

## Open Access Essentials for Communicators

IITA regards the results of its research and development activities as International Public Goods (IPGs), i.e., available to all. The Institute is committed to the widespread dissemination and use of its IPGs to achieve maximum impact. Open Access (OA) is a 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 reuse 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
- Depositing 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.

<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> — give appropriate credit, provide a link to the license, and indicate if changes have been 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 content</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> — give appropriate credit, provide a link to the license, and indicate if changes have been made; restrict material to <b>Non-Commercial use only</b> — must not be used 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>

For use of any other license, a written request justifying the selection of a different license should be sent to the Knowledge Center ([IITAKCPS@cgiar.org](mailto:IITAKCPS@cgiar.org)).

## 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 ([release for visual documents](#), [appearance release](#), [participants list](#))<sup>1</sup>, and cross-reference releases with visuals. Don't forget to release the rights of third party materials you plan to use.
- 2. Publishing stage:** Ensure all published materials have proper OA licenses, and ensure you possess the right 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 reuse it. Don't forget donor acknowledgements.
- 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 table below 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) Bosede Ayinla (CGSpace Content Manager)	<a href="mailto:IITAKCPS@cgiar.org">IITAKCPS@cgiar.org</a>
IITA's Flickr	Images, with link and metadata in CGSpace	Sade Oyedokun (Communication Unit)	<a href="mailto:iita-multimedia@cgiar.org">iita-multimedia@cgiar.org</a>
IITA's YouTube	Movies and videos, with link and metadata in CGSpace	Bode Olaoluwa (Communication Unit) Kwasi Asiedu (Communication Unit)	<a href="mailto:iita-multimedia@cgiar.org">iita-multimedia@cgiar.org</a>
IITA's Slideshare	Presentation slides, with link and metadata in CGSpace	Tunde Ajayi (Communication Unit)	<a href="mailto:iita-multimedia@cgiar.org">iita-multimedia@cgiar.org</a>
GeoNode	Geospatial data	Tunrayo Alabi (Geospatial Lab)	<a href="mailto:t.alabi@cgiar.org">t.alabi@cgiar.org</a>
CKAN	Research data	Olalekan Anifowoshe (DIMU Open Access)	<a href="mailto:iita-ckan@cgiar.org">iita-ckan@cgiar.org</a>
Cassavabase Yambase Musabase (upcoming)	Crop, breeding management and genomic sequence data	Peteti Prasad Afolabi Agbona	<a href="mailto:p.prasad@cgiar.org">p.prasad@cgiar.org</a> <a href="mailto:a.agbona@cgiar.org">a.agbona@cgiar.org</a>
Genesys	Gene passport data	Marimagne Tchamba (Genetic Resources Center)	<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 should 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 work (research outputs, data, technologies, information products, pictures, videos, etc.) executed by anyone under contract with IITA, including consultants. This is stipulated in staff contracts, IITA's Code of Conduct, and IRS and NRS Policy Manuals.

IITA therefore, 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 but are not limited to blogs, articles, newsletters, photos, videos, presentations, posters, flyers, brochures, press releases, in-house publications, reports, concept papers, information kits, and briefs.

<sup>1</sup>IITA recognizes that releasing the rights of farmers and their families may sometimes be difficult due to language and/or literacy barriers. In such cases, please ensure that you, at the very least, obtain verbal authorization to photograph them, and share the resulting information product with them as a way of thanking them for their participation.

### **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 his/her 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 if they 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 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?
- Beware: Some copyrighted works may have been posted without the copyright holder's permission, so read the Terms of Use and licenses carefully, respect them, and give proper credits if you reuse copyrighted materials.
- Most people are rational and will agree to let their appearance, picture or video be used, especially if they have agreed to be the subject of the medium. The fact that IITA is a non-for-profit institution may help you to convince people.