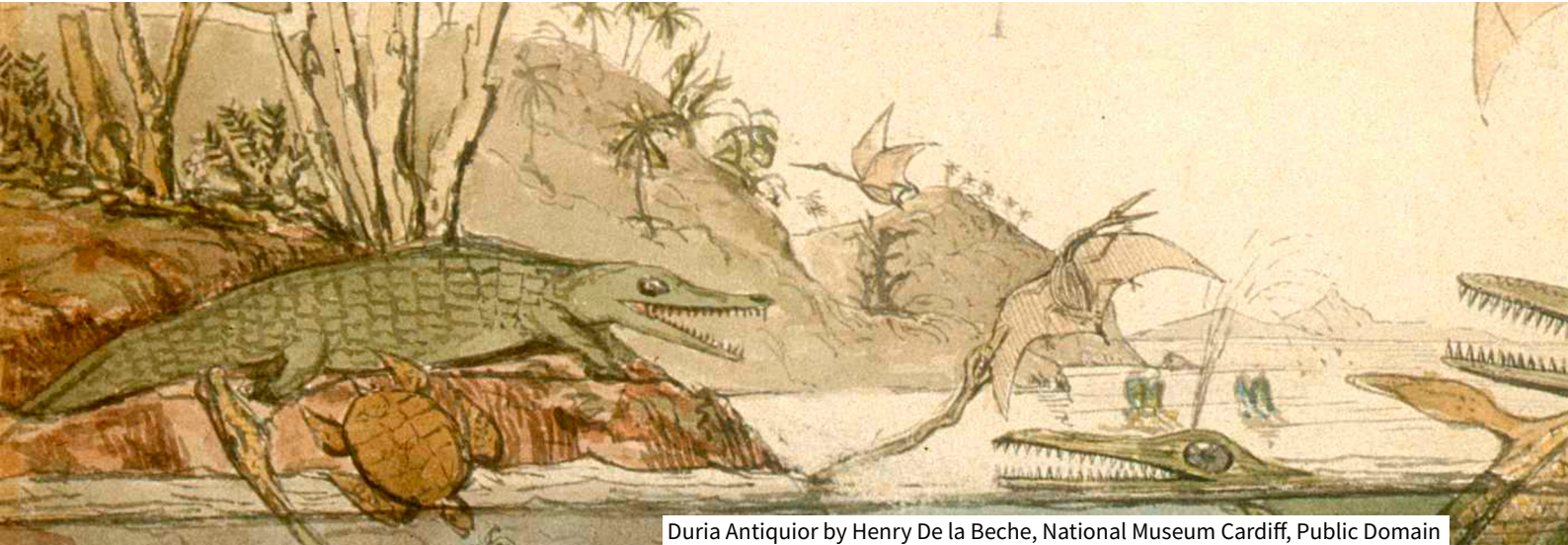


KEY BENEFITS OF *OPEN CULTURE*



Duria Antiquior by Henry De la Beche, National Museum Cardiff, Public Domain

WHAT OPENNESS DOES FOR CULTURAL HERITAGE

- Heritage is easier to **find**
- Heritage reaches broader and more **diverse audiences**
- Heritage can be **preserved, safeguarded** and refined in digital form
- Heritage can be (re)used with more **legal certainty**

WHAT OPEN CULTURAL HERITAGE DOES FOR THE WORLD

More resilient and relevant collection holders

- Elevated profile, bolstered reputation, increased relevance
- More efficient and resilient economic and organizational models
- Enhanced mission alignment

More vibrant research and more participatory education

- Increased generation of new knowledge
- Bolstered collaboration opportunities, increased unity, broader impact
- More participatory and inclusive teaching and learning

More dynamic cultural creativity

- Enriched pool of preexisting materials, increased creative reuse and remix
- Democratized access to and participation in cultural creativity
- Increased (commercial) collaboration and experimentation

More just, democratic, diverse, free, and equitable societies

- Fostered intercultural connections and dialog
- Greater diversity, equity and inclusion & social justice
- Enhanced access to more reliable information

AND MANY MORE...

Open culture also holds tremendous potential to unlock possibilities of uses not yet imagined, with positive spillovers in areas not yet chartered. In brief, open culture is not only well-aligned with globally-agreed goals and shared ideals, it can also expand our shared horizons. For more information, read “Don’t be a Dinosaur; or, The Benefits of Open Culture.”

Learn more at:
creativecommons.org/about/arts-culture/