

STRATEGIC PLAN

for

(CC Uganda Affiliates)

for

January 2013 to December 2013

CC Uganda Affiliates Group

## EXECUTIVE SUMMARY

On 21<sup>st</sup> of December the 2012 Creative Commons Uganda Affiliates Launched their 3.0 Uganda Creative Commons (CC) Licences. The Uganda Team became the first African Country to launch the 3.0 port and second port over-all, behind South Africa in promoting the culture of Open in Africa.

The drafting team was Comprised of 9 members, 7 lawyers and 2 information scientists, that' s Mr. Paul Asiimwe, Mr.Mulumba Moses (Legal Lead), Mr.KakunguluMayambala, Ms.PrimahKwagala (Coordinating Lead), Mr. Tony Kakooza, Mr.Kabanda David, Mr.EdrineWanyama and Mr.Batambuze Charles (Public lead), Dr. Dick Kawooya, respectively.

At launch of the Licences members discussed promoting use of the Licences in the year 2013 to promote the culture of Openness as being their Goal. Several activities to ensure this becomes a reality were agreed upon among which was a study to illustrate how the Licences will be able to work alongside the copyright law. This is because it was explained that the Licences do not seek to do away with copyright laws but to work alongside each other.

The Affiliates group also discussed participation in activities such as the Global CC Summit, the Global IP conference in Cape Town, commissioning a study, developing popular campaign tools among others. These and more strategies to promote the Licences are explained in detail in this document.

## SECTION ONE

### STRATEGIC FOCUS

#### The Aim of this Plan

The aim of this plan is to promote use of Uganda' s ported Licences to promote the culture of open in Uganda.

#### Our Mission

This year we intend to initiate the process of active use of Creative Commons Licences to promote access to information on health, learning materials, traditional folklore, sharing of art, music and poetry.

#### Target Audience

We will work with the media, academics, lawyers, bloggers, Technology specialists, researchers, Librarians, artists, academics, Students and civil society working on core target areas.

#### Core Competencies

Uganda' s CC Affiliate Community is composed of active practising advocates, academics with ability to analyse how CC licences can work alongside Uganda' s Copyright framework, Librarians to advocate for open access policies and institutional repositories in their institutions as well civil society to engage the community of bloggers, students, IT programmers and creators, authors and publishers.

### Highest Priority Goals

We will focus our efforts to achieve the following this year;

1. To conduct a baseline survey on application of CC Uganda licences alongside Uganda's copyright law
2. To Hold 1 national meeting to bring together stakeholders to discuss the potential for the implementation of the creative commons initiative in Uganda.
3. To Produce promotional materials like policy briefs, stickers & IEC materials on CC Initiatives
4. To Engage University Librarians, authors of copyright to make use of Licences
5. To target specific "content generators" such as NGOs, education/research entities, etc. Generate early adopters and use them as "proof of concept"
6. To Coordinate and support media articles written about the value of using national CC License to promote access to Learning materials, art, health information etc
7. To Explain Creative Commons licences as an example of an alternative model based on copyright to Librarians
8. To Bring on board Policy makers from URSB, MoJCA, M.o.E et al
9. To Promote a social media campaign on use of Licences like creation of website, social media accounts, a blog & use of Uganda's wiki page
10. To Ensure representation at CC Global Summit and the Global Congress on IP & the Public Interest
11. To promote culture of open and Use CC licences in our daily activities, blogs, websites, publications etc...

### Performance Activity Work-plan

Activity Objectives	Performance Measures	Target	Time Frame
Supporting core group meetings working on the creative commons process in	Meetings Held	CC Uganda Affiliates Group	June, September

Uganda to promote the ported licences			
Hold 1 national meeting to bring together stakeholders to discuss the potential for the implementation of the creative commons initiative in Uganda.	Meeting Held	Stakeholders Identified in Baseline Survey (Target specific "content generators" such as NGOs, education/research entities, etc. G early adopters and using them as "proof of concept")	August
Coordinate and support media articles written about the value of national CC License to Learning materials, art, health informationetc	Media Stories published	Media	June - December
Explain Creative Commons licences as an example of an alternative model based on copyright to Librarians	Workshops held	Librarians	May, September
Bringing on board Policy makers from URSB	Meetings Held	Policy makers	June - December
Having a baseline survey on application of CC	Baseline study done	Academics, Affiliates, policy	June -July

licences alongside copyright law		people	
Produce promotional materials like policy briefs, stickers & IEC materials on CC Initiatives	Promotional materials in place	Affiliates community, Librarians, bloggers, public	June - September
Promote a social media campaign on use of Licences like creation of website, social media accounts, a blog & use of Uganda's wiki page	Social media accounts in place	Affiliates & wider public	January - December
To Ensure representation at CC Global Summit and the Global Congress on IP & the Public Interest	Representatives Identified	Affiliates Community	August, December

End.