



Creative Commons is a nonprofit organization that enables the sharing and use of creativity and knowledge through free legal tools. Our free, easy-to-use copyright licenses provide a simple, standardized way to give the public permission to share and use your creative work – on conditions of your choice.





CC licenses amplify the economic benefits of digital technology and can actually be a very interesting instrument to help your business succeed.

Find out how!



How to use CC in business?

The different Creative Commons licenses result from the combination of four essential conditions:

-  Attribution (BY)
-  Non Commercial (NC)
-  Non Derivatives (ND)
-  Share Alike (SA)

Within these conditions, there are six different types of CC licenses, according to the level of restriction/freedom granted to the final users.

For more information go to www.creativecommons.org and www.cctoolkits.com or contact the CC affiliates in your country (info@creativecommons.org).

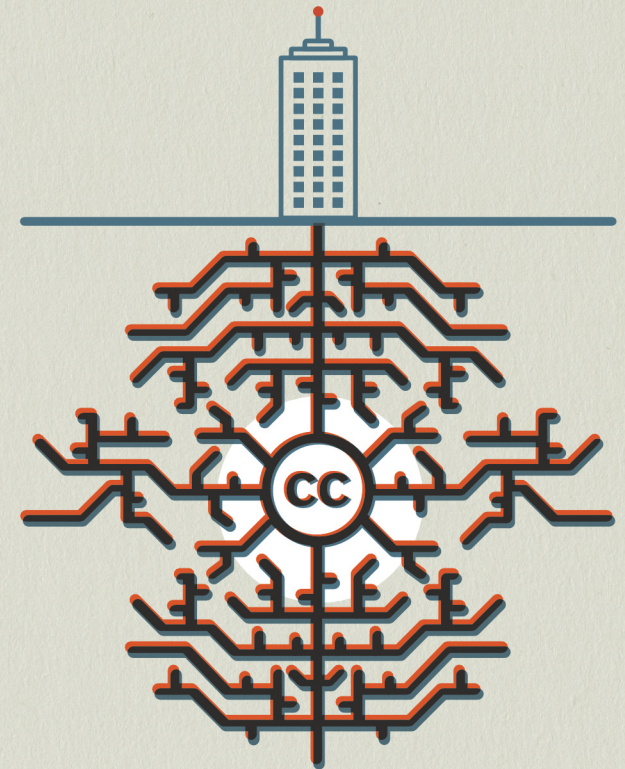


© 2015 by Creative Commons

PROJECT COORDINATION: Creative Commons Portugal

DESIGN: Journalism++

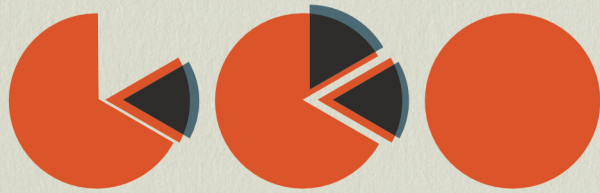
This work is licensed under <http://creativecommons.org/licenses/by/4.0>



Creative Commons

Toolkit for Business

www.creativecommons.org



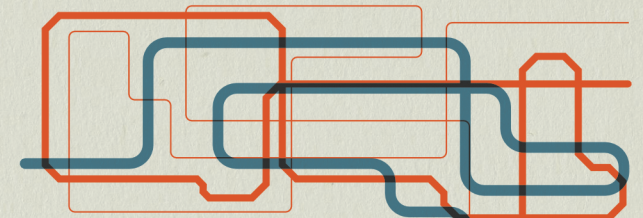
Reduce production costs

You can produce effective materials with a small investment by using CC licensed works (design, photography, film, music...) made available by a generous community of authors. The only drawback is that you can find other companies using the same CC licensed works. But hey, if you are a startup or a company launching a new product, this can be a great starting point!

Reduce transaction costs and legal uncertainty



Using CC standardized licenses is one means of reducing transaction costs and legal uncertainty associated with copyright licensing. Copyright owners can be difficult to locate or hard to negotiate with. Even if you reach an agreement, you will probably need the help of a lawyer. Creative Commons works with lawyers from all over the world so that you can freely use a license suite that works globally.



Increase access to innovation and reduce marketing costs

Making your product available to your target audience under a CC license allows you to do market tests before releasing its final version. Your early adopters can try your product beforehand, give you feedback about it and influence the market you have targeted. This way, you improve your product while maximizing future benefits and often reducing innovation and marketing costs.

Increase first mover advantage

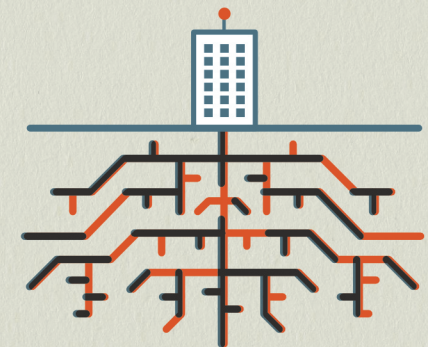


Copyright gives you exclusive rights over your work. This means others cannot use it without your permission. By using a CC license in your work, you will allow others to re-use it. Your work will circulate more widely, which can help you gain an interesting market share. In other words, you can accelerate your access to the market and increase your chances to establish a first mover advantage.

Increase "opportunity benefits" and build a reputation



When you apply a CC license to a product, you increase your chances to enjoy "opportunity benefits". If you make your product available for others to use, adapt and share you might be surprised by unexpected returns, such as new forms of revenues arising from the derivative works. Letting the public know that you are interested in collaborative works can also enhance your reputation.



Promote sustainability

When you use CC licenses you show that your business is socially responsible: you are working towards generating revenue but you also want to make sure that others can benefit from your work. CC licenses place your company in a network of collaborative clients, partners and suppliers, allowing you to keep a light structure and reduce costs by using only resources that are essential.