Title: **Which license shall I choose? - Enhancing IP literacy for digital works**

Topic: **Future Universities**

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Publishing and reusing digital assets such as software or data for commercial or non-commercial purposes has become a common practice and cornerstone of the digital economy.[1] IDC & Open Evidence[2] estimate that the European Data Economy currently provides 6,1 million jobs in the EU28 and could almost double by the year 2020 if high-growth is ensured. Similarly, the number of organizations producing and supplying data-related products and services could reach almost 350,000 in 2020, from 257,000 in 2014, and data users could be more than 1.3 million in 2020.[3]

New data practices stimulated by phenomena like open data, open innovation, and crowdsourcing initiatives as well as the increasing interconnection of services, sensors, and (cyberphysical) systems have nurtured an environment, in which the effective handling of licenses has become key to innovation, productivity and value creation. According to the OECD the effective management of intangible assets is the primary driver of innovation in the ICT-enabled service sector and source of competitive advantage at the macro- and micro-level.[4] This line of argument corresponds with a study conducted by Oxford Economics that argue that "insights derived by linking previously disparate bits of data can become the sparks that ignite rapid innovation".[5] But according to the EU Agency for Network and Information Security the main obstacle in the digital ecosystems of the future is the legal impact of information exchange.[6] This is especially relevant in the context of the European strategy for a data-driven economy which aims to *"nurture a coherent European data ecosystem, stimulate research and innovation around data and improve the framework conditions for extracting value out of data."*[7]

In order to provide commercial products and services on top of third party data, licensing literacy is necessary to assure legal compliance and foster exploitation.[8] Hence, improving licensing literacy should be considered a core measure to stimulate the digital economy. In this proposal we encourage the creation and dissemination of open educational resources about licensing, license compatibility and licensing strategies on top of the open source framework DALICC – Data Licenses Clearance Center: www.dalicc.net.

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[1] World Bank (2014). Open Data for Economic Growth. See also
http://www.worldbank.org/content/dam/Worldbank/document/Open-Data-for-Economic-Growth.pdf
[2] IDC & Open Evidence (2013). European Data Market. SMART 2013/0063. See also https://drive.google.com/a/open-evidence.com/file/d/0B5Co3wBffnzhUTBQUklCS0VoRTg/view?pref=2&pli=1
[3] See also http://www.epsiplatform.eu/sites/default/files/2013-08-Open_Data_Impact.pdf
[4] OECD (2008). Intellectual Assets and Value Creation. See also: http://www.oecd.org/sti/inno/40637101.pdf
[5] Roehring, Paul & Pring, Ben (2013). The Value of Signal and the Cost of Noise. London: Oxford Economics.
[6] ENISA (2013). Detect, SHARE, Protect Solutions for Improving Threat Data Exchange among CERTs, October 2013
[7] European Commission (2014). Towards a thriving data-driven economy. Brussels, 2.7.2014, COM(2014) 442 final
[8] Hoffmann, A., Schulz, T., Zirfas, J., Hoffmann, H., Roßnagel, A., & Leimeister, J. M. (2015). Legal Compatibility as a Characteristic of Sociotechnical Systems. Business & Information Systems Engineering, 57(2), 103–113.
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