



Creative Commons (CC) Guide

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**Adaptation
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INSPIRING
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1.0 Introduction

THE GOALS OF THIS PROJECT AND THE REASONS FOR OPEN LICENSES

The MACAL program an open learning program that supports students learning and simultaneously mobilizing climate action knowledge. One of the ways to do this is by assuring content developed through the program (by instructors and students) adopts the Creative Commons (CC) licenses. CC licensing is an alternative to traditional copyright and signals to the public what can be reused, modified, and shared (with attribution to the creator). A CC license provides an alternative to traditional, non-open copyright. Open licenses allow the content to have a greater impact by being available for modification, adaptation, and sharing.

What is CC licensing? [This 2-minute video](#) provides a good introduction.



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2.0 Preferred License & Alternatives for MACAL

In order to encourage the most widespread use of the materials produced through MACAL, we recommend a CC BY license.

SCENARIO 1: ALL CC BY



All the materials have been created by you, with or without the help of other support people at your institution.

We recommend that you identify all of your materials with a CC BY license.

SCENARIO 2: COMBINATION OF CC AND COPYRIGHT LICENSES

You are using a combination of materials that you have created alongside borrowed materials (e.g., images, graphs). The use of these borrowed materials is normally covered under the Fair Dealings section of the [Canadian Copyright Act](#). Now that you are using CC licenses you will need to take the following steps to apply appropriate licenses.

You will need to:

1. Identify your own materials with a CC license.
2. Work with your university librarian to identify CC alternatives to the borrowed materials.
3. If alternative CC licenses can't be found, indicate on every artefact that it is not CC licensed. The simplest way to do this is to write: **this image/video/etc. is copyrighted and is not CC licensed**
4. Keep an [inventory of your resources](#).

SCENARIO 3: COMBINATION OF CC BY AND CC BY NO DERIVATIVES (CC BY ND)



You are creating materials with a mostly CC BY license but there are some images or graphs that cannot be modified and you want to ensure appropriate licensing.

In this case you will identify specific artefacts with CC BY ND license.

Add the following to your resource:

- CC license on title/banner page
- CC license information and rationale in introduction (see below for sample)
- All videos, power points, images tagged with CC license
- Editable files provided (unless a no-derivatives license selected)

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2.0 Preferred License & Alternatives for ALN Course Content

Read this guide for a better understanding of how to choose which CC license you need.

Step 1: Choose License Features

Publishing under a Creative Commons license is easy. First, choose the conditions that you want to apply to your work.



Attribution

All CC licenses require that others who use your work in any way must give you credit the way you request, but not in a way that suggests you endorse them or their use. If they want to use your work without giving you credit or for endorsement purposes, they must get your permission first.



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Based on your choices, you will get a license that clearly indicates how other people may use your creative work.



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3.0 Additional Requirements

THE FOLLOWING CC LICENSE EXPLANATION SHOULD BE VISIBLY AS PART OF YOUR RESOURCE INTRODUCTION:

This [RESOURCE] is part of my work as a student in the MA in Climate Action Leadership program (MACAL) at Royal Roads University.

Since one of the learning goals of the MACAL program is to mobilize knowledge and provide ways and means to build on the expertise of working professionals and scholars, as well contribute to the understanding and empowerment of others to engage in climate action, MACAL adopts Creative Commons (CC) licensing wherever possible. CC licensing is an alternative to traditional copyright and signals to the public what can be reused, modified, and shared (with attribution to the creator). A CC license provides an alternative to traditional, non-open copyright. Open licenses allow the content to have a greater impact by being available for modification, adaptation, and sharing.

This resource(s) is CC licensed except where indicated. This includes any text, media, images, and PowerPoints.

WHAT IT MEANS TO DEVELOP WITH OPEN – ADJUSTMENTS TO YOUR WORKFLOW

- a. Which license aligns best with the overall course (recommended – CCBY).
- a. If adding images graphs etc. that have been published without a CC license you have to indicate alternative copyright permissions.
- b. Inventory- track what is and does not require copyright permissions and any exceptions to CC-BY.
- c. Work with an informed copyright/open librarian – they can help find material that has already been created using CC licensing to use and adapt.

WHY WOULD I WANT TO GIVE MY WORK AWAY?

Look at this FAQ page:

<https://opentextbc.ca/selfpublishguide/chapter/give-your-work-away/>

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4.0 Generating Licenses

THE SIMPLEST WAY TO GENERATE THE CC LICENSE AND ATTRIBUTION

Step 1: (skip if you know which license you will use) MACAL recommends using a CC BY license wherever possible, but if you are undecided about which Creative Commons license to choose visit this page <https://creativecommons.org/choose/>

Step 2: Go to [this link](#) to generate the license code and to easily apply other information such as attribution/author/creator and the name of the project.

Step 3: copy/paste code into web page, or copy paste the text into a document.

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