Sketchfab

Sketchfab CC0/Public Domain Launch

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Data Islands - Fitzwilliam Museum - March 2020

bit.ly/fitzldi

This presentation will share the experience of launching the Creative Commons 0 Public domain dedication for cultural heritage 3D on Sketchfab.com

900+

Museums

1,700+

Scientific Orgs

3,500+

Educational Projects

1,600+

Non-Profit Orgs

Sketchfab is a platform to publish and find 3D models, a community of over 3 million artists, designers, architects, brands and cultural organisations.

Over 100,000

Downloadable models in the
'Cultural Heritage & History' Category

There are [over 100,000 downloadable 3D model in Sketchfab's 'Cultural Heritage & History' category](#) which have been uploaded by official organisations, heritage professionals as well as hobbyist 3D scanning enthusiasts.

25th February 2020

Launch of CC0 dedication program for cultural heritage 3D models on Sketchfab

1,700 3D models
from **27 organisations**
across **13 countries**
dedicated to the public domain via **CC0 dedication**
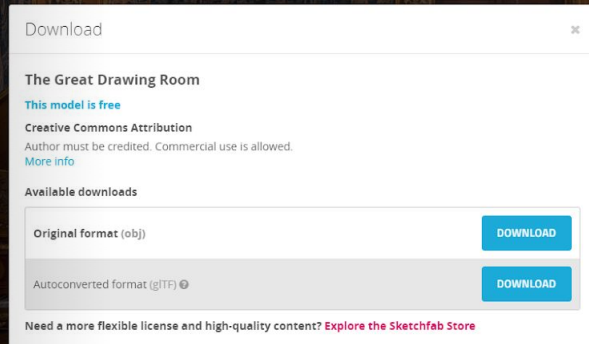
The majority for the first time 🎉

In February 2020, Sketchfab partnered with museums to create a body of public domain 3D models available under the CC0 dedication.

AD&D 4D, ES

Arms Museum, RU

Cleveland Museum of Art, US

Digital Archive of Natural History (DiNArDa), DE

Digital Atlas of Ancient Life at the Paleontological Research Institution, US

Digital Heritage Age, Digital Counties Project, EI (representing 15 CC0 profiles): Galway3D, Roscommon3D, Sligo3D, Kerry3D, Donegal3D, Mayo3D, Cavan3D, Tipperary3D, Down3D, Laois3D, Leitrim3D, Limerick3D, Fermanagh3D, Kilkenny3D, and Meath3D

Faroe Islands National Museum, DK

Ingenium, CA

Jena – Lichtstadt, DE

Minneapolis Institute of Art, US

Morbase Museu Virtual, PT

Musée Saint-Raymond, FR

Museus de Sitges, ES

Museo Nacional de Historia Natural de Chile, CL

Niederösterreich 3D, AT

RLA Archaeology, US

Science Museum Group, UK

Scottish Maritime Museum, UK

The Smithsonian Institution, US

SMK – National Gallery of Denmark, DK

State Darwin Museum, RU

Sterlitamak BashSU Archaeological Museum, RU

The Cable Center, US

University of Dundee Museum Collections, UK

Världskulturmuseerna, SE

Virtual Curation Lab, US

Western Science Center, US

Aphva, DE joined Feb 28 2020)

List of participating organisations as off February 2020.

Existing Licenses

- ☑ **CC BY - Attribution**
  You must give you credit for the
  original work.

- ☐ **CC BY-NC - Non Commercial**
  You cannot use your model
  commercially

- ☐ **CC BY-ND - No Derivatives**
  You may use and share the model,
  but it cannot be altered.

- ☐ **CC BY-SA - ShareAlike** Derivative
  work must be shared under the
  same license.

- All these licenses *assert a copyright over the 3D model*.

Download ✕

The Great Drawing Room

This model is free

Creative Commons Attribution
Author must be credited. Commercial use is allowed.
More info

Available downloads

Original format (obj)	**DOWNLOAD**
Autoconverted format (glTF) ⊕	**DOWNLOAD**

Need a more flexible license and high-quality content? Explore the Sketchfab Store

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Sketchfab adopted Creative Commons Attribution licenses for downloadable 3D
models in 2014 - users can choose to make their 3D data available under several
flavours of the Attribution license.
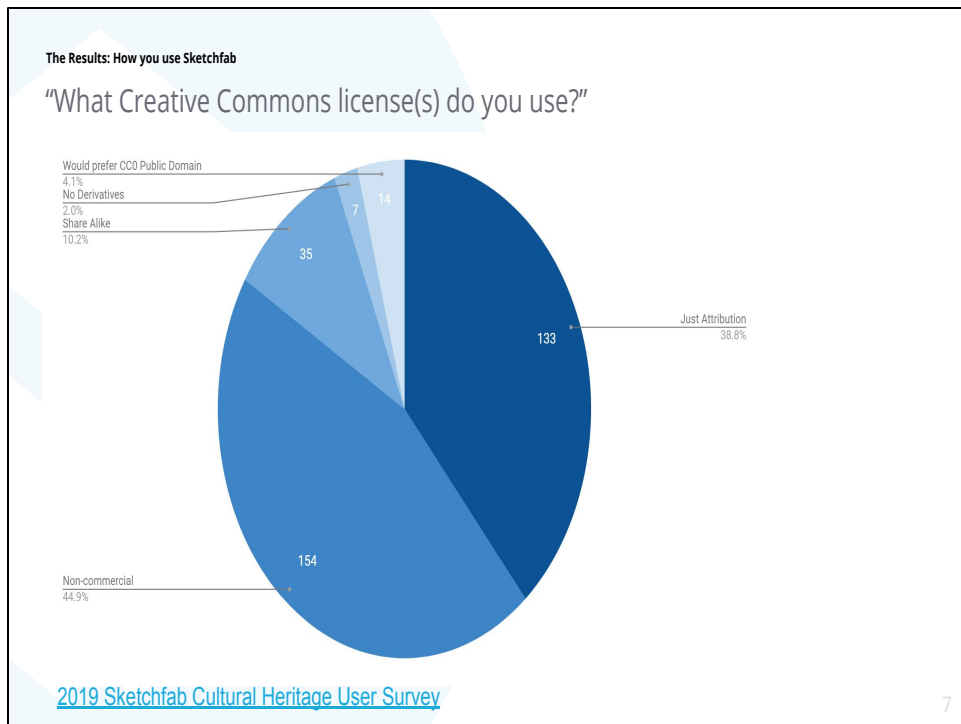
Results from a 2019 survey of cultural heritage users on Sketchfab showed a range of licenses are in use, most significantly just attribution and non-commercial varieties. Some organisations said they would prefer a CC0 dedication.

Creative Commons 0

CC0 1.0 Universal (CC0 1.0)
Public Domain Dedication

- A dedication, not a license

"You can copy, modify, distribute and perform the work, even for commercial purposes, all without asking permission."
- creativecommons.org

Note: Creative Commons 0 is a *dedication* not a license. It indicates that the publishing author waives all rights under copyright law to the work the deed is associated with.
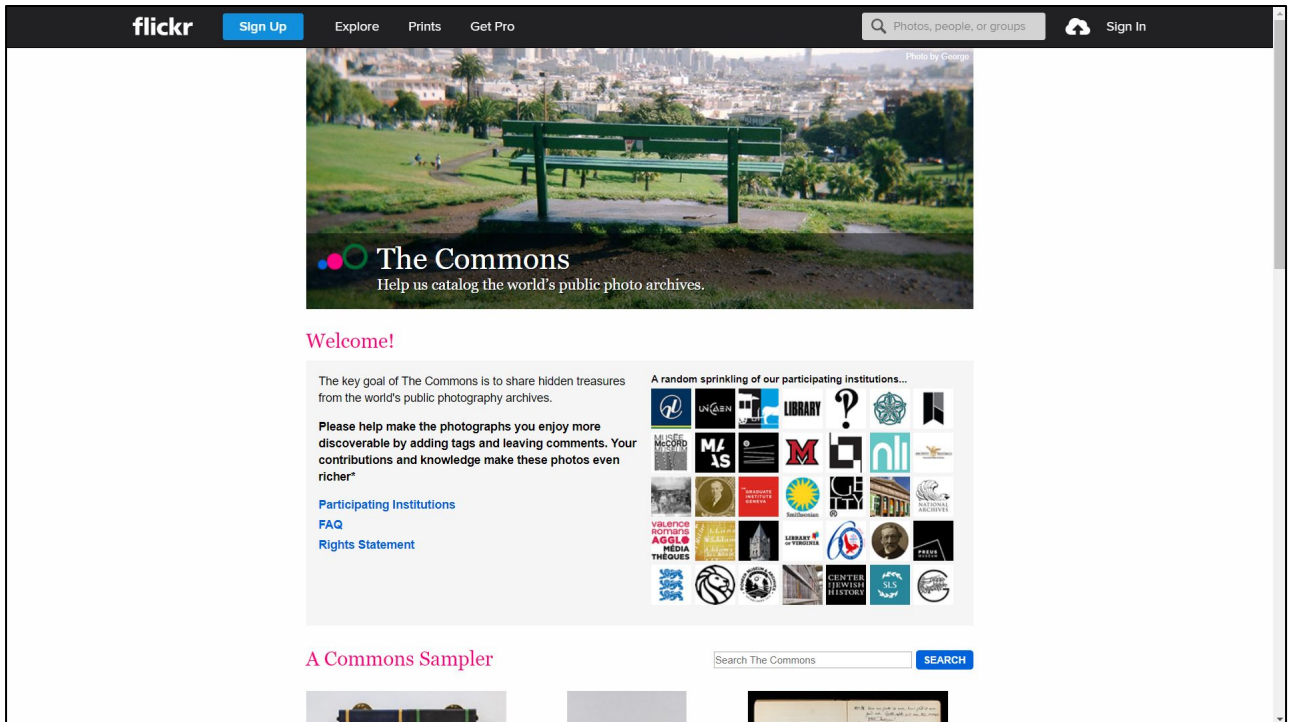
Sketchfab is not alone in creating a mechanism for its users to dedicate work to the public domain, The Flickr Commons launched in 2008 and is a well known and used resource.
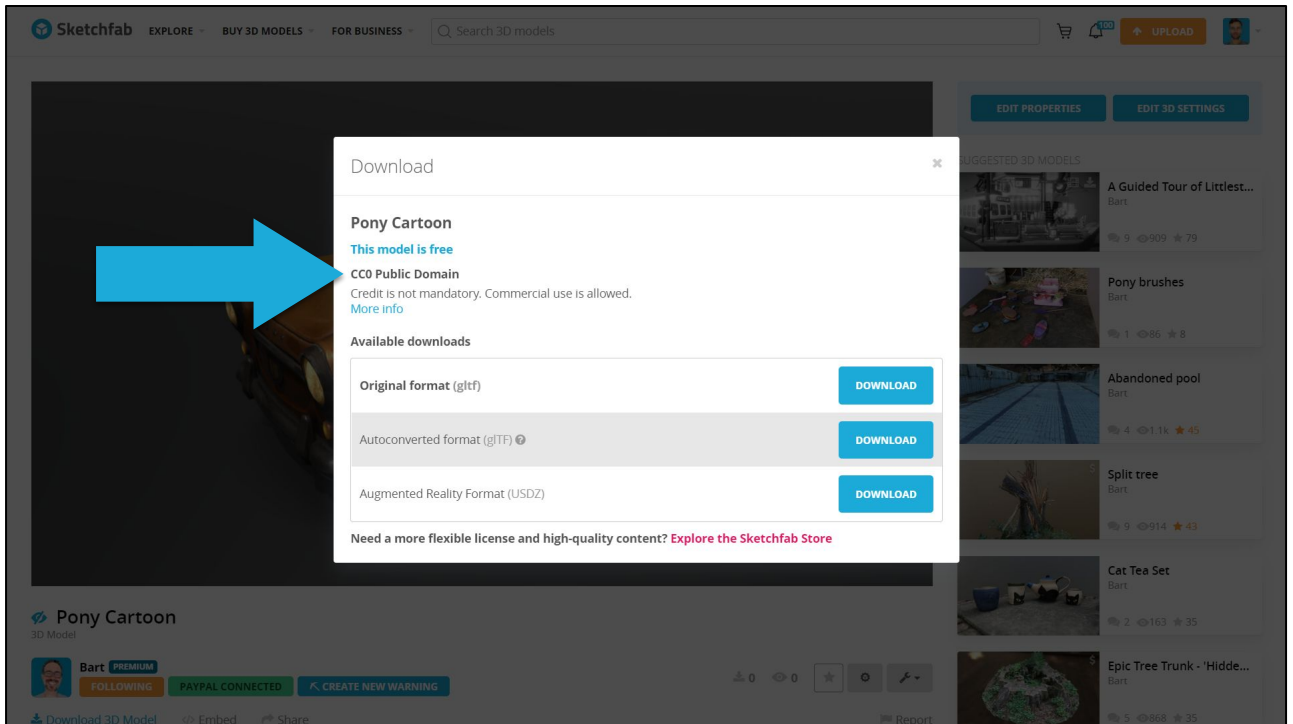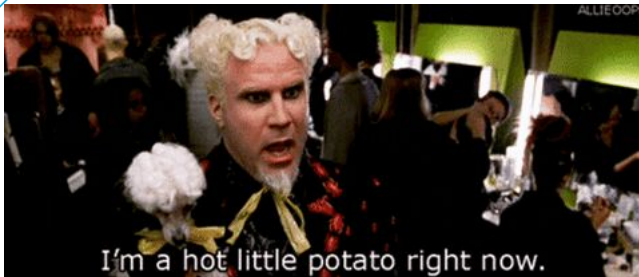
When a user downloads a model from Sketchfab, the license is indicated in the download pop-up.

CC0 & the Open Access trend

Open Access is a term born out of academia: the act of offering free and open access to **academic research** for others to build upon.

This philosophy has since extended to include **media** and **creative works**.

CC0 or the Public Domain Mark are being used by many cultural organisations as part of open access initiatives; it seems logical for Sketchfab (which has long supported 3D publishing for cultural organisations) to align with this trend.

Free to Use and Reuse Sets

This portal features content that is free to use and reuse.

This page features items from the Library's digital collections that are free to use and reuse. The Library believes that this content is either in the public domain, has no known copyright, or has been cleared by the copyright owner for public use. Each set of content is based on a theme and is first featured on the Library's home page.

These sets are just a small sample of the Library's digital collections that are free to use and reuse. The digital collections comprise millions of items including books, newspapers, manuscripts, prints and photos, maps, musical scores, films, sound recordings and more. Whenever possible, each collection has its own rights statement which should be consulted for guidance on use. Learn more about copyright and the Library's collections.

There are several high profile examples of open access at The Library of Congress
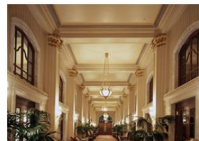
Open Access + CMA

Watch later   Share

Open Ac▶ss + CMA

Open Access

The Cleveland Museum of Art announced on January 23, 2019, that it is an Open Access institution, using the Creative Commons Zero (CC0) designation for high-resolution images and data as related to its collection. At the Cleveland Museum of Art, Open Access means the public now has the ability to share, collaborate, remix, and reuse images of many as 30,000 public-domain artworks from the CMA's world-

[Cleveland Museum of Art](#)

THE MET 150

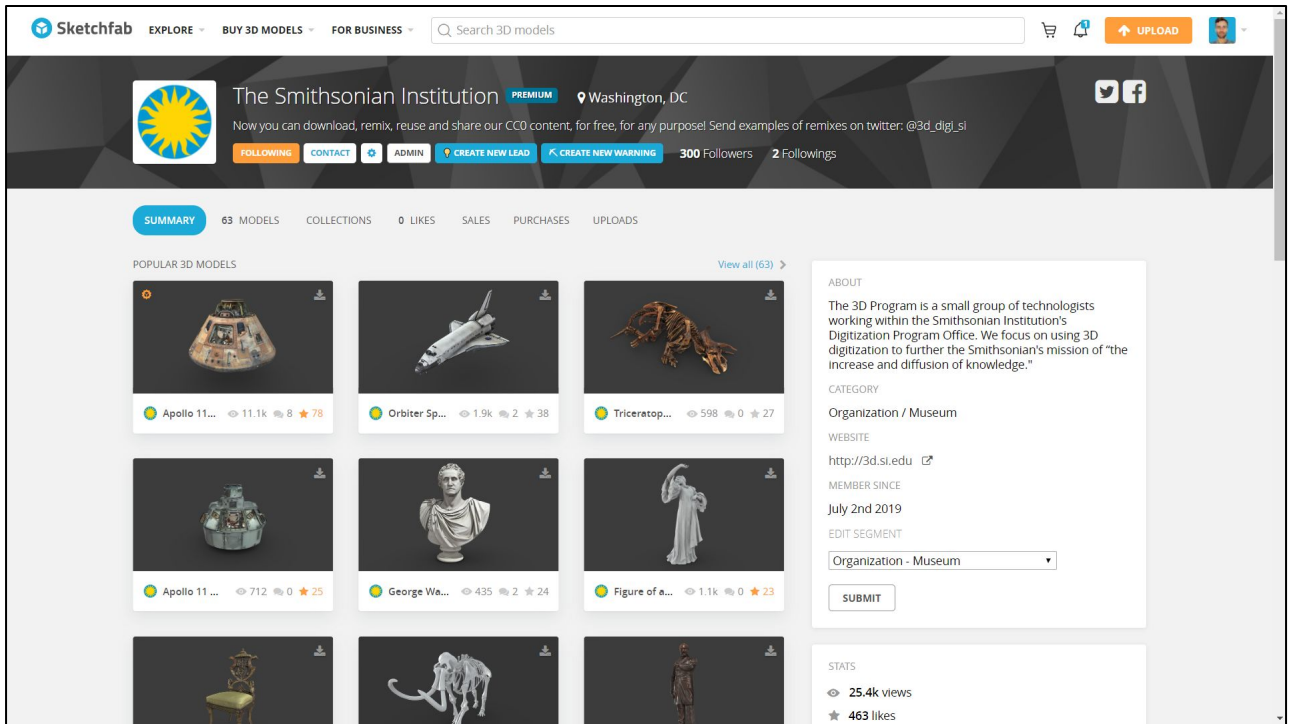Visit   Exhibitions   Events   Art   Learn   Join and Give   Shop   ⌕ Search
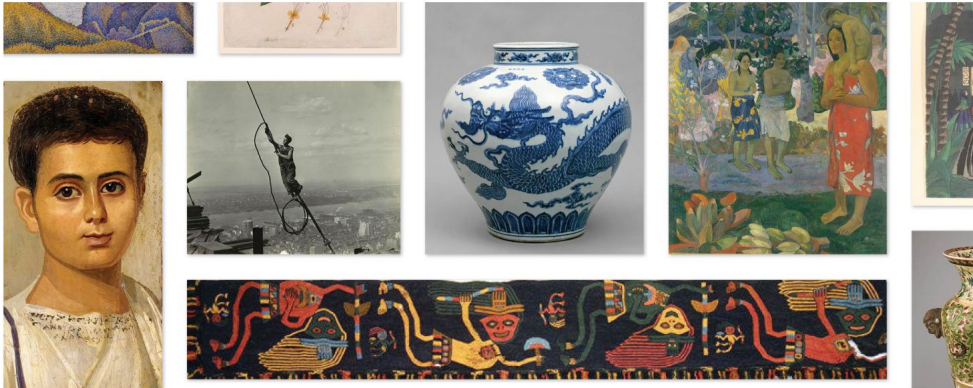
Open Access at The Met

On February 7, 2017, The Met made all images of public-domain works in its collection available under Creative Commons Zero (CC0).

Whether you're an artist or a designer, an educator or a student, a professional or a hobbyist, you now have more

[The Metropolitan Museum of Art](#)

And now the Smithsonian Institution too. Launching the CC0 dedication for 3D cultural heritage meant that Sketchfab could welcome SI to begin posting on an official Sketchfab profile. Sketchfab allows the Smithsonian to reach a massive, dedicated, and active 3D community with their 3D output.

February 25th 2020

Launch a CC0 dedication program for cultural heritage 3D on Sketchfab

Sketchfab:
"Cultural Heritage 3D can now go CC0"

Smithsonian:
"We're going open access with our 3D on Sketchfab"

Sketchfab and The Smithsonian made announcements on the same day for maximum impact.

Reasons

- Aligns us with future of CH institutions

- We will be leading the way in the commercial sector

- Free content = traffic

- Gift to humanity

Some reasons that Sketchfab has adopted CC0 in support of open access cultural heritage.

The Future of the Project

- Invite & add more cultural organisations
  - Aphva & Dan Pett have already joined 🎉

- Automate the dedication process

- Ongoing Promotion

- Community engagement - <u>Remix Challenge</u> Mar 10 2020

- Industry engagement -

Some plans for the future.
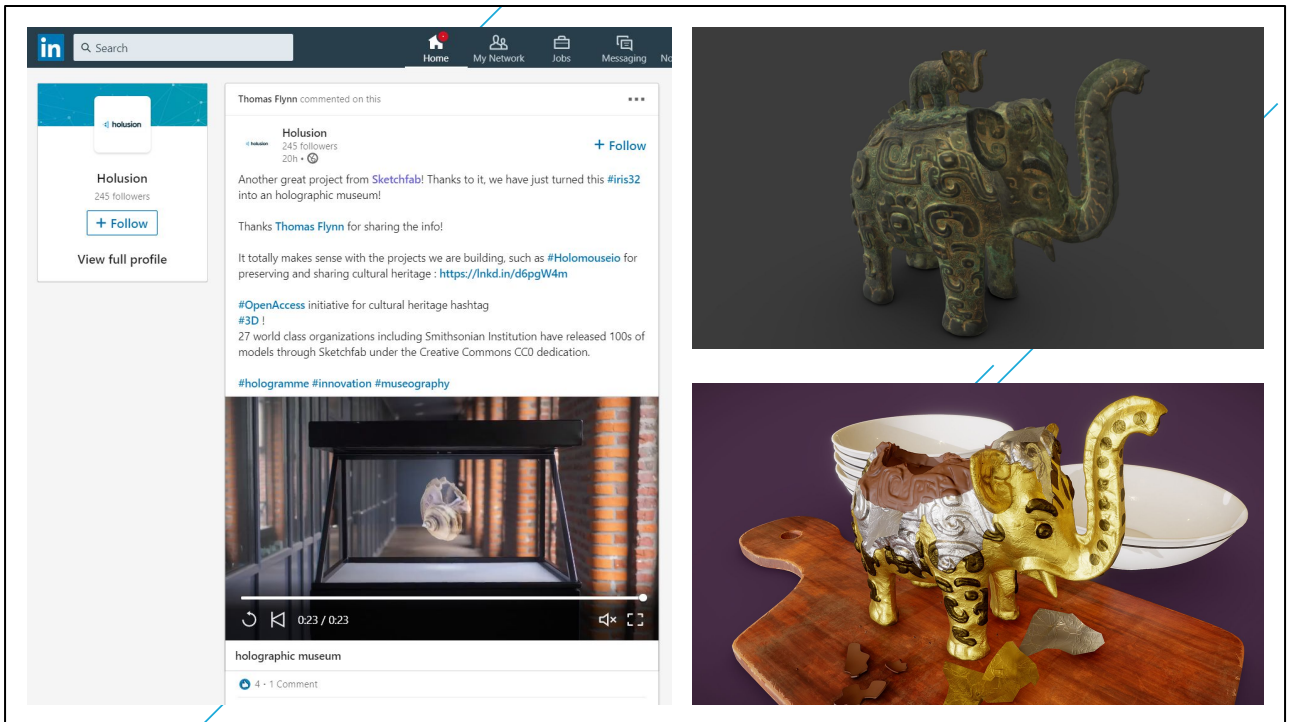
Businesses and artists are already discovering and reusing cultural heritage 3D models that were shared during the launch.
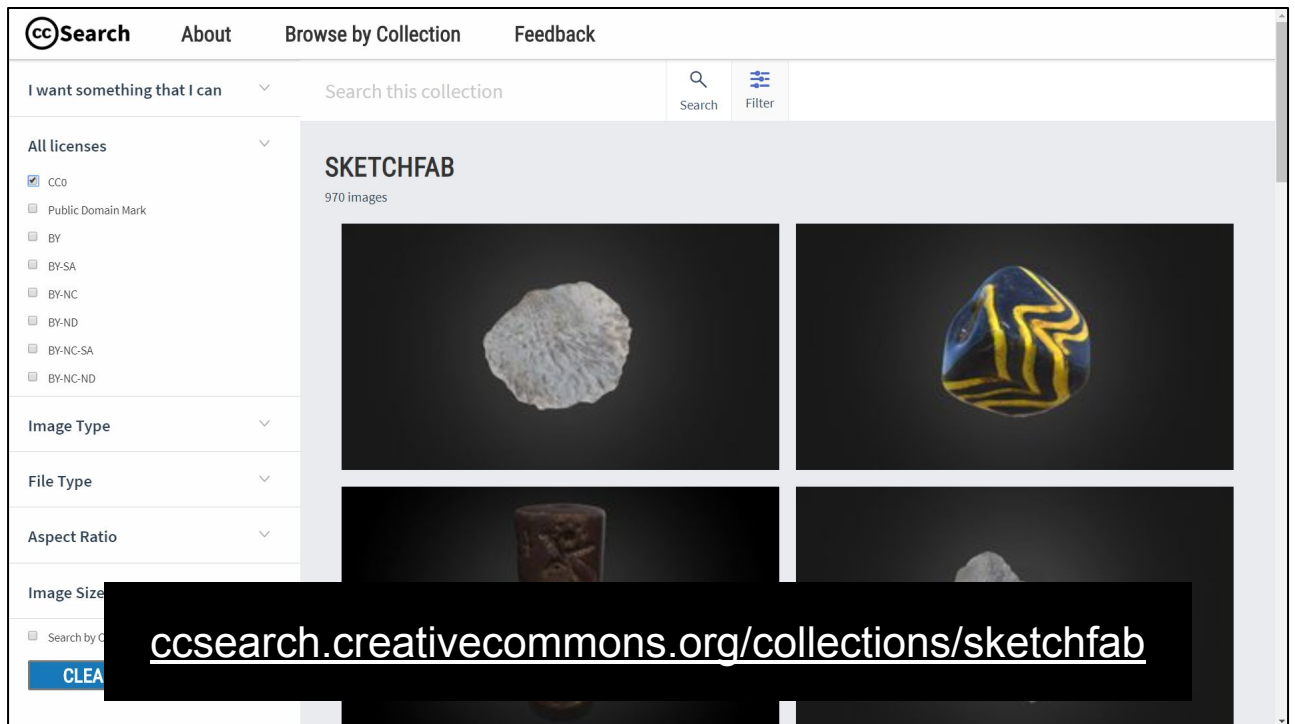
Left:
[Holusion Holographic Museum](#) via LinkedIn

Right:
Remix of Smithsonian Institution 3D model by Sketchfab member [warkarma](#)
Remix: [skfb.ly/6QOFO](#)
Original: [skfb.ly/6QDny](#)

Creative Commons are kindly working on an integration with their CC Search Platform.

Institutional Barriers to Open Access

Some reasons given for not joining the Sketchfab CC0 public domain dedication launch in February 2020

Of **89** organisations who were contacted to join the initiative:
- **27** organisations joined the launch 🎉
- **49** were unresponsive after 3 email follow ups
- **14** declined the invitation

The responses from organisations that declined are provided on the next page.

Some themes that arise:
- OA is seen as in conflict with revenue generation
- The prospect of another party commercialising the 3D models is undesirable
- Existing agreements and policies (organisational & governmental) prohibit OA
- Discussions about OA are underway but progressing slowly
- Existing copyright in the digitisation subjects precludes OA distribution
- Maintaining the attribution link and institutional context (e.g. object information) is more of a priority than OA
- OA is sometimes seen as a radical action with unknown outcomes

Please note: this is not at an attempt to 'name and shame' any particular organisation or member of staff but rather to illustrate the variety of institutional barriers to adopting open access (OA) policies.
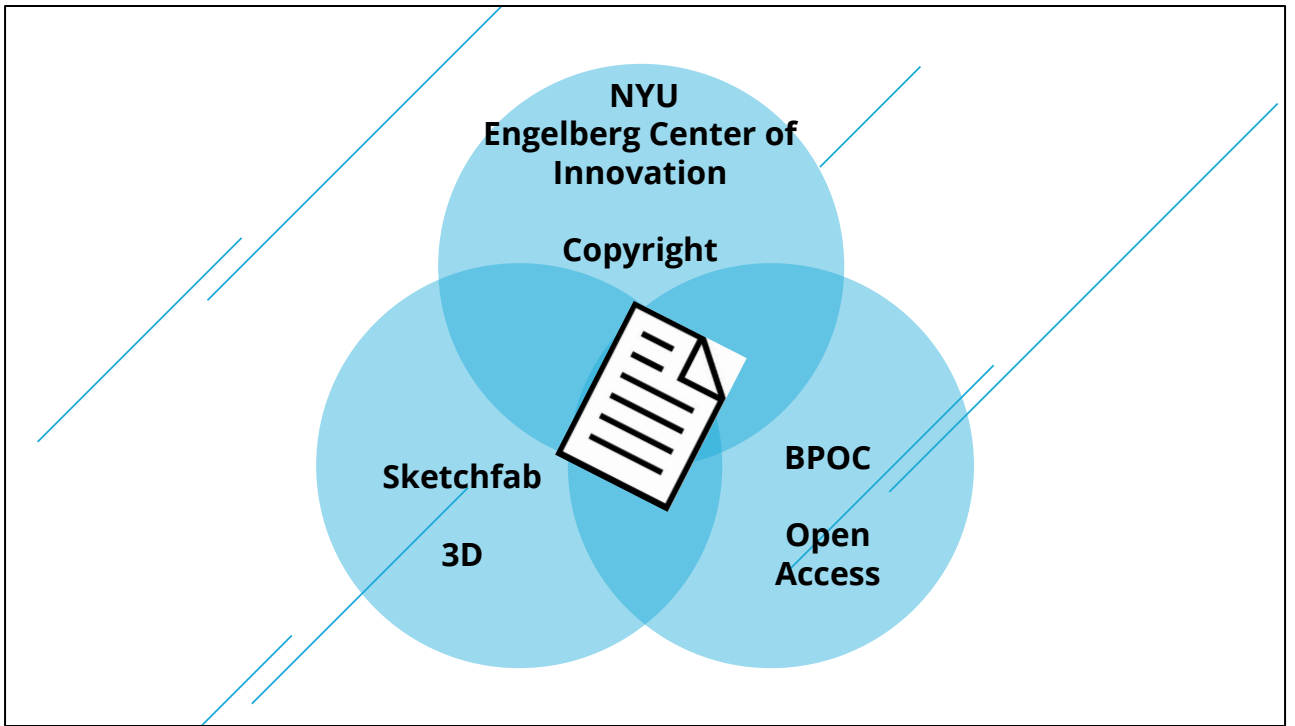
bit.ly/BarriersToOA

Thomas Flynn 9:24 AM Mar 3   Resolve
maybe an opportunity for a follow up questionnaire

As a way of acknowledging how tricky it can be to make data open, we published some anonymised reasons that organisations did not join the CC0 launch.

3D, copyright and open access can be tricky subjects to navigate. Sketchfab is collaborating on a whitepaper with the NYU Engelberg Center of Innovation and Balboa Park Online Collaborative to provide wide ranging guidance.
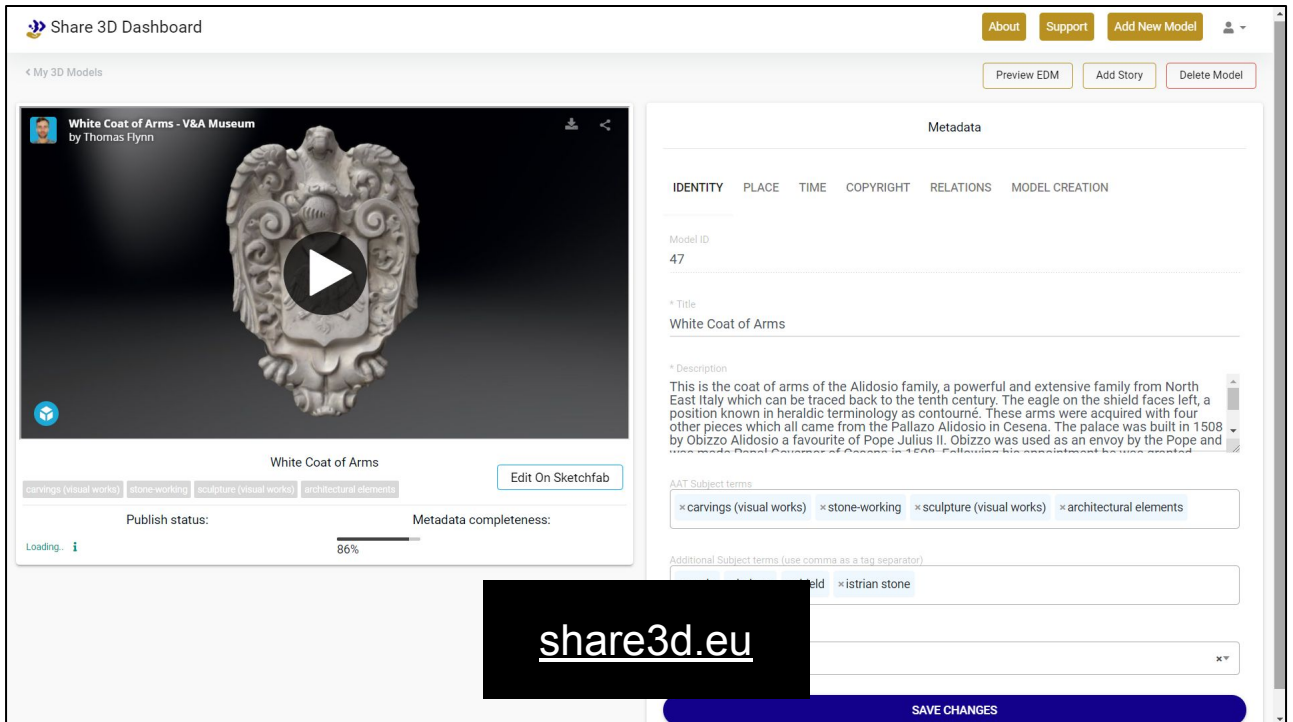
Finally, on the theme of linking islands of data, Sketchfab is pleased to have partnered with several European organisations to build the share3d.eu platform which can be used to enrich 3D collections on Europeana, and soon complete the loop by encoding metadata back into 3D model entries on Sketchfab.

This presentation will share the experience of launching the [Creative Commons 0 Public domain dedication](#) for cultural heritage 3D on Sketchfab.com