

Copyright – the most boring or most *fascinating* of subjects?

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Who We Are



1

The World Bank Group

5 institutions
189 member countries
130+ offices worldwide

2

World Bank Publications

~ 60 books a year
100% Open Access
(CC BY) since 2012

3

Copyright and Rights Team

2 people

4

Copyright Coffee Series

7 years
➤ Why? Because it's fun!

How???

- ✓ Collaborate
- ✓ Engage
- ✓ Create a safe environment
- ✓ Take it easy!

"Note the Copyright Symbol" by Very Quiet used under CC BY-SA 2.0

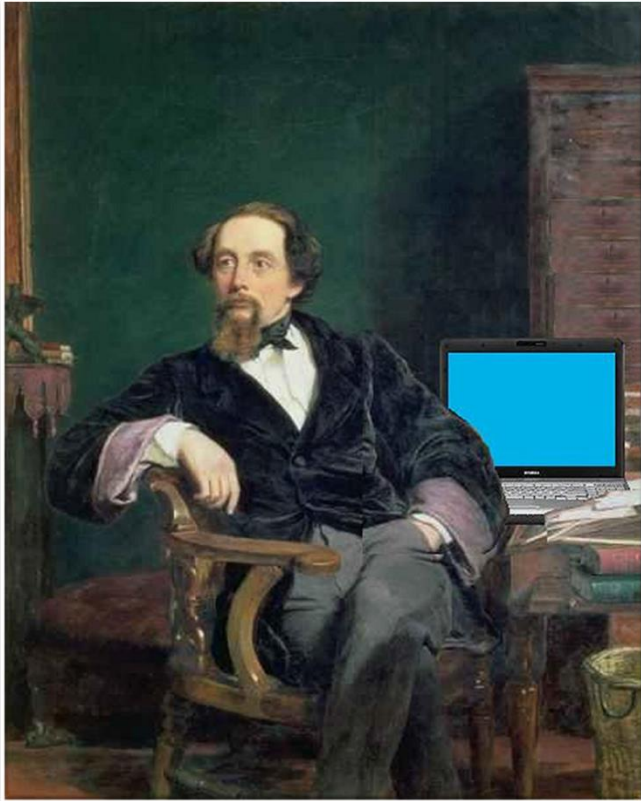


What Works

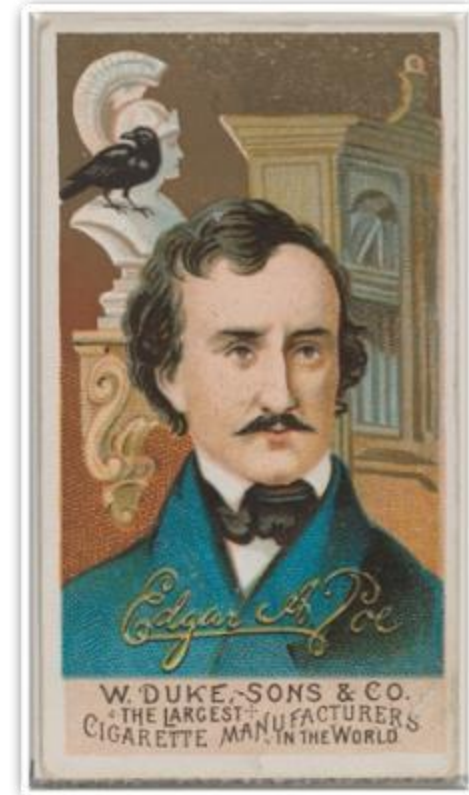
- Share your own passion
- Tell © stories (history and today's). Bring up real-life mistakes. Copyright "**horror stories**"!
- Listen to your audience. **Cover a range of topics.** Embrace hot topics
- **Involve subject matter experts.** They might involve you in return
- **Engage** via quizzes, polls, hands-on tasks; use appealing visuals; share useful tools, resources, & contacts
- Be **responsive**. Use various communications channels and formats

 **Make it fun!**

Copyright Horror Story: Charles Dickens and Edgar Allan Poe



“Charles Dickens Blogging, after William Powell Frith” by Mike Licht used under CC BY 2.0



Edgar Allan Poe, from the series Great Americans (N76) for Duke brand cigarettes, 1888. Issued by W. Duke, Sons & Co. The Jefferson R. Burdick Collection, Gift of Jefferson R. Burdick, CC0

Quiz: Avoiding Mistakes When Co-Publishing with Partners

We should publish this joint work as soon as possible and then we can think about the agreement to fix things.

✓ **FALSE**

This co-publication is a public good and will be available in open access, so we do not need an agreement to publish it.

✓ **FALSE**

We want to co-publish this work with an external partner, so we need to start with a co-publication agreement.

✓ **TRUE**

We should contact the Publishing Program to consult about our co-publishing plans and for help with the agreement.

✓ **TRUE**

3rd party materials in a co-publication shall be properly sourced and written permission to use them shall be obtained, where appropriate.

✓ **TRUE**

The more logos we have on the cover the better. All these logos will bring value associated with their institutions.

✓ **FALSE**

"Copyright Document Icon" by sixsixfive used under CC0





Image: “[AI Inputs and Outputs](#)” by Creative Commons was made from details from two images generated by the DALL-E 2 AI platform with the text prompts “A Hieronymus Bosch triptych showing inputs to artificial intelligence as a Rube Goldberg machine; oil painting” and “a robot painting its own self portrait in the style of Artemisia Gentileschi.” CC dedicates any rights it holds to the image to the public domain via [CC0](#).

7 years of the Copyright Coffee Series!

- **32 Copyright Coffees:** from Copyright 101 to Copyright & AI
- **from 17 to 221 participants** (388 registered max, 230 average)
- **from 1 to 3 hours** (in 2 days)
- from 1 to 5 institutions
- **from 1 to 10 speakers/panelists** (a roundtable on copyright and AI)
- Recordings on the Copyright & Publishing **Video Channel 24/7**
- Copyright and Publishing Yammer Channel
- Copyright Coffee on demand for country offices and teams
- Community of copyright scholars at the World Bank (2,600 staff registered for CCs since April 2020)
- (Almost) everyone knows **whom to contact** with a © question!



Questions?

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Copyright Helpdesk

pubrights@worldbank.org



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