



CENTRUM  
CYFROWE

Report on the operations of  
Centrum Cyfrowe Foundation  
as of 2017

# Introduction

In 2017, we implemented our advocacy strategy, with its core focus on open and digital education, copyright reform and openness of public resources. In line with this strategy, we have been working in parallel on open resources and copyright reform advocacy. We have also implemented an activating strategy in education and related field of heritage and culture. Finally, we successfully extended our operations beyond Poland.

In 2017 we significantly increased our activity on the international level. One of our key challenges was the formulation of such action method that would enable us to interact on both national and international level. This was possible in part due to the cooperation on the European level within Communia society, which allowed for consistent cooperation with the group of our partners. We have also invested significant effort into international networking.

We based our activities in 2017 on following assumptions:

- combination of open education theme with policy work on educational exception and copyright reform;
- combination of works on three levels: a national, regional (Europe) and global one, by way of cooperation with networks of partners on each level;
- approaching the issue of open education in the broader context of public resources openness (i.a. heritage resources, open data, scientific resources);
- initiation of showcase projects which illustrate our advocacy's objectives;
- playing an active role in the animation of openness communities in Europe as well as searching for connections between these communities (for instance, the activists of open education, Creative Commons or copyright reform).

## 1. OPEN EDUCATION

Significant part of our advocacy activity in 2017 was carried out on the international level and was mainly aimed at activists networking, animation of the common advocacy actions as well as formulation of new concepts for shared activities.

As part of these operations we created the Open Education Policy Network in our region, and simultaneously we cooperated with the activists of the whole region. We participated in every key event related to open education: OER17 (Alek Tarkowski was a conference co-chair), UNESCO European Regional Consultation, Open Education Global Conference, Creative Commons Summit,

UNESCO 2nd OER Congress and OER Policy Forum which we had the pleasure to organize (detailed description provided below).

At the same time, in accordance with the adopted assumptions, we continued advocacy for the open education in Poland.

## Advocacy for the open education in Poland

In Poland we engaged our organization in the discussions concerning the open education and other dimension of public resources openness (for example, open data, re-use of the public sector information); we also conducted direct advocacy actions with the Ministry of Education and the Ministry of Administration and Digitization. We participated in the consultations dedicated to this issue, as well as in the works of Monitoring Committee for Digital Poland Operational Programme (this programme embraces the provisions regarding the resources openness which were introduced by us). At the same time, the scope of these efforts was limited due to the minor interest of the government in the theme of open education, mainly digital education (except for programming classes). We engaged in debates concerning Polish Educational Network, which in our view may be in the coming years become a showcase of open education.

While working in Poland we tried to see the public resources openness issue thoroughly and to support the opening of various types of resources from this perspective by taking advantage of the opportunities for advocacy and good terms with institutions. In 2017 our cooperation with the cultural heritage institutions was particularly successful, including a focus on reuse of digital heritage resources.

Through our work we supported the actions of Open Education Coalition; we also animated the cooperation as part of a small, informal coalition of organizations dealing with digital policy. Furthermore, we participated in the operations of more extended coalition of non-governmental organizations, which monitors political situation in Poland and cares for good standing of citizen society. Finally, we became a member of the Coalition for Polish Innovation, which brings together over 60 institutions supporting technological, social and systemic innovation in Poland.

In the second half of the year we began the project of “Open Education Cooperative”, the purpose of which was to demonstrate the possibility of cooperation in the showcase of open education. In its first stage, the project will concern the creation of mathematical resources. We are carrying out the project with the assumption that the promotion of open education policy requires good examples of complex implementation of this model, going beyond the issue of educational resources availability.

## Open Education Policy Network and OER Policy Forum

In 2017, a significant part of our actions was aimed at strengthening the activists of advocacy for open education policy in the countries of Central and Eastern Europe. Our main partners are the coalitions for open education in Poland, Czech Republic, Slovakia and Romania. Our actions encompass evaluation of actions of Czech Republic, Slovakia and Romania. We organized a workshop focused on the exchange of experiences and coordination of actions among local activists. We supported the organization of conference by the Romanian coalition of open education. We held several webinars and participated ones which were prepared by SPARC and concerned the cooperation within Open Government Partnership.

Our flagship event was OER Policy Forum held in June 2017. The participants embraced 40 activists, experts and representatives of public administration from 23 European countries, including all countries from our region. Representatives of the Ministry of Education as well as the Ministry of Digitization participated in this meeting. A two-day workshop was an opportunity to exchange experiences, discuss good practices, and to initiate cooperation in the community of activists interested in the advocacy for open education.

## Cape Town +10

Since March 2017 until September 2017 we actively participated in the project „Cape Town Declaration + 10 years”. It was aimed at formulating recommendations for open education movement on the occasion of 10<sup>th</sup> anniversary of Cape Town Open Education Declaration. As part of this project we engaged in defining 10 new directions of actions for open education, we coordinated the efforts of working group and created the project leaflet and website. Furthermore, we held the project’s premiere UNESCO 2nd OER Congress in September 2017 in Ljubljana.

## Open Education Coalition

In 2017 the members of the Coalition organized two events as part of Public Domain Day. During the gathering in Cracow, the main focus was placed on the creators whose works were qualified to a public domain in 2017 and on the practical workshops. The topic of the debate organized in Warsaw concerned the attempts to limit the access to art from the public domain and the consequences such actions have for culture, as well as the challenges related to the use of public domain. As part of celebration of the Public Domain Day the webinar “Public Domain in culture - Theory and Practice” was organized.

On the occasion of International Week of Open Education on 28<sup>th</sup> March, the Coalition organized a conference in the form of a webinar entitled “Night Talks about Open Education”, which gathered 214 participants. The conference was an opportunity to talk with teachers and educators about what an open education was and how to use it in practice. We presented five talks representing various aspects and views on open education. The second element of the Week of Open Education embraced the meetings with the members of KOEC which took place in 12 cities of Poland within the cooperation with TechClubs (regular meetings of people interested in technologies). The meetings were jointly conducted by 15 representatives of the Coalition and participated by over 300 people.

As part of Open Access Week over 30 various events were organized in the whole country by universities and libraries under the auspices of the Ministry of Science and Higher Education.

In 2017 the members of Coalition devised several positions, opinions, publications and webinars, including the position on the EU reform of copyright, the opinion on the bill on the copyright and related rights collective management, recommendation for the Ministry of National Education, Centre for Education Development and the Ministry of Regional Development, publications such as “Copyright in education – how to avoid copyright infringement?” and webinars – “Re-use of public information in museums, libraries and archives” and “Remix open resources on your smartphone”.

On 6-8 August the yearly reunion of the members of Coalition took place. Its program included speeches and workshops aimed at developing the knowledge and competences of the participants. One day was thoroughly devoted to working in theme groups which were to devise the action timetable for the coming year.

## Reform of the Copyright for Education in the European Union

Our main aim in the ongoing EU reform of the copyright was to ensure that the new provision enabled free teaching and learning, in particular in the digital environment. The plans of the European Commission proved that we could not expect a reform, which would not limit creativity and would not use new technologies in education. Therefore, in 2017 we built the awareness of the problem among the teachers and educators, and encouraged them to engage more in the debate on copyright and education. We created a network of over a dozen of European organizations from the education sector, which supported our stipulation. Particularly important for us is the cooperation with the European Trade Union Committee for Education (ETUCE) and Education International (EI/IE).

As part of the project:

- We organized the campaign „Right Copyright for Education Right Now!”, which enabled us to build awareness of stakeholders in the member states; we collected 5000 signatures and our stand was supported by 34 organization;
- In June 2017 in the European Parliament we organized the event „What educators need from copyright reform”, hosted by MEP Marietje Schaake;
- We conducted the survey regarding the teachers’ approaches to education in 5 member states (Estonia, France, the Netherlands, Germany, Poland) the final outcome of which was the report „Creator, Rebel, Guardian, Unsuspecting User. Teachers and modern educational practices”;
- We conducted a research regarding the use of so called extended collective licensing in the European countries, which in the opinion of the Commission could exclude the possibility of applying the allowed educational use.

In November in Brussels we organized a workshop oriented on the educational institutions, within which we co-planned activities around copyright reform in progress, with the perspective of the coming year.

The project in 2017 was implemented together with the Dutch non-governmental organization Kennisland (<https://www.kl.nl/>) as part of Communia association. Common action in this field will be continued in 2018.

## 2.PUBLIC POLICIES

### Advocacy actions related to copyright reform in the European Union

In 2017, as members of Communia association we conducted advocacy actions on the European Union level, related to the ongoing copyright reform. The actions were aimed at the European Parliament as well as the member states (as part of the Council) and its main objective was to improve some elements in the directive proposed by the Council. In particular, we engaged in: educational exception, exception for the benefit of texts and data mining, related rights for the press publishers and the obligation of content filtering by intermediaries. Furthermore, we took advocacy actions to add to the proposed directive exceptions related to the freedom of panorama and user generated content (UGC).

Natalia Mileszyk, a member of our advocacy department, was accountable for the coordination of works of the association.

Among our most significant ventures are the following:

- Copyright for Education project (described above);
- School of Rocking Copyright – a course of international workshops (Lisbon, Zagreb, Budapest) aimed at reinforcing the advocacy competences of other organization engaged in the reform in progress;
- “What creators really need from the copyright reform?” – the event held in April in the European Parliament hosted by MEP Michał Boni;
- policy lunch with MEP Julia Reda during CopyCamp conference in Warsaw

Moreover, we undertook several direct actions related to contact with the decision makers, as well as the indirect actions aimed at coalition building for the benefit of proper copyright reform. We also actively presented the issue of reform during the most significant openness community events, such as Creative Commons Summit, RightsCon, UNESCO OER Congress, Mozfest, Open Education Global Congress, CopyCamp.

## Advocacy Action in Poland

In 2017 we worked in favour of openness and Internet users rights on the national level. Particularly important for us was the support building for our stipulations related to the EU copyright reform in Poland by way of organizing meetings, journalistic activity, as well as monitoring and commenting on the stand of the Government of the Republic of Poland in this matter.

Furthermore, on the national level, we engaged in the following:

- geo-blocking – we conducted advocacy actions in favour of abolishing geo-blocking of the content protected by copyright;
- re-use of public sector information – we are the co-authors of the report „An act on the re-use of public sector information after a year of reinforcement” and we organized meetings for stakeholders;
- Internet regulations and openness – we organized and conducted theme sessions on Internet Governance Forum Polska. Alek Tarkowski is a member IGF Polska Committee;
- Regulation of the collective management of copyrights – we actively participated in the legislation process concerning the implementation of the related directive.

## Future Not Made in the EU

The project ‘Future not Made in the EU’ (<https://futurenotmade.eu/>) was to show the stake for which Centrum Cyfrowe, and other organizations engaged in digital rights fight for by taking advocacy actions related to EU copyright reform.

The project was created based on speculative design – an innovative project method presenting the vision of the future, but also focused on specific products and services devised in accordance with the methodology of project work. The project creators combined the method used in the exploration of possible scenarios of the future with the methods of public policies building. The project was aimed at formulating new ways of talking about the ongoing reform, which would go beyond the typical way of talking about the law and regulations.

## Research regarding the implementation of the directive on the re-use of public sector information in the EU member states

At the end of 2017 we were invited by Spark Legal Network as a legal expert to participate in the research entrusted by the European Commission, which concerned the overview of the directive on the re-use of public sector information. As part of the research we gathered and analyzed legal data within the scope of the re-use of public sector information in Poland. The research was conducted in 10 EU member states. As part of the analysis we performed the following:

- We researched the synergy of the provisions on re-use with other acts (for example, copyright act, protection of data bases, spatial infrastructure, personal data protection);
- We analyzed the clarity and functionality of the provisions of the new act on re-use of the public sector information in the matters of references, conditions and charges for the re-use;
- We analyzed the specific character of the re-use of the public sector information which is owned by the institutions of culture.

## Training for the Ministry of Science and Higher Education

At the request of the Ministry of Science and Higher Education we trained 100 scientists, employees of science institutions as well as the institutions finance science from such areas as copyright and openness in science. As part of this training, the participants got acquainted with the basics of copyright, Creative Commons license, assumptions of the open access movement and the issues related to opening research data. We also designed a leaflet which is the source of the basic knowledge of copyright and openness in science.



### 3. CREATIVE COMMONS

In 2017 we actively participated in the process of devising Creative Commons Network Strategy, whose co-chair was Alek Tarkowski. We engaged in the process due the key meaning of reinforcing the cooperation and communication on global scale, between the activists of Creative Commons and related projects. As part of these actions we performed the following:

- We participated in drafting the Creative Commons Global Network Strategy;
- We participated in building and development of two working groups within the new Global Network: Open Education Platform and Copyright Reform Platform.

We also played the key role in the planning of the Commons Summit 2017. Alek Tarkowski was responsible for one out of five paths of the event, The Future of the Commons.

Finally, Alek Tarkowski is one of the initiators of the project “Big Open” aimed at strengthening the cooperation between various openness organization and common discussion about the strategic goals for the coming year. As part of the project, we organized a workshop together with Wikimedia Deutschland at Mozfest.

### 4. OPEN CULTURE

#### Open Culture Studio

In 2017 we launched the Open Culture Studio. Through this project, we gather the representatives of cultural institutions, social researchers, designers, programmers and users so they can work together on innovative and effective ways of sharing the digital cultural resources. The workshop is a laboratory space supporting the public mission of the institutions of culture by bringing closer the open digital resources of heritage to their audience. In terms of our mission, reuse of open heritage resources provides a very strong example of openness and our values, also due to the importance of heritage in other spheres (education, science).

In 2017 we focused on drafting of the cooperation proposal for the institutions of culture searching for effective ways of implementing technologies in order to share their resources on the Internet and connect with new recipients. We carried out the analysis of the research results, conducted expert consultations and entered into key cooperation and partnerships.

Furthermore, we carried out pilotage creative process engaging teams of four Warsaw institutions of culture: Polish History Museum, National Museum in Warsaw, the Museum of Warsaw and the KARTA Centre, as well as the group of cooperating experts. The purpose of the process was to

devise four prototypes of digital tools. The actions were concluded with the competition, in which two winning projects were distinguished: ‘Muselfie’ worked out by the team of the National Museum in Warsaw and the ‘Paths of Wanderers’ of the KARTA Centre. Next year, both of the projects will be implemented and available for the users.

We also worked on the platform and web app for Fundacja Zapomniane (The Forgotten Foundation) – an organization engaging in the commemoration of places of holocaust which were not designated.

As part of the cooperation with the Institute of the Polish Culture of the University of Warsaw, we also worked on the prototype of a guide to the main campus of the University. Besides, we started cooperation with the School of Form SWPS, which enables us to conduct laboratory classes of prototyping of the archive solutions.

## Open Monuments

Open Monuments is a social networking site and open catalogue of monuments, the purpose of which is to enable citizens to access the knowledge of Polish monuments and engage in the activities in favour of their protection. We have been operating this project for 6 years. It was another year of successful cooperation with educators and animators from minor centers, which inspired them and provided them with tools and knowledge to create innovative animation actions focused on local heritage. Due to the financing obtained from the programme ‘the Patriotism of Tomorrow’ of the Polish History Museum, together with the animators of culture we formulated the scenarios of using the Open Monuments in the actions for local cultural heritage. With the materials we reached the significant network of culture animators from the whole country (with the support of our partner – Association of Creative Initiatives ‘ę’).

In 2017 we carried out the promotion and information campaign encouraging the use of Open Monuments. The spot promoting the website appeared in the Warsaw underground, municipal transport of Warsaw, Tricity and seven local cinemas in Poland.

## 5. INSTITUTIONAL ACTIONS

2017 was a year of significant restructuring of our organization, which was aimed at introducing new standards, principles and procedures in Centrum Cyfrowe, as well as ordering and archiving our previous actions, carried out as Fundacja Projekt: Polska (Project: Poland Foundation). We focused on the following areas: long-term strategy of actions of Centrum Cyfrowe, communication strategy (new website), IT infrastructure, finances management, organization of team work, and

relocation of the office (continuation of the process of separation from the Fundacja Projekt: Polska structures).

## Long-term strategy for our foundation

In July 2017 we initiated efforts aimed at designing strategies of actions of our organization for the coming years. The whole team of Centrum Cyfrowe was engaged in this process. With support of an experienced facilitator, we formulated our mission, strategic goals, areas of interest and the set of values, which are at the core of actions undertaken by the Foundation. The strategic process encompassed the evaluation of previous actions of Centrum Cyfrowe, reflection on the target groups and the analysis of the external factors. A significant element of the strategic process was an implementation of the rules of work with the formulated strategy in the team – it is a principle indicator for any action undertaken by the Foundation and it is subjected to yearly overview, in which all the employee of Centrum Cyfrowe are engaged. The works on the strategy are to be completed in the first quarter of 2018 – then it will be made available on our website.

## Communication strategy – modification of the organization's website

In the autumn of 2017 we initiated the process of website modification as one of the main external communication channel of Centrum Cyfrowe. In our works on the new site we considered the conclusions from the parallel process of devising the Foundation's strategy and organization of work of individual departments. Also, we carefully observed the specific needs of the recipients of our actions. We are working on this project with Kot Bury, a major Polish creative agency, as the company has significant experience in work with social organization and institutions of culture. The implementation of the new website is set out for March 2018. The new website will significantly improve our online presence and capacity to communicate.

## Information Technology Infrastructure

In 2017 we carried out inventory works and updated our IT infrastructure. The IT resources were transferred to a new server with new strict principles of software update and data backup. Furthermore, we prepared a thorough documentation of our technical infrastructure, as well as rules for external development of further IT tools and services.

As part of the ordering activities of our IT area, we entered into a close partnership with technological company Laboratorium EE, which will enable us to assure the highest quality of the

Internet tools that we create. We also secured support of board members of 7bulls, a renowned Polish IT company, who will serve as senior external consultants for our IT projects.

## Implementation of new financial standards and procedures

In 2017, a significant part of our attention was directed to the implementation of new tools and procedures allowing the management of the Foundation's finances in a way which is even more ordered, rational and transparent. The standards implemented by us include: the principles of creation and running yearly budget, the principles of work with the organization's cash-flow; the principles of the management board's reporting, the circulation of documents and audits of the Foundation's financial statements. The introduced procedures follow the recommendations regarding running of finances in the non-governmental organizations formulated by the Klon Jawor Association.

## Relocation of the office – continuation of separation process from the structures of Projekt: Polska Foundation

In the autumn of 2017 Centrum Cyfrowe Foundation relocated its activity to a new, over one-hundred-meter building at ul. Chmielna 24 in the centre of Warsaw. The new office provides the team with good working conditions – we have three office rooms and comfortable and well-equipped conference room at our disposal. The needs for the size of the office, its location and supply was specified on the basis of the Foundation's strategy of actions, nature of work in the international networks (necessity to organize calls, webinars, conferences online), organization of team work (implementation of so called smart methods of work, which result in frequent and short meetings of teams, co-workers and partner institutions), as well as the number of the team's members. The change of the organization's office was one of the last steps in the process of separation of Centrum Cyfrowe from Projekt: Polska Foundation, which was initiated in 2015 by appointing an individual Foundation.