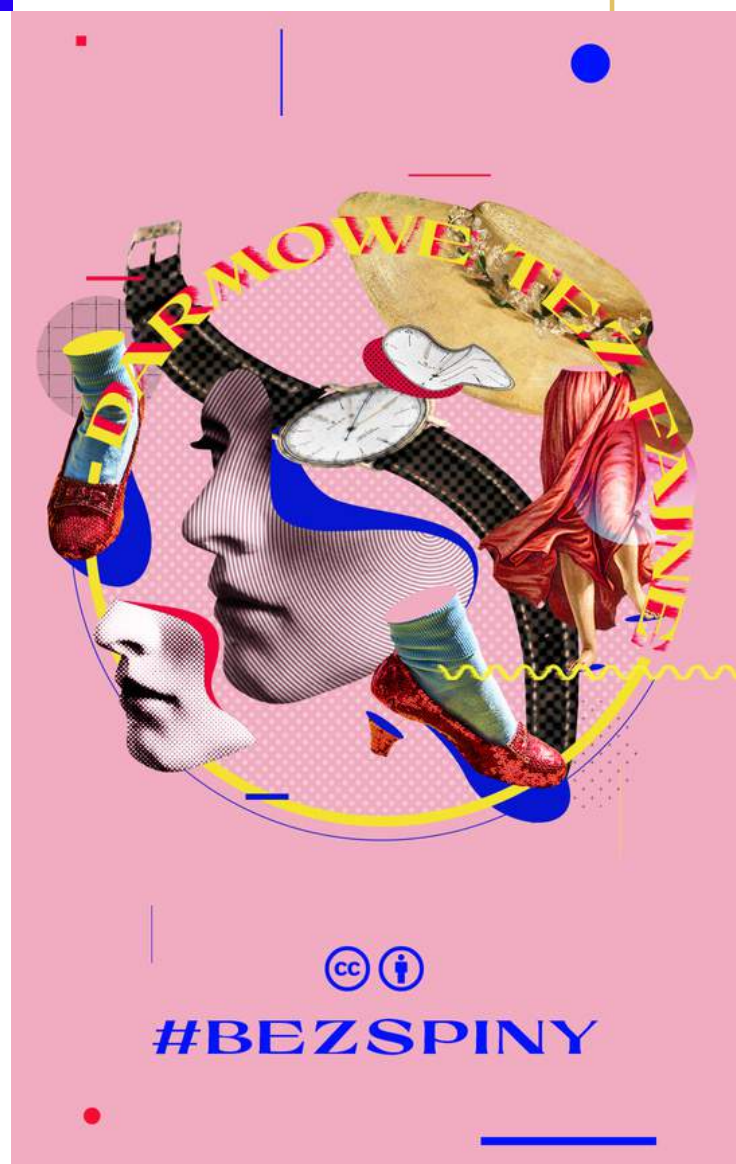


# #NOWORRIES #BEZSPINY

Report by:  
Magda Gołębiewska  
Alicja Peszkowska

Artwork of campaign: Ewelina Gąska  
Studio  
Animations: Tomasz Kucharczyk Studio



# WHAT IS IT ALL ABOUT

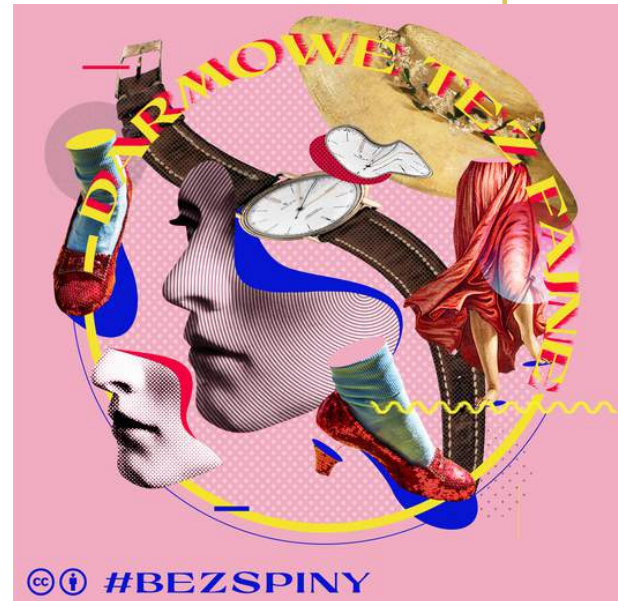
## PUBLIC DOMAIN, CC LICENCES AND RIGHT OF QUOTE

#NoWorries is a campaign to raise awareness and encourage the online (re)use of public domain and Creative Commons licensed content, as well as explain how to correctly use the right to quote. The campaign has been run by Centrum Cyfrowe and co-funded by a grant from EUIPO.

Music, films, and photographs are just some of the works available for free and legal use – you can disseminate, alter, remix, and use them to create your own works. There's no need to worry about breaking the law. Like the campaign slogan: “#NoWorries – Completely Legal.”

All you need to know is where to find these works, and how to use them. The campaign page contains all the necessary information. There, Internet users can discover how copyright works in the digital world.”

Go to: [otwartakultura.org/bez-spiny](http://otwartakultura.org/bez-spiny).



## JUST A FEW NUMBERS

Facebook impressions

**more than 840 000**

Instagram impressions

**more than 640 000**

Youtube views

**154 286**

Twitter impressions

**more than 68 000**

websites' visits

**over 21 500**

media reach: press, TV,  
radio, online media

**258 710**

# INFLUENCERS VLOGERS CREATORS

Rafał Hetman & Jacek Dehnel, Piotr Tarczyński  
Jakbyniepaczec & Magdalena Miernik  
Młodzieżowy Strajk Klimatyczny





## RAFAŁ HETMAN & JACEK DEHNEL PIOTR TARCZYŃSKI



During this live vlog, Polish bookstagrammer and vlogger, Rafał Hetman, talked to Jacek Dehnel and Piotr Tarczyński. This writers' duo spoke about the archival research that informed the writing of two crime novels which they published under a pseudonym of Maryla Szymiczkowa.

The meeting has been watched by more than 690 people.



■  **Watch the event:**  
[tinyurl.com/yxwvmqts](https://tinyurl.com/yxwvmqts)

## JAKBYNIEPACZEC & MAGDALENA MIERNIK



Together with a couple of Polish vloggers Jakbyniepaczec working with film and series reviews, Centrum Cyfrowe organised a meeting during which Magdalena Miernik, an intellectual property lawyer, explained how to legally use bits and pieces of copyright materials in such context. More than 9 000 people watched it.

Before that Centrum Cyfrowe, Jakbyniepaczec and Magdalena Miernik made together a vlog about copyright on YouTube. This time more than 32 000 people watched it.



■  Watch a vlog:  
[tinyurl.com/y5zhecjj](https://tinyurl.com/y5zhecjj)

and a meeting:  
[tinyurl.com/y5ze7k53](https://tinyurl.com/y5ze7k53)



# MŁODZIEŻOWY STRAJK KLIMATYCZNY

In support of the ongoing climate debate in Poland together with Młodzieżowy Strajk Klimatyczny – MSK (School strike for climate), Fridays for Future Poland,

Centrum Cyfrowe produced three animations which explain the wider context of the drought issue in Poland. The animations made use of public domain and CC-licensed materials.

The animations have been watched by over over 46,000 people.



**Watch animations:**

[tinyurl.com/yyao75qv](https://tinyurl.com/yyao75qv)

[tinyurl.com/y2lflhuu](https://tinyurl.com/y2lflhuu)

[tinyurl.com/yxj4w6ml](https://tinyurl.com/yxj4w6ml)



**JAK WALCZYĆ  
Z SUSZĄ?**

# EVENTS WORKSHOPS

Public Domain Day 2020  
Klub Komediiowy & Jadłonomia  
Perły z lamusa. concert and meeting  
How to make a instastories' filter?  
What do you need to know about online  
copyright?  
Can I legally use music & images online  
without a budget?  
Which digital policies work for cultural  
heritage in 2020s?





## PUBLIC DOMAIN DAY 2020

Almost 100 people celebrated Public Domain Day by watching video materials from the 20s and musical improvisations performed by the Comedy Club.

We also talked with Alek Tarkowski, Katarzyna Kasia and Kaja Klimek about the public domain, pop culture and the internet.

The event was co-organised by the Polish Film Institute.



## KLUB KOMEDIOWY & JADŁONOMIA

Klub Komediiowy (Comedy Club) vs. Jadłonomia: actors and comedians from Warsaw's Comedy Club improvised to stories of how a new vegan cookbook based on old Polish recipes came to be.

The show was attended virtually and then viewed by almost 6000 people.

-  **Watch the event:**  
[tinyurl.com/y5kegg7q](https://tinyurl.com/y5kegg7q)



# PERŁY Z LAMUSA. CONCERT AND MEETING

BIG BOOK FESTIVAL

This meeting between Aleksandra Janus (Centrm Cyfrowe) and Noam Zylberberg from Mała Orkiestra Dancingowa explored Noam's fascination for old Polish-Jewish music and explained how and why he remixed this musical heritage.

During the meeting Noam and a few of his band members performed some of the songs. The event took place offline during the Big Book Festival and was attended by approximately 30 people, it was also streamed online where 157 people watched it.

-  **Watch the event:**  
[tinyurl.com/y4r9r5jd](https://tinyurl.com/y4r9r5jd)





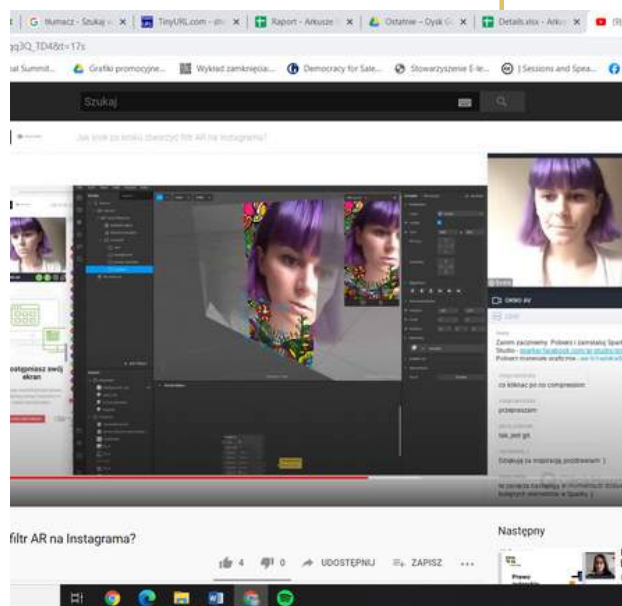
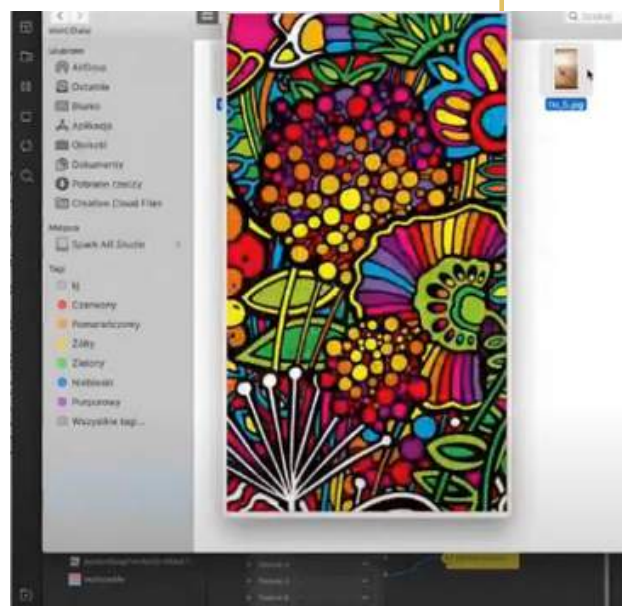
# HOW TO MAKE A INSTASTORIES' FILTER?

POL'AND ROCK FESTIVAL

This workshop organised after the premiere of our Instagram AR filter #ZEROWASTECULTURE explained how one can, step by step, create their own filter to be used by many. The tutor was Beata Kępa.

The workshop formed a part of the Pol'and Rock Festival and was attended by 89 people.

■  Watch the workshop:  
[tinyurl.com/y32uqcn8](https://tinyurl.com/y32uqcn8)



## WHAT DO YOU NEED TO KNOW ABOUT ONLINE COPYRIGHT?

This webinar, run by Natalia Mileszyk, a lawyer specialising in intellectual property rights explained all details of how to find, publish, and re-use Creative Commons and Public Domain licensed resources, as well as how to use the right to quote.

The workshop took place online and was attended by more than 240 educators, teachers, and creatives.



# CAN I LEGALLY USE MUSIC & IMAGES ONLINE WITHOUT A BUDGET?

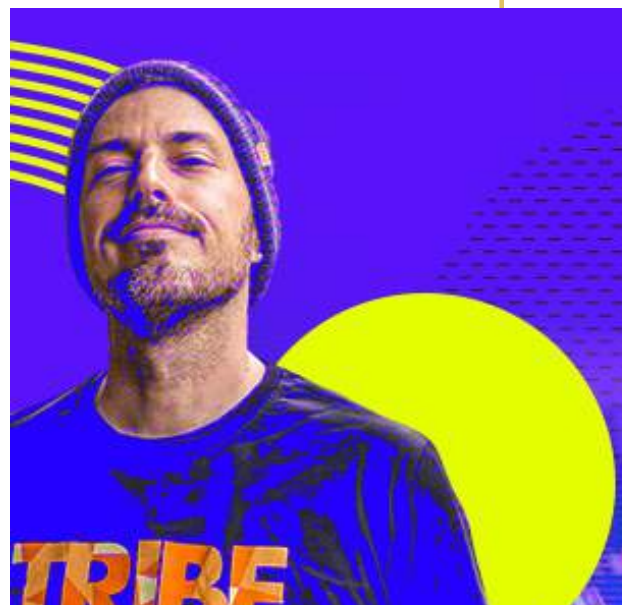
## The Netherlands

This session organised by the Free Music Archive, the Sound and Vision Institute in the Netherlands and Centrum Cyfrowe explained how to use legally available images, pictures, videos, and sounds, and re-use it online.

Towards the end of the event DJ Marko played a 30mins CC-licensed-music-based DJ set which has been streamed.



Watch the meeting:  
[tinyurl.com/y5edufwr](https://tinyurl.com/y5edufwr)





# WHICH DIGITAL POLICIES WORK FOR CULTURAL HERITAGE IN 2020S?

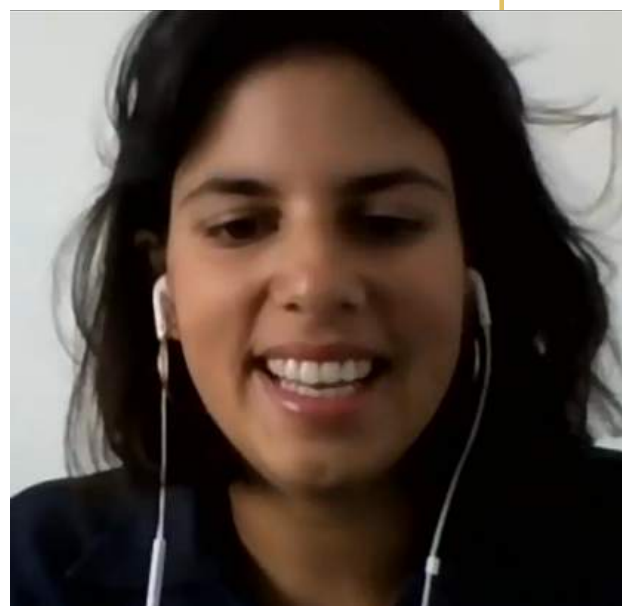
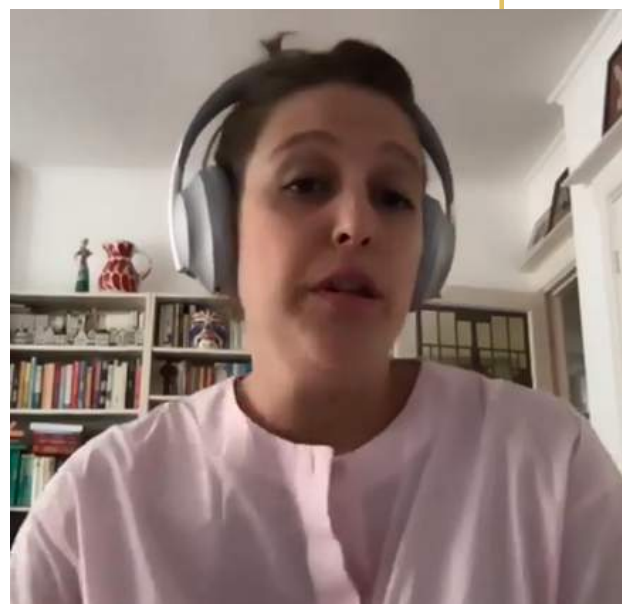
## The Netherlands

Communia Salon was an online event which focused on the effects of digital technologies on the cultural heritage sector and how European Union is shaping it with appropriate policies. The panelists included Paul Keller (Communia / IViR), Hessel van Oorschot (Open Nederlands / Tribe of Noise), Ariadna Matas (Europeana), and Brigitte Vézina (Creative Commons).

The discussion was moderated by Alek Tarkowski (Centrum Cyfrowe) and streamed online. Communia Salon was attended and then streamed by more than 400 people.



Watch the meeting:  
[tinyurl.com/y5pz93dv](https://tinyurl.com/y5pz93dv)



**ANIMATIONS  
MATERIALS  
ARTICLES  
GRAPHICS**



## ARTICLES

### "Polskie przepisy na roślinne burgery sprzed stu lat. Jadłonomia zdradza swoje inspiracje"

Marta Dymek for NOIZZ

How to cook inspired by old Polish cuisine and not use meat? Blogger Marta Dymek will show you.



Read: [tinyurl.com/y55pte3n](https://tinyurl.com/y55pte3n)

### "Biografia pani Mody"

Karolina Sulej

Where do fashion designers look for inspiration? Why what is fashionable always comes back. Find out in publicist Karolina Sulej's article.



Read: [tinyurl.com/y32s7cos](https://tinyurl.com/y32s7cos)

### "Grzebanie po omacku"

Jacek Dehnel

The writer Jacek Dehnel has prepared an article about how creators look for inspiration and information in archives and materials available in the public domain.



Read: [tinyurl.com/yxfzl8fr](https://tinyurl.com/yxfzl8fr)

### "Jak tworzyć treści wideo i legalnie wykorzystywać w nich inne utwory?"

Magdalena Miernik

Everything about movies, copyright and YouTube. Explains Magdalena Miernik, a lawyer.



Read: [tinyurl.com/y6yohzhl](https://tinyurl.com/y6yohzhl)



## GIFS

You can find our animations and gifs on [giphy.com](https://giphy.com)

There are four categories to choose from: Fashion, Cuisine, Film, and Thriller



Look up here:  
[giphy.com/CentrumCyfrowe](https://giphy.com/CentrumCyfrowe)

## CREATIVE COMMONS WORDPRESS PLUGIN: ATTRIBUTION FOR IMAGES

As a part of the #NoWorries campaign, we have enhanced the Creative Commons Wordpress plugin which allows people to easily and clearly license their website content with Creative Commons licenses. The new version of CC's Wordpress plugin has a feature called "attribution information for images and one can install it via the Wordpress Plugin Repository.



Download: [tinyurl.com/y23x5jlz](https://tinyurl.com/y23x5jlz)



# #ZEROWASTECULTURE FILTERS

Together with the National Museum in Warsaw and the National Gallery of Denmark, Centrum Cyfrowe created an innovative filter with the help of augmented reality.

The filter was created by creative studio Lens That.

Using the filter allows you to become part of these well-known paintings, and transport yourself to a different world. That's not all – with one filter you can access two different paintings: simply touching your screen allows you to swap them out.

The first image is Józef Mehoffer's "Strange Garden", created in 1902 and currently located in the National Museum in Warsaw's archives. The second painting selected by the creators is "Still Life" painted in 1667 by the Flemish Baroque painter Ottmar Elliger.



Try the filter:

[bit.ly/FiltrZeroWasteCulture](https://bit.ly/FiltrZeroWasteCulture)



# ANIMATIONS

On YouTube you can find animations about public domain, right of quote and Creative Commons licenses.

You can add them to your videos!

...or just watch them, like over 110 000 people so far.



Animation about #NoWorries:  
[tinyurl.com/y45dbkg3](https://tinyurl.com/y45dbkg3)



Animations about public domain:  
[tinyurl.com/y4g8x6as](https://tinyurl.com/y4g8x6as)  
and  
[tinyurl.com/y4c9ot3n](https://tinyurl.com/y4c9ot3n)



Animation about right of quote:  
[tinyurl.com/y6ecu6t7](https://tinyurl.com/y6ecu6t7)



Animation about CC licenses:  
[tinyurl.com/yygzhwc8](https://tinyurl.com/yygzhwc8)

GDZIE ZNAJDZIESZ  
DOMENĘ PUBLICZNĄ?

→ W INTERNECIE!



# INFOGRAPHICS

For people who want to quickly find the most important information about copyright, we have infographics.

More than 500 people are using it!



Download: [tinyurl.com/yyet2vp2](https://tinyurl.com/yyet2vp2)

## UWAGA!

Cytowanie poddane jest pewnym ograniczeniom.



Możesz we własnej pracy przytoczyć całość bądź fragment innego dzieła (wszystko jedno, czy jest to tekst, zdjęcie czy film), **ale tylko wtedy, gdy jest to uzasadnione celami** takimi jak wyjaśnianie, polemika, analiza krytyczna lub naukowa, nauczanie lub prawa gatunku twórczości (np. w przypadku parodii).

**Cytat musi być odpowiednio oznaczony.**

Zawsze informujemy o autorze oraz o źródle cytowanego fragmentu.

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strona 4: Szymon Szcześniak (dzięki uprzejmości Jacka Dehnela i Piotra Tarczyńskiego),  
u dołu – Rafał Hetman o książkach (dzięki uprzejmości Rafała Hetmana)  
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