

## Open Access Essentials for Communicators

IITA regards the results of its research and development activities as International Public Goods (IPGs). The Institute is committed to the widespread dissemination and use of its IPGs to achieve the maximum impact. Open Access (OA) is an important practical application of this commitment as it means the immediate, irrevocable, unrestricted and free online access by any user worldwide to information products, and unrestricted re-use of content subject to proper attribution.

In this context, IITA communicators are key players in the implementation of OA because they are the ones taking pictures and videos, gathering testimonies, and writing stories about the people involved in IITA research projects. These stories will be featured in blogs, newsletters, photos, videos, publications, presentations, etc., and published under suitable [Creative Commons](#) open licenses that encourage their use and adaptation.



### What are my OA responsibilities as a communicator?

Communicators are responsible for the respect of and compliance with the following dimensions of OA:

- Copyright laws and principles;
- Rights clearance;
- Terms of (re)use of third party materials;
- Proper attribution and credits;
- Licensing;
- Deposit materials in IITA's OA repositories.

### What OA licenses does IITA use?

In compliance with [CGIAR's Open Access and Data Management Policy](#), IITA uses the following Creative Commons Open Licenses. For use of any other license, a written request justifying the selection of a different license must be sent to the Knowledge Centre (Elsie Ezomo at [e.ezomo@cgiar.org](mailto:e.ezomo@cgiar.org)).

|   |  |
|---|--|
| <p><b>For information products</b> (except photos and multimedia)</p> <p><b>CC BY:</b> This work is licensed under a <a href="#">Creative Commons Attribution 4.0 International License</a></p> <p>Meaning that others are free to:</p> <p><b>Share</b> — copy and redistribute the material in any medium or format;</p> <p><b>Adapt</b> — remix, transform, and build upon the material for any purpose, even commercially; but they must <b>Attribute the work</b> — they must give appropriate credit, provide a link to the license, and indicate if changes were made.</p>  |  <p><i>You can use the text in blue to your left and/or the image above</i></p> |
| <p><b>For photos and multimedia contents</b></p> <p><b>CC BY NC SA:</b> This work is licensed under a <a href="#">Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License</a></p> <p>Meaning that others are free to:</p> <p><b>Share</b> — copy and redistribute the material in any medium or format;</p> <p><b>Adapt</b> — remix, transform, and build upon the material for any purpose; but they must <b>Attribute the work</b> — they must give appropriate credit, provide a link to the license, and indicate if changes were made; restricted to <b>NonCommercial use only</b> — they may not use the material for commercial purposes; and they must <b>ShareAlike</b> — if they remix, transform, or build upon the material, they must distribute their contributions under the same license as the original.</p> |  <p><i>You can use the text in blue to your left and/or the image above</i></p> |

### How does OA impact my work?

- 1. Production stage:** identify copyright holders during production and release the rights when taking pictures, videos or testimonies using IITA release forms (<http://ow.ly/VLWe304lvK9>), and cross-reference releases with visuals. Don't forget to release the rights of people and places appearing in pictures, and third party materials you plan to use. More information on rights clearance and copyright is available here: <http://ow.ly/WAq8304lvNR>
- 2. Publishing stage:** ensure all published materials have proper OA licenses, and ensure you possess the rights to grant the license under which you publish your materials. Attribute and credit visual materials clearly so that others can attribute the work when they re-use it. Don't forget donor acknowledgements. Please consult the Communication Unit for
- 3. Deposit stage:** as soon as you publish an information product, make sure that you deposit it in IITA's designated OA repositories: CGSpace, Flickr, YouTube, Slideshare, etc. Please see next table for details and contact persons.

## Which OA repositories does IITA use and whom do I contact?

| Repository name   | Content to deposit   | Contact person(s)  | Email  |
|---|--|--|--|
| CGSpace   | Textual data (articles, papers, books, reports, briefs, etc.), metadata and link to photos, videos and audio files | Elsie Ezomo (Knowledge Center)<br>Bosede Ayinla (CGSpace Content Manager)<br>Kwasi Asiedu (Communication Unit) | <a href="mailto:e.ezomo@cgiar.org">e.ezomo@cgiar.org</a><br><a href="mailto:b.ayinla@cgiar.org">b.ayinla@cgiar.org</a><br><a href="mailto:k.asiedu@cgiar.org">k.asiedu@cgiar.org</a> |
| IITA's Flickr   | Images, with link and metadata in CGSpace  | Sade Oyedokun (Communication Unit)   | <a href="mailto:s.oyedokun@cgiar.org">s.oyedokun@cgiar.org</a>   |
| IITA's YouTube  | Movies and videos, with link and metadata in CGSpace   | Bode Olaoluwa (Communication Unit)<br>Kwasi Asiedu (Communication Unit)  | <a href="mailto:o.olaoluwa@cgiar.org">o.olaoluwa@cgiar.org</a><br><a href="mailto:k.asiedu@cgiar.org">k.asiedu@cgiar.org</a>   |
| IITA's Slideshare   | Presentation slides, with link and metadata in CGSpace   | Kwasi Asiedu (Communication Unit)<br>Tunde Ajayi (Communication Unit)  | <a href="mailto:k.asiedu@cgiar.org">k.asiedu@cgiar.org</a><br><a href="mailto:t.ajayi@cgiar.org">t.ajayi@cgiar.org</a>   |
| GeoNode   | Geospatial data  | Michael Haertel (Geospatial Lab)   | <a href="mailto:m.haertel@cgiar.org">m.haertel@cgiar.org</a>   |
| CKAN (launch soon)  | Research data  | Martin Mueller (E-Research)  | <a href="mailto:m.mueller@cgiar.org">m.mueller@cgiar.org</a>   |
| Cassavabase   | Crop, breeding management and genomic sequence data  | Peteti Prasad  | <a href="mailto:p.prasad@cgiar.org">p.prasad@cgiar.org</a>   |
| Yambase (upcoming)  |  | Peteti Prasad  | <a href="mailto:p.prasad@cgiar.org">p.prasad@cgiar.org</a>   |
| Musabase (upcoming)   |  | Trushar Shah   | <a href="mailto:tm.shah@cgiar.org">tm.shah@cgiar.org</a>   |
| Genesys   | Gene passport data   | Marimagne Tchamba  | <a href="mailto:m.tchamba@cgiar.org">m.tchamba@cgiar.org</a>   |
| Some donors require publications and data to be stored in their own repositories. In such cases, Unit/Project Managers must ensure that authors follow donor requirements and provide metadata and links to donors' repositories to the Knowledge Center. |  |  |  |

## Who is the copyright holder of the materials I produce for IITA?

IITA is the legal owner of the intellectual property and copyright of the work (research outputs, data, technologies, information products, pictures, videos, etc.) executed by anyone under contract with IITA, including consultants. This is stipulated in staff work contracts, in IITA's Code of Conduct, and in IRS and NRS Policy Manuals.

Therefore, IITA has the legal right to use and license to others the research outputs, publications and information products produced by its staff and consultants in the course of their official duties. Information products include blogs, articles, newsletters, photos, videos, presentations, posters, flyers, brochures, press releases, in-house publications, reports, concept papers, information kits, briefs, etc.

### IRS Policy Manual, Article 5.6 on Copyright, Patents and Royalties

All rights, including title, copyright royalties, and patent and royalty rights that result from a staff member's work during his/her term of employment rightfully belong to IITA. All staff must respect agreements IITA may have entered into covering a work and resulting in patent, copyright, royalties, or title. A staff member who believes that aspects of their work may be copyrighted or patented should discuss this with IITA's legal counsel.

### NRS Policy Manual, Article 5.4 on Copyright, Patents and Royalties

All rights, including title, copyrights, patent rights, etc. or any form of intellectual property produced by staff as part of their official duties shall be vested in IITA.

## What is copyright infringement and what are the consequences?

If you produce a picture/video, as explained above, IITA owns the rights to it and is therefore liable for any violation of copyright. Copyright infringement is illegal and carries potentially significant consequences: it can damage the institute's reputation, and that of its donors, IITA could be obligated to financially compensate copyright owners, it can also lead to legal prosecution, but most importantly, it is unethical towards the people we do research with.

Copyright law gives copyright holders the right to decide where their appearance/work is published, and maybe they don't want their appearance/work to be published on IITA's website, videos, newsletters or social media networks. It is your responsibility to ensure proper rights clearance of the people and places appearing in visual materials, and of 3<sup>rd</sup> party copyrighted images contained in the information products you produce in the course of your official duties.

### Tips

- ✓ Assume every image you find online is copyrighted.
- ✓ Always ask yourself: who is the copyright holder? Contact them to clear the rights using IITA's release templates.
- ✓ Beware: some copyrighted works may have been posted without copyright holders' permission, so read the Terms of Use and licenses carefully, respect them, and give proper credits if you re-use copyrighted materials.
- ✓ Most people are rational and will agree to let their appearance, picture or video be used, especially if they accepted to be the subject of it. The fact that IITA is a non-for-profit institution will help you to convince people.