



**RICHERS**  
RENEWAL, INNOVATION AND CHANGE:  
HERITAGE AND EUROPEAN SOCIETY



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# RICHERS INTELLECTUAL PROPERTY RIGHTS STRATEGY: THE MOVE FROM ANALOGUE TO DIGITAL AND NEW FORMS OF IPR



## INTRODUCTION

The last two decades have witnessed significant changes to the ways in which our cultural heritage (CH) is created, used and disseminated. Intellectual Property Rights (IPR) in general and copyright in particular impacts on how cultural heritage is produced and consumed, developed, accessed and preserved in this digital world. New practices such as collaboration and co-creation of CH and changes in how we engage, alter, communicate and participate in CH require appropriate IPR laws for the digital economy.

The RICHERS project addresses the challenges that digital cultural practices pose to existing copyright law and argues for new perspectives on IPR. RICHERS is at the forefront of re-thinking the intersections between cultural heritage, copyright and human (cultural) rights in the digitised era. How should we re-think the IPR framework that supports our cultural heritage system in order to respond to the changing and challenging times?

## OBJECTIVES

To understand these changes and the role of IPR, the project proposes a legal framework for the digital economy in the move from analogue to digital and for the protection, promotion and development of CH into the future. Its main objective is to argue for an 'open' copyright policy and a 'human rights' approach to accessing, re-using, communicating and making available CH in a digital age.

## OUTCOMES

- ▶ **The RICHES Digital Copyright Framework** - Re-thinking Intellectual Property Relationships within the Cultural Heritage Sector. This is a foundation strategy and a legal framework for understanding the relationship between IPR, copyright and Human Rights in the digital economy and its importance for: digital cultural heritage; cultural heritage that is transformed from analogue to digital and cultural working practices that embrace co-creation as the norm.

Available to download at: [www.riches-project.eu/deliverables.html](http://www.riches-project.eu/deliverables.html)

- ▶ **Policy Paper and Recommendations** – RICHES recommendations on how to address IPR and proposed legal framework.

For use by a range of users including the RICHES researchers, AHSS (Arts, Humanities and Social Sciences) experts and researchers, CH institutions and policy makers, cultural ministries of member states within and beyond the project partnership.

All the outcomes are available online at: [www.riches-project.eu](http://www.riches-project.eu)



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[#richesEU](https://twitter.com/richesEU)

[youtube.com/richesEU](https://www.youtube.com/richesEU)

## RESEARCH ACTIVITIES

The RICHES Digital Copyright Framework is based on in-depth research and activities into:

- ▶ Current legislation on Copyright Law
- ▶ Human Rights Law: Cultural rights and the Right to Culture
- ▶ Questionnaires regarding IPR law

Two Case Studies to demonstrate how the recommended legal framework in relation to CH, copyright and human (cultural) rights are played out in practice.

### PROJECT PARTNERS



Project Coordinator



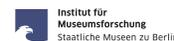
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### OFFICIAL MEDIA PARTNER

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