

More freedom for the users of the competence cards with CC BY SA

Tailored content is especially easy to create while using open licenses such as [Creative Commons](#) (CC). Such licenses allow for the proliferation of content without “all rights reserved”, instead only some rights are reserved. This allows users more freedom as all licenses of Creative Commons allow for a free proliferation and use of the content. This is a huge relief for the field of education, as you must no longer ask for permission or fear being admonished as a result of improper use. Some licenses even go one step further: the best example is the license [CC BY SA](#), which the [Competence Cards](#) carry as of today.

What exactly is CC BY SA?

We have probably all already been in contact with CC BY SA: it is the license that [Wikipedia](#) uses to publish its content. The following rules apply for content published using CC BY SA:

- The name of the author/original source must be cited
- The content can be reused, revised, remixed and redistributed by anyone
- Modifications of the content must be indicated
- The logos of the author/original source cannot be reused
- All derivatives of the original content must also be open for reuse, revision, remixes and redistribution by anyone (i.e. published using CC BY SA)
- Improper use triggers the copyright

Reaching your focus group with tailor-made competence cards

For instance, with a CC BY SA license, users of the Competence Cards are able to provide the cards with other pictures or text in order to better tailor them to a specific focus group. Under the regular copyright such adjustments are only possible if the author approves a formal request. This process is greatly simplified while using CC BY SA; nevertheless some rules must be paid attention to. The adjusted cards can be used in counseling services. You can even offer them for sale online or offline. However, a sale of the cards is only possible to share costs, for instance to cover production and dispatch expenditures. A sale of the copyright of your product under CC BY SA is not permitted. It is also possible to license your product under CC BY SA-NC. NC refers to “non-commercial” and therefore precludes any commercial use in the broadest sense. This would however also prohibit the possibility for a cost-covering compensation of the cards. For our project Learning for Life, CC BY SA was therefore chosen as the most viable option.

Open licenses are part of the future!

Licensing under CC BY SA provides users of the Competence Cards with the freedom to customize as they like while simultaneously allowing for a minimization of organizational efforts. Furthermore, the prerequisites for a user-orientated, continuous and sustainable improvement and scaling process are created.