

Overview Of the 'Openness' of Licences Selected by JISC Projects to Provide Access to Materials, Tools and Media

Naomi Korn Copyright Consultancy, 27 April 2010

JISC Content

Introduction

'Open' resources that are created, used, repurposed and shared within the context of teaching, learning and research have multiple benefits within higher education (HE) and further education (FE). They also provide a platform for business community engagement. Ahrash N Bissell (William and Flora Hewlett Foundation consultant) and David Kernohan (JISC OER Programme Manager) have recently discussed these benefits in detail in the latest edition of *JISC Digital Content Quarterly*.¹

Both agree that Creative Commons licences (CC licences) can be successfully employed to fulfil the requirement of creating 'open' resources. However, although CC licences share many attributes, differences in specific terms and conditions between the ranges of CC licences can affect how far a resource can be freely repurposed and disseminated. These terms and conditions can therefore inhibit the 'openness' of the resulting resource.

This paper aims to provide an overview of the different model licences that are available across UK HE and FE which might contribute towards the repertoire of Open Resources. It also addresses the following areas:

- Are ALL resources licensed under the full range of CC licences truly open?
- Are there any other template licences that might fulfil the requirements of 'open' for Open Educational Resources (OER) apart from CC licences?
- Under what circumstances are open licences not appropriate to use?

1. JISC Model Licence

The JISC Model Licence has been drafted by JISC Collections and contains more favourable provisions than any standard commercial licence for access and use of online resources. JISC negotiates the licences with publishers on behalf of UK Funding Bodies for FE and HE communities. The JISC Model Licence contains provisions that allow students and staff to make effective use of online resources for learning, teaching and research.

There are four variants of the JISC Model Licence, and more are likely to be created as new developments in online resource provision and delivery emerge.

- Data sets
- eBooks
- Moving Image and Sound Model Licence
- Electronic Journals (NESLi2)

¹ http://sca.jiscinvolve.org/files/2010/04/sca_dcquarterly_02_apr10-interactive.pdf



The Model NESLi2 Licence for Journals is the model licence used by JISC staff or the NESLi2 negotiation agents in negotiations with publishers for JISC journal agreements. It is based on the Model NESLi Site Licence used by the NESLi Managing Agent in negotiations with publishers for NESLi agreements (which was in turn based on the PA/JISC draft model licence) and was approved by the JISC's NESLi Steering Group in 1999 for use by the NESLi Managing Agent.

Benefits of the JISC Model Licence for the UK FE and HE communities:

The Model Licence provides a consistent approach to access and use of online resources to allow teachers, learners and researchers to use each online resource to its fullest potential in support of their activities.

JISC has a team of specialists dedicated to negotiating the best possible deals and partnering with the publishing sector to influence online resource developments to meet the needs of the FE and HE communities.

Limitations of the JISC Model Licence:

- Staff and students may not make the online resource available off-site to anyone other than staff and students
- Staff and students may not remove/hide or change copyright notices or remove acknowledgements
- Staff and students may not allow the online resource to be viewed in any way other than by authorised access or on the institution's secure network
- Staff and students may not use the online resource for commercial use or for any purpose other than educational purposes

- Staff and students may not display any part of the online resource on a publicly accessible website or network

All of these restrictions continue after the end of the licence agreement.

There are also institutional responsibilities that must be agreed to when an institution signs an Institution Licence. These include the following:

- Issue passwords to staff and students
- Make staff and students aware that they cannot share their passwords with anyone else
- Only allow staff, students or Walk-in Users of the library access to the online resource through the secure network
- Make sure that staff, students and Walk-in Users are aware of what they are and are not allowed to do with the online resource
- Let the publisher or JISC know immediately if they are aware of unauthorised access or use of the online resource. They also must take appropriate steps to ensure unauthorised access or use is not repeated

A breach of the Institution Licence is a serious matter and can be grounds for termination of the agreement. This places the rights of other users in jeopardy.

The Model Licences can be found at: www.jisc-collections.ac.uk/model_licence

Examples of projects compliant with the JISC Model Licence:

- The Burney Collection: www.jisc-collections.ac.uk/burney
- Early English Books Online: www.jisc-collections.ac.uk/catalogue/coll_eebo
- The Times Digital Archive (1785-1995): www.jisc-collections.ac.uk/catalogue/tda#subscription

2. Creative Commons Licences

CC licences permit the copying, reuse, distribution and, in some cases, the modification of the original owner's creative work without having to obtain permission every single time from the rights holder.

The licence is attached to the content and is available in various forms:

Attribution (BY): UK England and Wales
Attribution No Derivatives (BY-ND): UK England and Wales
Attribution Non-Commercial (BY-NC): UK England and Wales
Attribution Non-Commercial No Derivatives (BY-NC-ND): UK England and Wales
Attribution Non-Commercial Share Alike (BY-NC-SA): UK England and Wales
Attribution Share Alike (BY-SA): UK England and Wales

Benefits of CC licences

There are many advantages of using CC licences, including ease of use, widespread adoption and familiarity of choice and flexibility, human-readable, machine-readable and symbolic representations of the licences, and a direct link between the resource and its licence.

The main CC licences offer a series of 'baseline rights' together with four 'licence elements' that can be mixed and matched to produce a customised licence through a point-and-click web interface:

- Attribution (BY) – you must credit the licensor of the work
- Non-Commercial (NC) – you can only use the work for non-commercial purposes



- No-Derivatives (ND) – you may not create adaptations of the work
- Share Alike (SA) – you may create adaptations of the work, but these must be under the same licence as this work

Jurisdiction – specific licences are available for Scotland, and England and Wales. There is not a variant for Northern Ireland at present.

Considerations when using CC licences:

- Although CC licences may be suitable for many applications, this may not be the case where commercial considerations and third-party issues are present
- At a strategic level, committing to the irrevocable terms of CC licences raises issues of broader access and commercial goals for organisations. The use of CC licences should be a policy decision and should form part of the overall intellectual property of organisations, where the full implications can be examined and understood

Examples of JISC Projects using CC licences

*'In licensing terms we are using Creative Commons licences, preferring those that provide the minimum restriction on end users, whilst still protecting the needs of the creators. Though we do respect the "free culture" ethos of allowing maximum freedom to users, this is balanced by the pragmatism of persuading academics to release resources when they are unsure what they are giving away and how they can maximise the value of it. So we are seeing releases using almost the full range of CC licences, as projects work within their own subject and institutional contexts to get the optimum equilibrium.'*²

- One of the JISC-funded OER projects, called 'Organising Open Educational Resources' (www.medev.ac.uk/oer), aims to make a large number of educational resources 'open', including: ECGs, x-rays, images, films and virtual patients. In this case, they have chosen a selection of Creative Commons licences:
 - CC BY-NC-SA UK for most resources (Creative Commons, Attribution Non-Commercial Share Alike)
 - CC BY-NC-ND UK for some 'sensitive' resources (Creative Commons, Attribution Non-Commercial No Derivatives)
- Open Spires – Open Content at Oxford University <http://podcasts.ox.ac.uk/openspires.html>
Another JISC funded OER project which has provided access to a number of resources, including podcasts, mainly under CC BY-NC-SA (Creative Commons Attribution Non Commercial Share Alike) licences although a few are also released under the CC BY-NC-ND licences (Creative Commons, Attribution Non-Commercial No Derivatives) where repurposing is not permitted.

3. JISC Collections Open Educational User Licence V1.0

This licence can be used to provide access and use to materials being made available for Educational Use. This is a standard open licence, developed with educational use in mind and allows for all use that is conducive to education and research. As such, any content made available under the terms of this licence gives users the right to modify and adapt the content, to create derivative and collective works containing the content and to disseminate their work and deposit the content

² David Kernohan, JISC Programme Manager: http://sca.jiscinvolve.org/files/2010/04/sca_dcquarterly_02_apr10-interactive.pdf

in repositories. In turn, users must acknowledge you as the Licensor of the content and this licence. The licence prohibits Commercial Use and any restrictions on subsequent use of the content that are not in compliance with this licence.

Interestingly, this licence is similar in ethos to the CC licences. It aims to be more explicit than the CC licence about how resources may be used in the educational context. The licence is none the less compatible with CC licence. You can use this licence to clear third party rights ('licensing in'), and then put a CC:BY:NC or similar on the final resource ('licensing out'). The language and terminology of the CC licences maps closely to the JISC Model Licence, which makes it a useful tool for negotiating with publishers who have released content under the Model Licence.

Examples of JISC-funded projects using the Open Educational User Licence

The East London Theatre Archive (ELTA) is a database of performing arts resources, from playbills and programmes to press cuttings and photographs. By creating up to 15,000 digital objects, taken from different East London Theatres and V&A Theatre Collections, the archive preserves digitally unique endangered collections, making them accessible to an academic audience. ELTA is led by the University of East London and has been funded by the JISC Digitisation programme. The East London Theatre Archive uses the JISC Collections Open Educational User Licence. JISC Collections Open Educational User Licence V 1.01.doc

www.elta-project.org/props/files/JISC-Collections-Open-Educational-User-Licence-V1-01.pdf

How Open are So-Called 'Open' Licences?

Although all of these licences aim to provide free access to resources, not all the resources licensed under these various licences can be freely used or repurposed. This is a very important distinction within teaching, learning and research-based environments. If not creating resources that are truly open, we cannot claim to be realising the multiple benefits of open educational resources. Without distinguishing truly open resources from partially open resources, we can create certain problems, including:

- Restricting the potential for catalysts for value-adding services, new forms of teaching and accreditation, and new pathways for participation in educational goals by anyone, anywhere in the world
- Creation of potential silos of resources, which are not interoperable because they have been licensed under different licensing regimes
- Particular difficulties if so called 'open' resources are blended or mashed with resources that are genuinely open. In these cases, the resulting mashed resource will be potentially infringing copyright as they are 'contaminated' with resources that are not open and the resulting resource may be unusable
- Projects that have been funded under the 'Open Educational Resources' programme of work may risk jeopardising their terms and conditions of funding

The table below compares the various features of the licences described above in terms of 'openness', i.e. freely being able to use, repurpose and share outputs.

Licence Type	Who can gain access to the resource and under what terms?	Can the licensed outputs be repurposed?
JISC Model Licences:		
Data Sets Model Licence	Authorised users only	No, though extracts may be used in teaching and learning
E-Books Model Licence	Authorised users only	No, though extracts may be used in teaching and learning
Moving Image and Sound Model Licence	Authorised users only	No, though extracts may be used in teaching and learning
Electronic Journals (NESLi2)	Authorised users only	No, though extracts may be used in teaching and learning
Creative Commons:		
Attribution (BY): UK England and Wales	Anyone	YES, but you must credit the licensor of the work
Attribution Non-Commercial (BY-NC): UK England and Wales	Anyone – for non-commercial purposes only	YES, but you must credit the licensor of the work
Attribution No Derivatives (BY-ND): UK England and Wales	Anyone	NO and you must credit the licensor of the work
Attribution Non-Commercial No Derivatives (BY-NC-ND): UK England and Wales	Anyone – for non-commercial purposes only	NO and you must credit the licensor of the work
Attribution Non-Commercial Share Alike (BY-NC-SA): UK England and Wales	Anyone – for non-commercial purposes only	YES, you must credit the licensor the work and if you create adaptations of the work, these must be under the same licence as the licence selected by the original creator.
Attribution Share Alike (BY-SA): UK England and Wales	Anyone	YES, you must credit the licensor the work and if you create adaptations of the work, these must be under the same licence as the licence selected by the original creator.
Creative Commons Plus	Anyone – but could be restricted to non commercial purposes	Not necessarily. The Creative Commons Plus licence facilitates the add-on of an additional licence on to the Creative Commons licence in order to facilitate the granting of more permissions by the content creator to the user, thus introducing greater flexibility to the type and range of permissions that are granted.
Creative Commons Zero	Anyone	YES – with no restrictions. The Creative Commons Zero licence facilitates creators to waive all copyrights and related or neighbouring interests that they may have over a work such as moral rights, publicity or privacy rights, rights protecting against unfair competition and any rights protecting the extraction, dissemination and reuse of data.
JISC Open Educational Licence	Anyone – for non-commercial purposes only	YES, the work can be used in any way and for any such purposes that are conducive to education, teaching, learning, private study and/or research as long as you are in compliance with the terms and conditions of the licence.
Open Data Commons Licence	Anyone (applies to data and databases)	Yes – with no restrictions

From the table above, as 'open' refers to resources that are free to use and are able to be used freely, i.e. the least restrictions are placed on the user – then only the following licences would fulfil these requirements of being truly open:

Open Licences
Attribution (BY): UK England and Wales
Attribution – Share Alike (BY-SA): UK England and Wales
Creative Commons Zero
Open Data Commons Licences (for data and databases)



commercial and/or no derivatives provisions, the priorities of the initial licensor of the content needs to be based upon an **open vs risk** evaluation, rather than openness only. Only by achieving such a balance can JISC-funded projects ensure that they are best placed to avoid potential legal/business/policy pitfalls whilst at the same time opening up resources in ways that are more open than previous.

Moving forward, the following might alleviate some of the circumstances that could preclude the ability to use truly open licences:

1. Early consent to reuse resources, media and materials under open licences when initial contact is made with a subject; when a work is acquired and/or when a work is created.
2. Use of interoperable 'open' licences. A good example of this is the use of terms and conditions interoperable with the CC Attribution Licence by www.data.gov.uk to provide access to Government data.
3. Development of digital asset management systems to record rights and permission associated with digital and analogue objects.
4. The development and implementation of IP Policies creating frameworks for best practices and overlay with an organisational IP Strategy laying out a clear pathway for IP protection and exploitation in the future.

Realistically, however, these measures are unlikely to prevent all these circumstances from occurring. In this respect, therefore, it is probably sensible to consider simultaneously **degrees of openness**, rather than 'open' being an absolute standard.

However, there may be some circumstances in which open licences might be inappropriate to use, due to specific risks that might arise for the licensor and subsequently any end-users, and in these cases, licences that place 'some' restrictions upon the user might be more appropriate. Some of the situations where this consideration will need to be made include the following:

- Inclusion of clinical content for which consent has not been cleared, such as much of the material licensed under the OER JISC-funded project
- Inclusion of images of children and/or adults for which consent has not been cleared
- Inclusion of content that might be inappropriate in any way
- Inclusion of data and/or databases
- Inclusion of other IPRs, such as trademarks and/or performers rights
- Inclusion of material whose use is restricted to certain users and/or classes of users
- Inclusion of third-party-generated content for which permissions have not been cleared. This may include:
 - Works for which permission has not been sought
 - Situations where the rights holders are unknown or cannot be traced (orphan works) and where a risk-based assessment has determined that their use is risky under an open licence
- In circumstances in which an open licence selected clashes with organisational practices and/or policies
- In circumstances in which an open licence might conflict with potential business models

In these situations, the following licences might be more suitable than any of the truly open licence types above:

- Any licence with a 'no derivatives' attribution or any licence with limitation in use or repurposing
- Any licence with a 'no commercial use' attribution
- Any licence that restricts certain classes of users from being able to access resources

To conclude, whilst undoubtedly there are numerous benefits associated with the use of 'open' licences and the creation of truly Open Educational Resources, there are clearly circumstances (as above) where this is not feasible. In these cases, whilst licences that may be selected will not fully satisfy 'openness', such as some of the CC licences with non-

Want to Find More?

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Strategic Content Alliance briefing papers on Creative Commons Licences and Embedding Creative Commons Licences into Digital Resources
<http://sca.jiscinvolve.org/wp/ipr-publications>

JISC Legal www.jisclegal.ac.uk

JISC Model Licence Guide www.jisc-collections.ac.uk/Help-and-information/How-Model-Licences-work