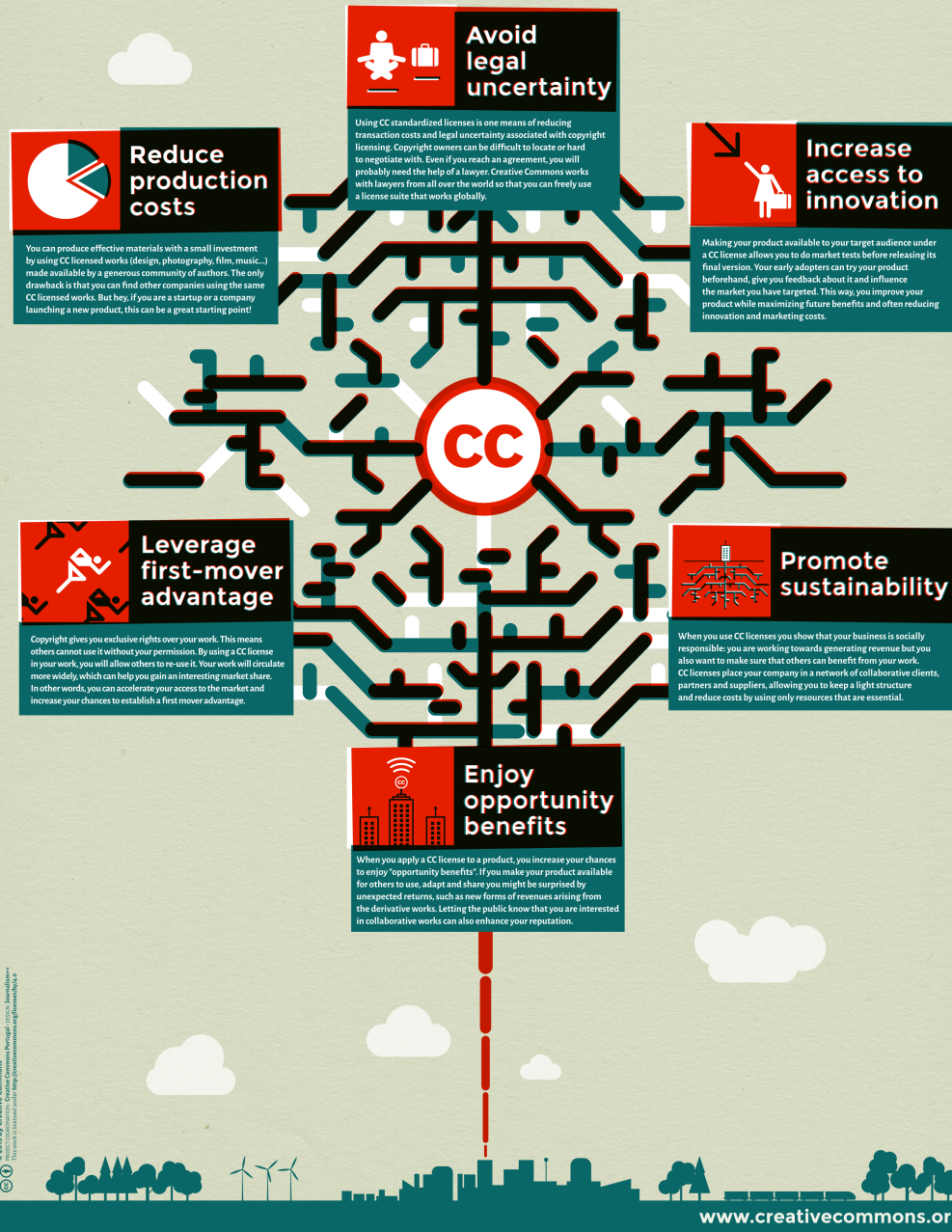


www.creativecommons.org

CREATIVE COMMONS

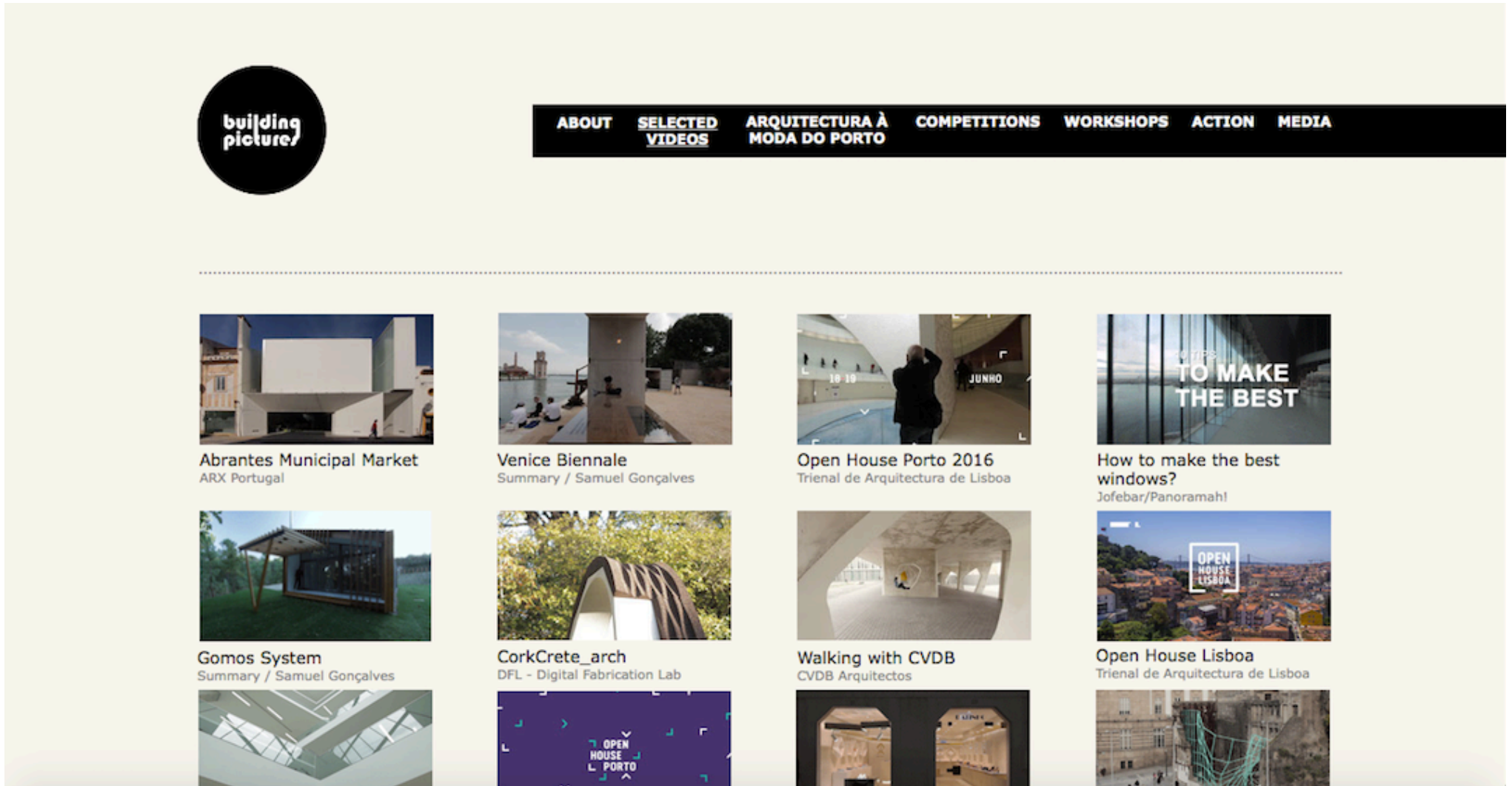
Toolkit for business

How can my business benefit?



SOME EXAMPLES

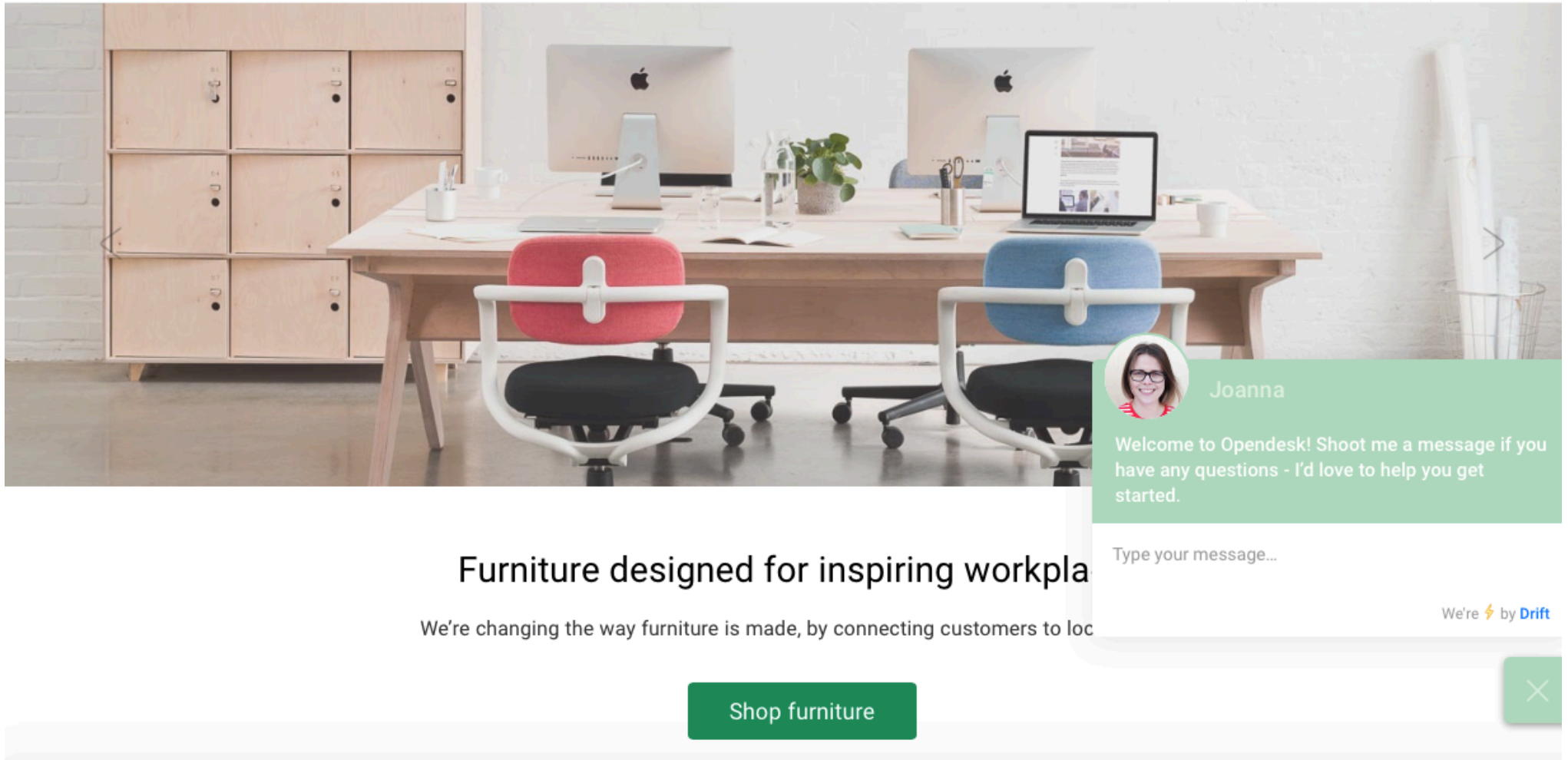
Reduce production costs



#buildingpictures

Reduce transaction costs and legal uncertainty

Reduce transaction costs and legal uncertainty



Furniture designed for inspiring workpla

We're changing the way furniture is made, by connecting customers to loc

Shop furniture

Joanna

Welcome to Opendesk! Shoot me a message if you have any questions - I'd love to help you get started.

Type your message...

We're ⚡ by Drift

#opendesk

Increase “opportunity benefits” and build a reputation

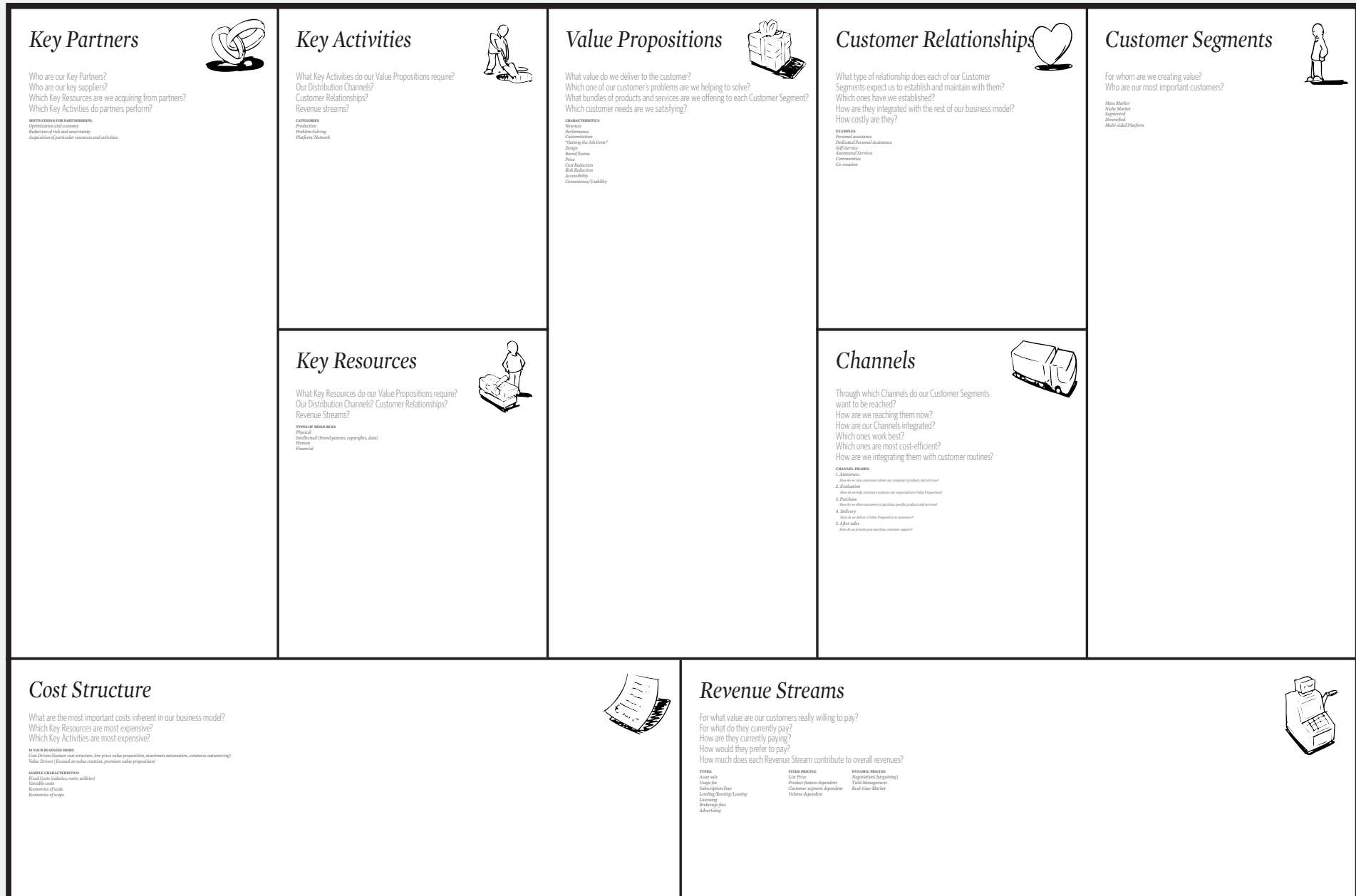
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Increase first mover advantage

Over 5 million people use our Business Model Canvas.

Join them by using our platform and services to clearly understand customers, create better products, and grow businesses.

Enterprise teams can train at our [Cloud Academy](#) and receive coaching through our [Innovation Sprints](#)

[Learn more >](#)

Smaller companies can take our [Online Courses](#), use our [Web App](#), and [download free resources](#)

[Sign up for free >](#)



Increase access to innovation
and reduce marketing costs

Increase first mover advantage

Promote sustainability

The screenshot shows the Arduino website homepage with a teal header. The header contains the Arduino logo (an infinity symbol with a minus sign on the left and a plus sign on the right) and the word "ARDUINO" below it. To the right of the logo are icons for search, a shopping bag, and "SIGN IN". Below the logo is a navigation menu with the following items: HOME, BUY, SOFTWARE, PRODUCTS, LEARNING, FORUM, SUPPORT, and BLOG. The main content area features several promotional tiles. On the left, there is a "WHAT IS ARDUINO?" tile with an image of an Arduino Uno board. Below it are three buttons: "BUY AN ARDUINO" with a shopping cart icon, "LEARN ARDUINO" with a bell icon, and "SUPPORT ARDUINO" with a heart icon. In the center, there is a "BLOG" tile featuring an image of an Arduino-based doorbell/messaging system with a red LED and a screen. Below this is the text "AN ARDUINO-BASED DOORBELL/MESSAGING SYSTEM FOR YOUR LAB". To the right, there is a "CODE ONLINE!" tile with the Arduino logo and the text "> ARDUINO", "> WEB EDITOR", and "> CODE ONLINE!". Below this is a screenshot of the Arduino IDE code editor showing a C++ code snippet:

```
void setup(){  
}  
void loop(){  
}
```

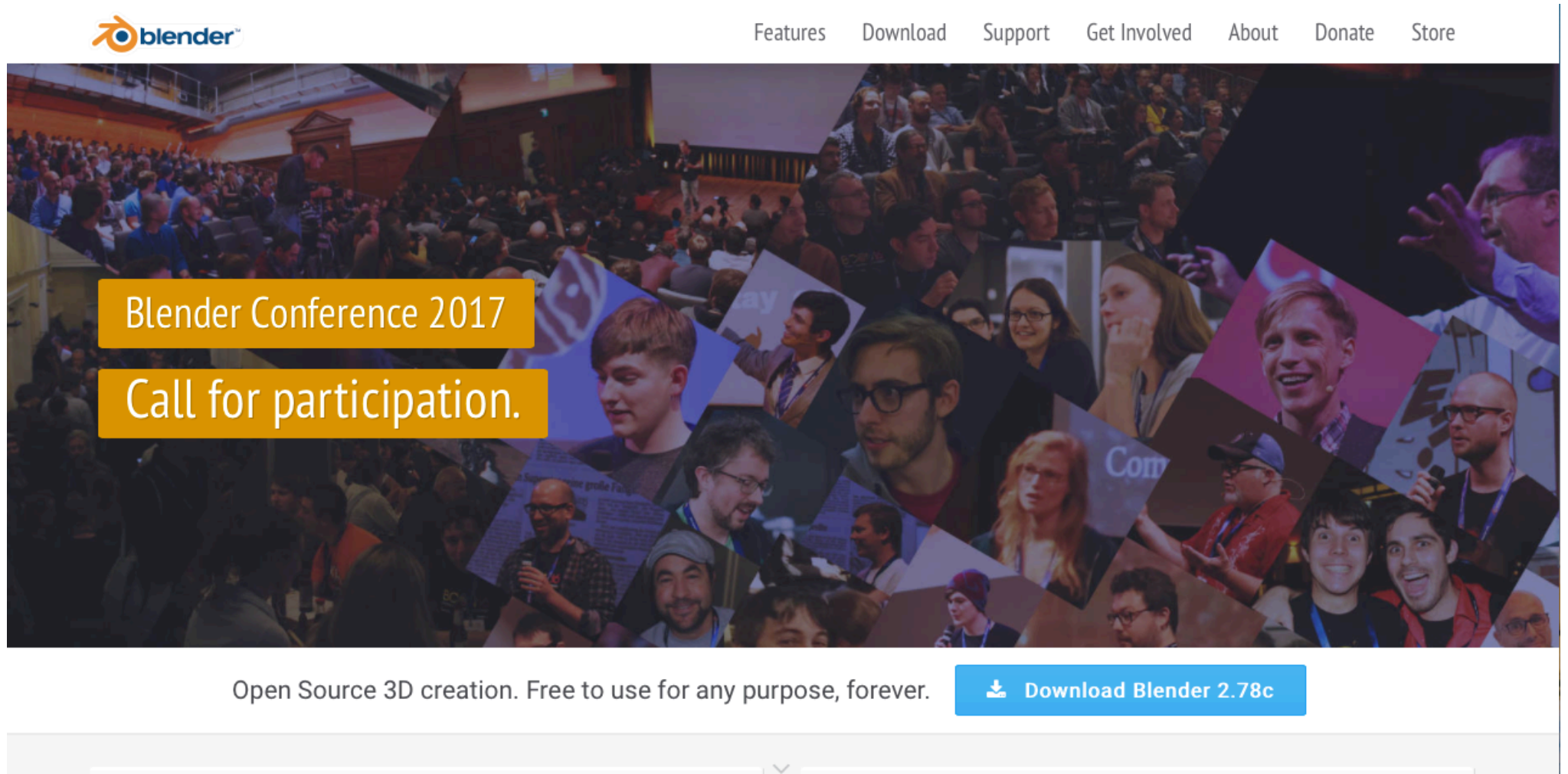
 At the bottom of the page, there is a banner for "ARDUINO UNO THE CLASSIC ARDUINO" with a small image of a hand holding a white plastic bag.

#arduino

Increase access to innovation and reduce marketing costs

Increase first mover advantage

Promote sustainability



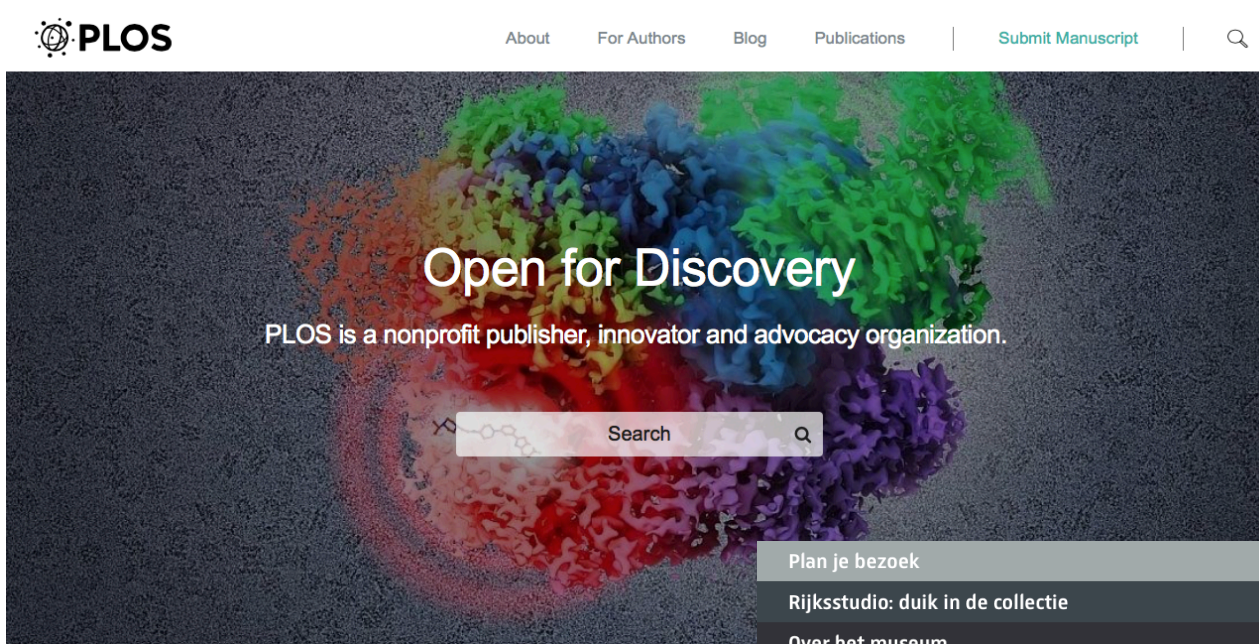
The image shows a screenshot of the Blender website's main banner. At the top left is the Blender logo. To the right is a navigation menu with links for Features, Download, Support, Get Involved, About, Donate, and Store. The main banner features a collage of photos from the Blender Conference 2017, showing a large audience and various attendees. Two yellow call-to-action boxes are overlaid on the collage: 'Blender Conference 2017' and 'Call for participation.'. At the bottom of the banner, there is a tagline: 'Open Source 3D creation. Free to use for any purpose, forever.' and a blue button with a download icon and the text 'Download Blender 2.78c'.

#blender

Increase access to innovation and reduce marketing costs

OTHER EXAMPLES

#publiclibraryofscience

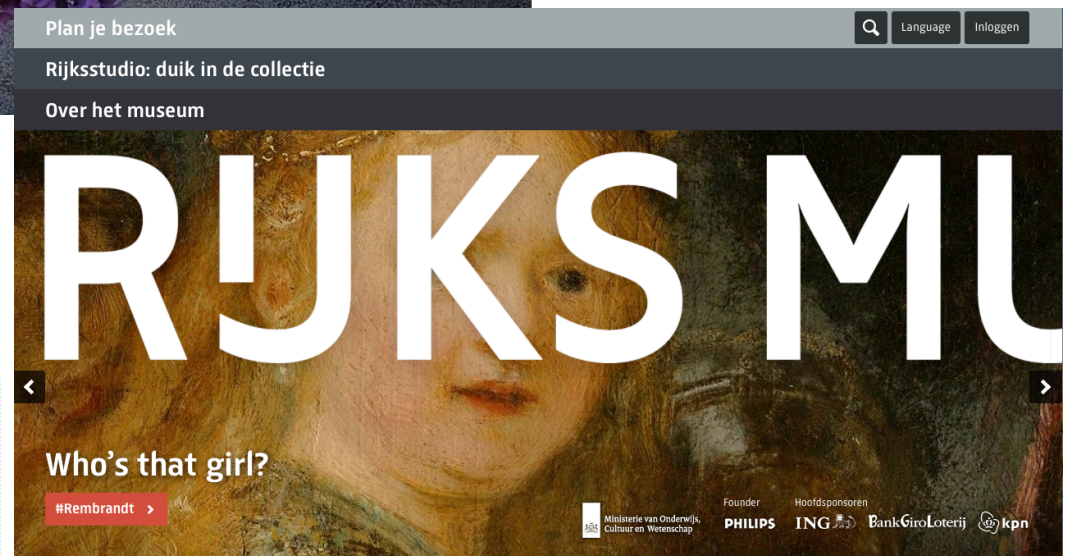


PLOS About For Authors Blog Publications | Submit Manuscript |

Open for Discovery

PLOS is a nonprofit publisher, innovator and advocacy organization.

#rijksmuseum



Plan je bezoek Language Inloggen

Rijksstudio: duik in de collectie

Over het museum

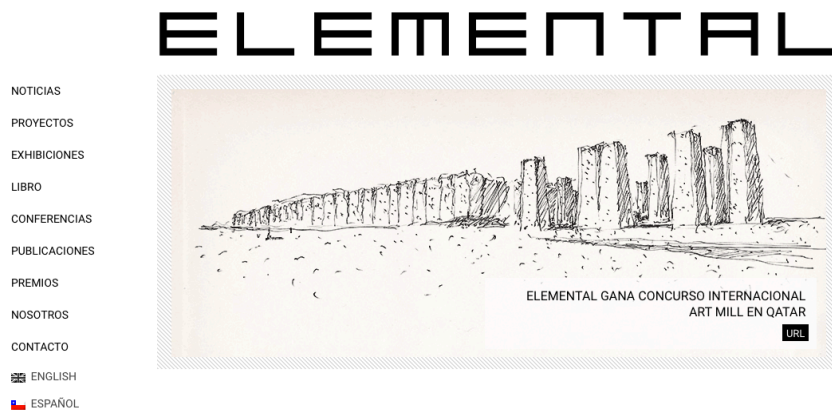
RIJKSMU

Who's that girl?

[#Rembrandt](#)

Ministerie van Onderwijs, Cultuur en Wetenschap | Founder PHILIPS | Hoofdsponsors ING | BankGiroLoterij | kpn

#elemental



ELEMENTAL

- NOTICIAS
- PROYECTOS
- EXHIBICIONES
- LIBRO
- CONFERENCIAS
- PUBLICACIONES
- PREMIOS
- NOSOTROS
- CONTACTO
- ENGLISH
- ESPAÑOL

ELEMENTAL GANA CONCURSO INTERNACIONAL ART MILL EN QATAR



OPEN LICENSES

- Strategic for private firms and also for the public sector;
- Suggest of the possibility of new forms of hybrid economic organizations (with both profit and social motivations);
- Research on effects of more flexible copyright (IP) regulation > global copyright debate.

More @

- CC Toolkit for Business:
<https://creativecommons.org/2015/11/13/creative-commons-toolkit-for-business/>
- Open Business Models for the Creative Industries (SERCI): <http://serci.org/documents/documents-2017/open-business-models-creative-industries-use-open-licenses-business-can-increase-economic-results-cultural-impact>
- Copywrong: <https://copywrong-cc.tumblr.com>

Thank you!

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