



## Deliverable 34

# Protocols and copyright agreement with external institutions interested in using and disseminate further the project material

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### Dissemination Level:

PU	Public	
PP	Restricted to other programme participants (including the Commission Services)	PP
RE	Restricted to a group specified by the Consortium (including the Commission Services)	
CO	Confidential, only for members of the Consortium (including the Commission Services)	

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## Summary

This document presents the framework and the protocols for the NETT Intellectual Property Right (IPR) management, including the strategy and the protocols to manage the copyright.

This document constitutes a guideline for the adoption, usage and further dissemination of the project material.

## Introduction

### Scope of this deliverable

Scope of this document is to describe:

- how the project products can be used by the partners and external entities after the end of the project,
- how the NETT project sustainability will be assured after the project conclusion.

The document objectives fall within the broader scope of the project. According to the Grant Agreement (GA) description of work, the NETT project will give teachers and trainers the appropriate knowledge, skills, networking opportunities, tools, strategies, practice-based methods. Saying that, the project products are identified at different levels as follows:

- At infrastructural level: the NETT platform,
- At content level: the NETT courses and contents,

The general IPR strategy addressing the whole project products features is defined according to what the GA states (cfr. Art. II.3 Ownership/Use of the results):

- Unless stipulated otherwise, ownership of the results of the action, including industrial and intellectual property rights, and of the reports and other documents relating to it shall be vested in the beneficiaries.
- [Without prejudice to par. 1], the beneficiaries grant the Commission the right to make free use of the results of the action as it deems fit, provided it does not thereby breach its confidentiality obligations or existing industrial and intellectual property rights.

### Structure of this deliverable

Digital contents copyright management can be developed under a variety of frameworks, such as the Creative Commons, the GNU Free Documentation License, and the Open license. Other frameworks, like the Open Educational Resources (OER), specifically deal with copyright of teaching, learning, and research materials in any medium that reside in the public domain or have been released under an open license. OERs often permits their free use and re-purposing by others.

Having in mind the wide dissemination approach of this project, the partners also considered licensing the reports under Creative Commons (CC). The Creative Commons initiative is not incompatible with copyright and on the contrary is based on the existence of copyright protection, since it allows the work to be licensed to others interested in using the material.

Educational resources are also openly licensed under the Creative Commons licenses, i.e. they can be shared with everyone and become easy to find, share, customize, and combine.

In this deliverable the Creative Commons licenses has been selected as the optimal framework under which the NETT products can be released, accessed and distributed. The CC licenses are introduced and discussed according to the project objectives and the users needs with the goal of selecting the appropriate license to allow teachers and trainers to find and incorporate educational materials for reports and presentations; to customize their lesson plans and build their courses, and to allow the consortium to develop services for an enhanced learning experience within the exploitation strategy and plan developed in WP8 (cfr. ref. to Exploitation Plan).

In the following paragraphs the Creative Commons Framework approach, licenses with constraints and opportunities; the NETT Intellectual Property Right (IPR) requirements and the properly defined NETT protocols are described.

## Creative Commons Framework

### Approach

The Creative Commons (CC) (<http://creativecommons.org/>) copyright licenses represent a simple, standardized way for authors to grant copyright permissions to their creative work. The broader scope of CC is to achieve the vision of universal access, someone needed to provide a free, public, and standardized infrastructure that creates a balance between the reality of the Internet and the reality of copyright laws (CC website).

Creative Commons licenses are not an alternative to copyright. They work alongside copyright and enable you to modify your copyright terms to best suit your needs.

### Licenses

Each license helps creators retain copyright while allowing other users to copy, distribute, and make some uses of their work — at least non-commercially.

Through a three-layers structure the licenses aim at assuring consistency under the legal framework; human readability and understandability; and machine readability, including formats that software systems, search engines, and other kinds of technology can understand

As common copyright solution, all the CC licenses guarantee attribution of credit to the original creators of the contents, meaning that they allow others to distribute, remix, tweak, and build upon your work, even commercially, as long as they credit and acknowledge the authors for the original creation.

They then differentiate among:

- **ShareAlike**, requiring to license the new creations, even for commercial purposes, under the same identical terms adopted to release the material in principle
- **NoDerivs**, allowing commercial and non-commercial distribution as long as the materials are unchanged.
- **NonCommercial**, allowing remix, tweak, and build upon your work non-commercially.

- **NonCommercial-ShareAlike**, which implies both the requirements of the NonCommercial and ShareAlike, meaning that the contents can't be used for commercial purposes and that new creations have to be licensed under the identical terms.

- **NonCommercial-NoDerivs**, allowing to redistribute as they have been released (i.e. left unchanged and with credit to the authors).

See the current 4.0 version of the CC licenses (see <http://creativecommons.org/version4>) for more details.

## Constraints and opportunities

The CC frameworks offers to NETT the opportunity to pursue the dissemination objectives stated in WP7 deliverables as well as to maintain the broader exploitation goals, both during and after the end of the project. The CC licenses allow in fact the opportunity to share and redistribute the resources while acknowledge the authors and creators and with the opportunity to exploit those resources, even for commercial purposes.

## NETT Requirements

### Exploitation Strategy

Since strictly connected with the NETT exploitation, the present document recaps the cornerstones of the project exploitation strategy and defines the requirements along which the protocols are defined.

The project wants to assure teachers and trainers engagement on the NETT platform through:

- Participation to content creation and discovery,
- Content reuse in teaching activities,
- Networking with other teacher's.

Those objectives are currently accomplished by the implementation of the Pilot Courses in the Platform. At the same time the project has defined the exploitation plan by distinguishing policies for the different products and actions on products:

- NETT Platform joint ownership by all consortium members,
- NETT Platform technical area (technical maintenance support and administration) and content area (content quality and updating) management,
- NETT Contents copyright and ownership (Partners' proprietary contents),
- Contents copyright and ownership (Third-Party contents).

## NETT Protocols

### Selected License

The CC license selected as general copyright policy for the NETT products is the Attribution-NonCommercial-ShareAlike (BY-NC-SA) (<http://creativecommons.org/licenses/by-nc-sa/4.0/>).

Such license allows to:

**Share** — copy and redistribute the material in any medium or format

**Adapt** — remix, transform, and build upon the material

Under the following conditions:

- **Attribution** — give appropriate credit, provide a link to the license, and indicate if changes were made, possibly by embedding licensing metadata, including how the creator wishes to be attributed for re-use.
- **NonCommercial** — prevent the use of the material for commercial purposes.
- **ShareAlike** — if remix, transform, or build upon the material, must distribute the new contributions under the same license as the original.

Both proprietary and third party resources require to undergone the BY-NC-SA license and to show the graphical (i.e. logo) or textual description of the license.

## Disclaimer Policy

The present document defines the disclaimer to be published in the platform footer as follows:

*“The content of this website is produced under the EC contract EE-74-NETT. It is the property of the NETT Consortium and is released under the CC Attribution-NonCommercial-ShareAlike License.”*

The present document defines the disclaimer to be published in each proprietary content, by using the pdf format, as follows:

*“This content is produced by the NETT Consortium. It is the property of the NETT Consortium and is released under the CC Attribution-NonCommercial-ShareAlike License”*

Since NETT deals with entrepreneurship training, the contents produced and utilized in the project are intended to be educational materials that teachers and trainers can use, redistribute, remix, for non commercial use and giving credit to the project.

Both proprietary and third party resources require to show the above reported disclaimer text.

## Platform adoption

The NETT web platform is free access under registration. Navigation and access to resources are not restricted in any sense and are designed to support content search and discovery, as well as teachers training development.

For the same purpose, access to and even download of resources from the platform are allowed for registered users under the conditions stated in the above described BY-NC-SA License. In order to make the users aware of the conditions under which the training materials are released, the NETT disclaimer is included in the website footer.

The NETT platform also allows the resources upload from both the consortium partners and the platform users. The upload of the resources created by the teachers as part of their own newly created courses become part of the NETT platform and are treated as the other contents published in the platform. Being part of the NETT materials, those contents are then re-distributed and eventually downloaded under the same BY-NC-SA License which is adopted for partners proprietary resources.

The users, which provide the platform with their own resources, implicitly accept to adhere to this policy and are required to include the NETT project disclaimer to the front page of the files they are willing to upload.

### **NETT project courses copyright and ownership (Partners' proprietary contents)**

The NETT platform is currently largely fed by resources authored and developed by the consortium partners. Those resources, once uploaded in the platform become part of the NETT training program, and since this, are required to include the NETT project disclaimer to their front page.

NETT training resources need to be uploaded as PDF files in order to assure that an open format is adopted (i.e. PDF is owned by Adobe but is open since it has public specification and doesn't foresee any patent issues).

As for metadata attribution and categorization, as well as for the assessment provided by the recommender system, the BY-NC-SA License needs to be adopted and the above described project disclaimer (see Disclaimer Policy) needs to be used.

### **NETT project courses copyright and ownership (Third-Party contents)**

The NETT training program also leverages upon the most valuable quality training materials made available by recognized Universities, Research centers and online learning providers, such as Coursera and Kahn Academy.

Any third party content which either the consortium partners or the platform users acknowledge to include in the NETT training program needs to be included in the NETT courses as web links, whichever the license it undergoes.

The NETT consortium does not take any responsibility or gives any warranty for the content of the internet pages and contents, to which NETT platform provides direct or indirect links. Users of the NETT platform follow external links to other web sites and homepages entirely at their own risk and will use them according to the legal conditions valid for those web sites.