

# Programme

## Parallel workshop: 'Open Publishing in a Box', Tacticaltech and iCommons (by invitation)

In partnership with Tacticaltech (TTC), iCommons will host this innovative workshop to develop 'Open Publishing in a Box', a practical toolkit of software, guides and tutorials that will enable organisations to understand and practice 'open publishing' by getting iCommons experts to suggest resources that work best for different functions like open access research, blogging, online news, journals, newsletters, and image editing. The 'Open Publishing in a Box' CDs will be distributed to iCommoners after the Summit.

*Date and venue: 22 and 26 June, 2006: The Marriot Hotel  
9am – 4pm*

## Day 1: Friday, 23 June

### 8am-9am Registration

#### 9-9:30am Welcome

*Heather Ford, Acting ED, iCommons*

*Ronaldo Lemos, Director Center for Technology & Society (CTS) at the Fundacao Getulio Vargas (FGV) Law School*

*Joaquim Falcao, Dean, Fundacao Getulio Vargas (FGV) Law School*

*Nathaniel Stern, iSummit Artist in Residence  
Francesca Roderiguez, Logistics*

### 9.30-10.30am 'Towards a Global Commons Community'

From the Brazilian Pontos de Cultura (Cultural Points) project enabling local communities to produce and share culture, to open access, print-on-demand research publishing in South Africa, to Japanese anime artists remixing culture, and the Internet Archive in California making real the ideal of universal access to all human knowledge, a movement is growing around the world that is attempting to regain the balance in the way we produce and disseminate culture, knowledge, technology and science. The value of this movement is not only in the products of openness, but in new methods or

ways of producing that present us with a unique opportunity to engage in a practice that fosters cross-cultural awareness, tolerance and respect for communities around the world. How do we build a commons for all in a world where there are distinct economic disparities that leave the so-called "Digital Revolution" out of reach for so many? How do we help one another to both build a commons that nurtures local communities while respecting the needs of others? How can we move towards the growth of a "Global Commons Community" and what should the role of iCommons be in this regard?

*Session chair: Ronaldo Lemos*

*Gilberto Gil, Minister of Culture, Brazil*

*Paulina Urrutia, Minister of Culture, Chile*

*Larry Lessig, Chairman, CC*

*Joi Ito, Chairman, iCommons*

### 10.30-10.50am Coffee break

### 10.30-10.50am Press conference

*Venue: Pataxo room*

### 10-50am-5pm Workshops

A series of workshops will be held catering to the needs of specific fields of practice. For developers and technical practitioners, there will be a hands-on workshop to build Freedom Toasters that will be implemented in one of Brazil's 'Cultural Points' and to plan a 'Publishing in a box' CD containing free software for video, audio, text and multimedia editing and production. For project implementers and creators, there will be a workshop to develop a plan for a community 'Culture Point' using a variety of tools and resources. The potential result of these workshops will be the development of communities of practice who will assist one another to implement similar projects after the Summit.

For Creative Commons legal and/or project leads, there will be an in-depth discussion around the successes and challenges of the global licencing project (Creative Commons International), resulting in a strategy for approaching future licence development in ways that are both open and accessible, as well as practical and sustainable.

### Workshop 1: Creative Commons Policy Workshop – Chaired by John Wilbanks

*Venue: Wayana 1*

The Creative Commons Policy Workshop will discuss the success and challenges of issues relating to Creative Commons licence development, cc Version 3.0 and Creative Commons' WIPO strategy.

### 10:50 – 12am CC's International Affiliate Relations

Creative Commons staff outline procedures,

policies that govern its relationships with affiliates and for those affiliates to provide feedback, input and suggestions on this relationship.

*Christiane Henckel von Donnersmark  
CC-i Executive Director*

*Heather Ford, iCommons Acting ED*

*Mike Linksvayer, CC CTO*

*Mia Garlick, CC General Counsel*

**Outcome:** Clearer and more effective policies and relations between CC "HQ" and international affiliates.

### 12 – 12:50pm CC & Collecting Societies

This session will provide an update on the work of the CC working group on this issue and the many developments that have occurred around the world in attempts to resolve the current conflict that exists between CC licensing & collecting societies' membership agreements.

*Melanie Dulong de Rosnay, ccFrance*

*Paul Keller, ccNetherlands*

*Brian Fitzgerald, ccAustralia*

**Outcome:** Ensure that all international affiliates are up-to-date with these important developments and have the chance to learn more about how to deal with possible collecting society issues or other organizations challenging CC licensing.

### 12:50 – 1:20pm ccDisputes

This session is dedicated to discussing the two recent court cases, one in Spain and the other in the Netherlands, that have involved CC licences, as well as a discussion about any other significant disputes that have occurred in different jurisdictions around the world.

*Ignasi Labastida i Juan, cc Spain*

*Paul Keller, cc Netherlands*

**Outcome:** Ensure all affiliates are familiar with the nuances of these court cases and have the chance to discuss the potential implications for their own jurisdiction and for CC licensing generally.

### 1:20 – 2:10pm Lunch

### 2:10 – 3pm CC & International Policy Strategy: WIPO, FTAs etc.

Debate about the experience from CC's participation at WIPO to date and CC's WIPO strategy.

*Richard Owens, Director, Copyright E-Commerce, Technology and Management Division, WIPO*

*Ronaldo Lemos, cc Brazil*

*Oscar Montezuma, ccPeru*

*Claudio Ruiz, ccChile*

*Luis Villarreal Villalon, Intellectual property advisor, the government of Chile*



**Outcome:** Enable affiliates to identify what and how CC should engage with international issues and hopefully initiate a working group or other tangible step towards a strategy to implement that engagement.

### 3 - 3:40pm Version 3.0

Provide project leads, esp. legal project leads, with a chance to review the changes incorporated in version 3.0 and to provide input and suggestions for both the amendments and related action items resulting from versioning to 3.0.

*Mia Garlick, CC General Counsel*  
*Christiane Henckel von Donnersmark*  
*CC-i Executive Director*

**Outcome:** Assist affiliates to implement version 3.0 amendments in their jurisdictions' licence more easily and ensure that CC has covered all relevant issues.

### 3.40-4pm Coffee break

### 4 - 5.30pm ccClinics

Interactive session that will, firstly, outline some real life examples of practical issues, challenges & problems with advising people how to best implement CC licences and, secondly, break out into groups tasked with discussing how to solve hypothetical situations & the presenting their proposed solutions back to the entire group.

*Tyng-Ruey Chuang, ccTaiwan*  
*Andrew Rens, ccSouth Africa*  
*Yuko Noguchi, Dominick Chen, ccJapan*  
*Alek Tarkowski, ccPoland*  
*Juan Carlos De Martin, ccltaly*

**Outcome:** Provide affiliates with a chance to learn and share strategies to assist CC licence adopters and CC licencees to maximize the benefits from CC licensing.

### Workshop 2: Create! chaired by Lena Zúniga, Bellanet and Allen Gunn, Aspiratiotech

*Venue: Wayana 2*

The workshop will result in a key group of people working on localizing creative hubs for different communities around the world.

### 10:50 - 12.00pm Creative Models Panel

*Jason Hudson, Project Manager, The Shuttleworth Foundation, South Africa 'The Freedom Toaster'*  
*Andrew Lowenthal, Tacticaltech 'Open Publishing in a Box'*  
*Nathan Yergler, Creative Commons 'ccMixer, ccPublisher, ccHost and other ccTools'*  
*Caio Mariano, Claudio Prado, Brazilian Arts and Culture Department 'Pontos de Cultural/ Points of Culture'*

*Martha Nalebuff, Director, Intellectual Property Guidance, Microsoft*

**Outcome:** Participants will be equipped with the knowledge of how these projects have developed (stakeholder involvement, incentives – community, developers, volunteers, government, creators etc), funding, sustainability, project management and leadership

### 12:00 - 1:20pm Interactive workshop

*Jason Hudson, The Shuttleworth Foundation 'How to build a Freedom Toaster'*  
*Wojciech Gryc, Tacticaltech 'How to develop a localized version of 'Publishing in a box''*  
*Jon Phillips, Creative Commons 'How to Build on ccTools'*  
*Felipe Machado, Estudio Livre 'How to build a multimedia cultural hub'*  
*Cory Ondrejka, Linden Labs 'Second Life in Education' – SL Internet Room*

**Outcome:** Participants will be able to design their own project using these tools

### 1:20 - 2:10pm Lunch

### 2:10 – 4.30pm Group design workshops (with 3.40-4pm Coffee break)

Groups design their own creative models for particular communities

**Outcome:** Participants will develop models for engagement with one another in future development.

### 4.30 – 5.30pm Report backs

### 6-7pm Birds of a Feather

*Cory Ondrejka 'Second Life' – SL Internet room*  
*Joi Ito 'Summit coverage: for all videographers'*  
*Andrew Rens 'A2K and Creative Commons – forging links'*  
*ccAsia (Yonnie Kim, Media Project Lead, Creative Commons Korea) and Asia Commons (Hempal Shrestha, Bellanet) 'Building an Asia Commons Community'*  
*Attila Kelényi 'Creative Commons in Hungary - the first six months'*  
*Elizabeth Stark, Fred Benenson: 'Sharing is Daring: Localising Free Culture Events'*  
*Sergio Amadeu 'Free Software: Collaborating is more efficient than competing'*

### 9pm Dinner at Porcao



# Day 2: Saturday, 24 June

## 9-10.30am Panel discussion: "Towards a bridge between the commons in science, art and innovation"

*Session chair: Ronaldo Lemos, Director Center for Technology & Society (CTS) at the Fundacao Getulio Vargas (FGV) Law School*

*James Boyle, Professor of Law Duke Law School, CC Board*

*Jenny Toomey, Music activist*

*Niva Elkin-Koren, Professor of Law, co-director of the Haifa Center of Law & Technology at the University of Haifa School of Law*

*John Wilbanks, Executive Director, Science Commons*

The past few years has seen the burgeoning of a number of initiatives aimed at opening the fields of creativity, science and knowledge in communities around the world. Practitioners from these movements currently identify themselves as falling within a particular community – 'free and open source software', 'open access', 'open content' and 'open science', amongst others – but they share key processes and values whose common elements are yet to be fully realized.

This session, with spokespeople from the scientific, legal/policy and cultural sectors, will speak to different strategies envisioned for the growth of the international commons according to the three main themes of this year's Summit:

**1. Tools.** Developing effective, relevant tools to assist other creators, authors, scientists and researchers to develop and showcase their creativity and innovation.

**2. Policy.** Strategies to ensure international, regional and local policy fora that are conducive to the development and nurturing of the commons.

**3. Practice.** Learning from the experience of others to develop effective models for the development of open content in societies around the world.

10.30-10.50pm Coffee break

## 10.50-12.30pm Parallel workshops

### I: Music, video and multimedia: the cultural commons

*Venue: Wayana 1*

This workshop will introduce a variety of new approaches to the cultural commons from both the community and commercial sectors. The speakers all represent pioneers in their sectors – experimenting with new methods of distributing music, video and multimedia and connecting with participants of a new digital age.

*Chairperson Eric Steuer – Creative Director, Creative Commons*

*Trama - Presidents of TRAMA: Andre Szajman (<http://www.trama.com.br>)*

*Revver – Founder, CEO, Steven Starr (<http://www.revver.com/>)*

*Andrew Garton – Programme Director, Open Channel ([http://www.openchannel.org.au/a\\_people.html](http://www.openchannel.org.au/a_people.html))*

*Dragoslava Pefeva – ccBulgaria*

*Rodrigo Savazoni – Agencia Brasil*

### II: Frameworks for open science

*Venue: Wayana 2*

This workshop will introduce Science Commons projects, as well as the experiences of 3 practitioners from South America, Africa and Europe who have been engaged in open access initiatives in their communities. The outcome of this interactive workshop will be a framework for implementing an open access strategy at a university.

*Chairperson: John Wilbanks, Executive Director, Science Commons*

*Utando Baduza, Commissioning Editor, Human Sciences Research Council, South Africa*

*Subbiah Arunachalam, Distinguished Fellow, M S Swaminathan Research Foundation*

*Ignasi Labastida i Juan, Project leader, cc Spain & cc Catalonia*

*Ed Yoon, Topaz/PloS One*

*Jorge A.S. Machado, Open Access Brasil*

## 12.30-1.30pm Lunch

### 1.30-2.30 Parallel workshops continue

### 2.30-3.30pm Parallel workshops

### III: The Enterprise Commons

*Venue: Wayana 1*

The enterprise commons workshop explores innovative business models that employ some form of open or accessible content in the digital envi-

ronment, and proposes projects that build on the ideals of enabling creators to sustain their work.

*Chairperson: Christian Ahlert, Open Business UK*

*Andrew Rens, Open Business SA*

*Carolina Almeida Antunes Rossini (Open Business Brazil)*

*Mike Linksvayer, (CC CTO)*

*Craig Bregman, moJay, South Africa*

*Prodromos Tsiavos and Ashutosh Khanna, London School of Economics*

### IV: Expanding the 'glocal': Translations, cultural heritage and indigenous knowledge

*Venue: Wayana 2*

How does open content licencing fit with the challenges of both protecting and ensuring the distribution and access of indigenous knowledge? How do we build a commons that builds on the past and encourages communication between cultures around the world? This workshop will introduce and provide some solutions to these challenges, encouraging participants to think of their own solutions to challenges faced by developing and small nations.

*Chairperson: John Wilbanks, Executive Director, Science Commons*

*Alek Tarkowski, ccPoland*

*Eric Kansa, The Alexandria Archive*

*Elad Wieder, cclIsrael*

*Dwayne Bailey, Co-Director, WordForge*

## 3.30-3.50pm Coffee break

## 3.50-5pm Parallel workshops continue

## 5-5.30pm Closure

## 6-7pm Birds of a feather

*Prodromos Tsiavos 'cc as an Alternative Ecology of Regulation'*

*Christian Ahlert 'The Open Business Model Project: call for partners'*

*Nimrod Lev and "Rhythm Beating Silence"*

*'The importance of Creative Commons to free culture especially in culturally isolated societies with a limited market'*

*Eric Poscher 'The Open Content Registry'*

*Tony Curzon-Price 'Learning from Open Source'*

*Becky Hogge 'Moving 600 authors to the Commons: The Open Democracy Story'*

*Alek Tarkowski, Dwayne Bailey 'iCommons.org translation working group'*

## 9pm Samba evening in Lapa



# Day 3: Sunday, 25 June

## 9-10.30am Keynote panel: 'The International Commons'

Different communities – especially developing and developed countries – have different strategies for building the digital Commons. How do we focus on developing local solutions while remaining active in global Commons priorities?

For our final visionary perspectives of the global Commons, four pioneering individuals will present their views on the role of emerging economies in growing this resource, and about the importance of collaboration and innovation in moving the global Commons forward into the future.

*Chairperson: John Wilbanks, Executive Director, Science Commons*

*Jimmy Wales, Founder, Wikipedia*

*James Love, Director, CPTech*

*Glenn Otis Brown, Products Counsel, Google*

*Nhlanhla Mabaso, Manager, Open Source Centre, CSIR, South Africa*

*Cory Doctorow, Journalist, author and activist*

10.30-10.50am Coffee break

10.50-12.30pm Parallel workshops:

## V: The Education Commons

*Venue: Wayana 1*

Kicked off by MIT's Open Courseware initiative, Universities around the world have started creating online learning resources that are available free of charge to anyone with an internet connection. Secondary and primary education initiatives are also using the combination of online learning technology with a Creative Commons approach to ownership and sharing to increase affordable access to education – especially in developing countries. However, while opening up learning materials is a step in the right direction, it marks the beginning of a journey towards the education environment of the future. This session undertakes an informed speculation on what this future could look like, and mention some of the key issues that need to be addressed along the way.

*Chairperson: Neeru Paharia, Harvard University PhD Student (cc Alumni)*

*Judy Breck, <http://goldenswamp.com>*

*Philipp Schmidt, Researcher, United Nations University MERIT, University of the Western Cape*

*Kerryn McKay, The African Commons Project*

*Cory Ondrejka, Linden Labs*

*Pete Barr-Watson, iCommons, OLPC —*

*One Laptop Per Child*

## VI: The public sector commons and building national public domains

*Venue: Wayana 2*

From studies on the use of Creative Commons licences in the UK public sector, to Creative Commons and its role in the access to Australian government materials, to public domain digitisation projects, and larger views of the role of the Commons in the public sector, this session presents the views of researchers, practitioners and policy-developers in an area that is becoming critical to the success of the Commons at both a national and international level.

*Chairperson Syb Groeneveld, ccNetherlands*

*Joshua Fouts, Director, USC Center on Public Diplomacy*

*Andres Guadamuz, ccScotland, <http://www.intralelect.com/cie-study/>*

*Brian Fitzgerald, ccAustralia*

*Tom Chance, Public Domain Burn Project*

12.30-1.30pm Lunch

1.30-2.30pm Parallel workshops continue

2.30-2.50pm Coffee break

2.50-4pm Digital Garage Video Presentation:

*Joi Ito*

## Discussion 'iCommons: Developing a working vision'

*Heather Ford*

What is the vision of iCommons and its community? How do we ensure the ongoing success of the network and improve its ability to learn and grow? This session plots the strategic vision of the organisation and opens it to debate by participants.

## Photographs

9pm BNegão concert

