

Heritage sensitive intellectual property (and marketing) strategies for intangible cultural heritage (HIPAMS)

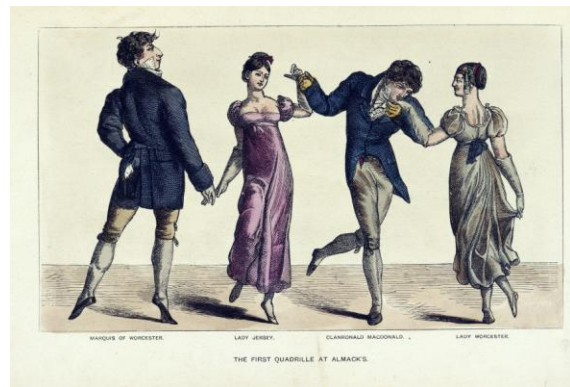
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REACH workshop

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HIPAMS

- E-SPACE
 - ICH in tangible form



HIPAMS

E-Space – IP tools for Cultural Heritage

Copyright Tools for Cultural Heritage

Here you can access our guidelines and tools for clearing copyright and find information about the development of business models for the exploitation of digital cultural heritage content.

These tools are written for the benefit of entrepreneurs, creative companies, owners of digital archives and collections, and individuals interested in open digital cultural heritage content.

The Content Space contains information about licensing, rights labelling and associated new technical standards, guidelines on how to identify re-usable content, and legal advice and tools for the lawful re-use of digital content.

Here you will also find case studies based on the E-Space pilots, and guidance, tools and resources on openly licensed and public domain materials in the Open Content Exchange Platform.

The E-Space content and collections themselves can be accessed via the [E-Space Portal](#).

[**IP and the Europeana Space project**](#)

[**A \(tour\) Guide to Using the IPR Consulting Kit**](#)

[**Online IPR Consulting Kit**](#)

[**E-Space IPR Case Studies**](#)

[**Open Content Exchange Platform**](#)

HIPAMS

E-Space – IP tools for Cultural Heritage

- E-Space Tools



A (tour) Guide to Using the Online IPR Consulting Kit

Introduction

Are you a cultural entrepreneur who would like to re-use digital cultural heritage content for commercial purposes? Then this document is for you! It discusses all the relevant issues around Intellectual Property and cultural heritage, and offers a clear and concise guide to navigate and reflect on the [Online IPR Consulting Kit](#), as developed during the E-Space project. Topics include valuing intellectual property, accessing re-usable content, clearing copyright, labelling and attributing content, understanding licensing, taking re-use ethics into account, and carrying out risk assessments in a start-up business. The contents of this document were originally delivered as part of a Massive Open Online Course (MOOC) Europeana Space: Creative with Digital Heritage MOOC.

The Online IPR Consulting Kit includes the following tools (which you can access directly by clicking on them):

1. Valuing your IP – a tool for entrepreneurs
2. Creative Commons, a Guide to Proper Attribution
3. Rights clearance guidelines
4. Glossary of Frequently Used Terms
5. Basic IP Definitions
6. Frequently Asked Questions for Hackathon Organisers
7. Frequently Asked Questions for Hackathon Attendees
8. Internet resources
9. CC Licence Chooser
10. Software Open Source Licence Chooser
11. Licensing Factsheet
12. Risk Management: NTD Policy and Clauses
13. New Rules on Orphan Works
14. New Rules on Public Sector Information
15. Twelve Point Code of Ethics for the Sourcing and Use of Digital Cultural Content
16. HackPack Creation Tool

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E-Space – IP tools for Cultural Heritage



Open Content Exchange
Platform

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HIPAMS

- Focus on the ‘intangible’ rather than tangible representations
- IP generally does not (cannot) protect intangible cultural heritage (too old and no single author)
- IP can protect contemporary tangible manifestations derived from ICH and provide a supportive strategy that has ICH at its core

HIPAMS India – a case study

Celebrating local stewardship in a global market: community heritage, intellectual property protection and sustainable development in India

The communities – Baul, Chau, Patachitra



HIPAMS India – a case study

How can marginalised communities be empowered to benefit from socio-economic development based on the safeguarding of their intangible heritage through the development of tailored intellectual property (IP) marketing and social media strategies for heritage products?

Sustainable development goals

- Commercialisation of products created through ICH practice can promote sustainable development and benefit the communities concerned, if mitigations are in place to reduce associated risks.
- Intellectual property and marketing strategies can support heritage safeguarding in developing countries if attention is paid to what is protected or promoted, by what means, and under whose control.

HIPAMS India – a case study

Interdisciplinarity and co-creation

Disciplines - Law; heritage; marketing; cultural economics, culture & development

Methods –co-creation and traditional - Forum theatre; digital storytelling; walking photo-stories; fairs; literature reviews; desk-based research

Issues arising: authenticity; integrity; (over)commercialisation; (mis)appropriation; interdisciplinary understandings and implications in practice.

REACH: ICH as a tool for integration; economic/intrinsic value; localism/pan-nationalism; participatory approaches; innovation processes

HIPAMS - REACH

Minority Heritage



Hungary and Czech Republic

HIPAMS - REACH

Rural Heritage



Spain and Carpathian Regions

Intangible Cultural Heritage

Thinking differently about

The key attributes of ICH

Sustainable development goals

Participatory processes

Innovation

And how IP (and marketing) can support the communities in their initiatives