Guidelines for IPR Training Presentations

Contents

1. What the IPR Training Presentations cover

These 3 IPR presentations have been created to provide an overview of:

- The key principles of European copyright law and related rights and why it is important to be legally compliant when sharing cultural content online
- Why it is important to understand the law in the context of working with Europeana and other digital platforms
- How to correctly label digital objects and metadata using the Europeana Licensing Framework and other standards of best practice such as Creative Commons
- Where and who to go to for further help

On this basis the presentations are split into 3 different areas:
- [Copyright and digitization of cultural heritage](#)
- [Creative Commons Licenses for CHI & ELF](#)
- [Europeana Licensing Framework](#)

They aim to present a complex subject to a non-legal audience and focus on how to apply the law in practice, so that data providers can best manage their online collections and apply the correct rights statement. This will allow users to understand what they can do with cultural content they discover via Europeana Collections.

2. When to use IPR Training Presentations

The presentations should be used by data providers and aggregators to promote within their organisations the importance of understanding IPR in the context of digital strategies, collections management and working towards organisational goals including increasing public access and engagement of cultural content. This includes making collections available via Europeana Collections but can also apply to other projects and collaborations.

To help familiarise your audience with the subject, you may want to send out the presentations in advance of the session or following it.

3. How to use IPR Training Presentations

The presentation slides are designed to cover key principles and practices and provide a basis from which aggregators and data providers can adapt to make the messaging relevant to:

- Domain specific material
- National law
- Time allotted for presentation
- Specific questions from participating institutions

They will work most effectively with case studies or examples relevant to the audience data providers and aggregators are presenting to. The presentations are made up of modules (i.e. neighbouring rights, database rights) and can be adapted based on the needs of the audience.

You can make a copy of the presentations by using file > make a copy. This gives you editing rights to adapt to your needs.

We collect case studies and relevant examples in the Europeana Copyright Community Basecamp group. Please contact rights@europeana.eu if you would like to be part of this community. We also appreciate if you share back adaptations of the presentations for specific audiences, so we can learn from the experience.

Please note that the material featured within the presentations is based on 'best practice' and does not constitute legal advice.

4. Where to go for further help

What is protected by IPR and when it applies
http://www.wipo.int/about-ip/en/
Understanding if a work is still in copyright: http://outofcopyright.eu/

Europeana: managing IPR and models of best practice
Rights Statement Guidelines
http://pro.europeana.eu/structure/rights-statement-guidelines
Europeana Licensing Framework
http://pro.europeana.eu/page/europeana-licensing-framework
Europeana Publishing Framework
http://pro.europeana.eu/publication/publishing-framework
Public Domain Charter http://pro.europeana.eu/publication/the-europeana-public-domain-charter
Creative Commons zero public domain dedication
http://pro.europeana.eu/get-involved/europeana-ipr/the-licensing-framework/creative-commons-zero-public-domain-dedication

International Standards and models of best practice
Rightsstatements.org http://rightsstatements.org/en/

IPR Guidelines developed in Europeana projects:

Understanding copyright and reusing cultural data:
Maarten Zeinstra and Lisette Kalshoven (KL), *Europeana Food & Drink IPR Guidelines (2015).*

Fashion and intellectual property:
Roxanne Peters (V&A, EF), *Fashion and intellectual property: best practice guidelines (2013).*

Clearing rights for, and licensing audio and audio-related works:
Simone Schroff (IViR), *Europeana Sounds and Copyrights: The Need for and Challenges in Licensing Archival Materials (2015).*