

Information sheet on CC licences and publishing open educational resources (OER) at the ZHAW

1. Introduction

In its [Open Educational Resources \(OER\) Policy](#), the ZHAW recommends the use of openly licensed teaching materials in order to make the most of didactic synergies, content sharing and gain new perspectives. The OER Policy also encourages active participation in the culture of sharing by publishing your own teaching materials as OER.

This information sheet provides instructions on the use of Creative Commons licences (CC licences) and standardised text templates for the publication of OER. It contains information on the use of the ZHAW logo and corporate design as well as about the required approvals, the handling of cited works in OER and the combination of works under different CC licences.

2. Scope

The content of this information sheet applies to all employees, lecturers, research associates and students who use or publish teaching materials at the ZHAW under open licences.

3. Publication of ZHAW teaching materials under a CC licence

By granting a CC licence, you allow others to use and re-publish your work. With the [CC BY](#) and [CC BY-SA](#) licences, you also consent to your work being adapted and used for commercial purposes. This is on the condition that the author is named.





[Overview of CC licences and their requirements](#)



For publication under a CC licence, include the icon and the link to the licence in your work. It is not necessary to register with or upload the work to Creative Commons.

3.1 Decision for a licence

The ZHAW [Open Educational Resources \(OER\) Policy](#) recommends licensing alternatively under:

Icon	Designation	Description
	CC BY (copyright attribution)	May be re-published, adapted and used commercially.
	CC BY-SA (copyright attribution and publication under the same "share alike" conditions)	May be re-published, adapted and used commercially when made available under the same licence.



If you would like to specify further restrictions (not commercial, no adaptation), use the [CC licence chooser](#) to determine your licence.



[CC icons to download](#)





Wherever possible, include the licence designation directly in your work. If this isn't possible, the reference should be made as close to the work as possible.

3.2 Indicating the licence in your work



At the end of your work, include the following:

- The licence icon – with a link to the licence text
- The licence designation – with a link to the licence text or URL
- Your name(s)
- Your institution(s)
- Current status of the work

Examples for online materials with clickable icon and links:

Icon	Designation
	CC BY 4.0 Pascal Meier / ZHAW, Social Work (as of 29 May 2021)
	CC BY-SA 4.0 Rowena Meier, Robert Lison and Herbert Buch / ZHAW, Life Sciences and Facility Management (as of 29 May 2021)

Examples for printed materials and videos in which links cannot be clicked:

Icon	Designation
	CC BY 4.0 [https://creativecommons.org/licenses/by-sa/4.0] Pascal Meier / ZHAW, Social Work (as of 29 May 2021)
	CC BY-SA 4.0 [https://creativecommons.org/licenses/by-sa/4.0] Rowena Meier, Robert Lison and Herbert Buch / ZHAW, Life Sciences and Facility Management (as of 29 May 2021)



School designations and links, in accordance with the [Information sheet on naming ZHAW affiliations in publications](#).¹

School	Designation
ZHAW as a whole / President's Office	Name / ZHAW Name / ZHAW
School of Architecture, Design and Civil Engineering	Name / ZHAW, Architektur, Gestaltung und Bauingenieurwesen Name / ZHAW, Architecture, Design and Civil Engineering
School of Health Professions	Name / ZHAW, Gesundheit Name / ZHAW, School of Health Professions
School of Applied Linguistics	Name / ZHAW, Angewandte Linguistik Name / ZHAW, School of Applied Linguistics
School of Life Sciences and Facility Management	Name / ZHAW, Life Sciences und Facility Management Name / ZHAW, Life Sciences and Facility Management
School of Applied Psychology	Name / ZHAW, Angewandte Psychologie Name / ZHAW, School of Applied Psychology
School of Social Work	Name / ZHAW, Soziale Arbeit Name / ZHAW, School of Social Work
School of Engineering	Name / ZHAW, School of Engineering Name / ZHAW, School of Engineering
School of Management and Law	Name / ZHAW, School of Management and Law Name / ZHAW, School of Management and Law
University Library	Name / ZHAW, Hochschulbibliothek Name / ZHAW, University Library

3.3 Required approvals upon publishing under a CC licence

3.3.1 Line managers at the ZHAW

Under the [law governing the Zurich universities of applied sciences and arts](#) (FaHG § 16(1)(b)), the rights of use for copyright-protected works that have been created by university staff in performing their official duties lie with the university. While the rights of use remain with the ZHAW upon publishing such a work under a CC licence and indicating the institution in accordance with section 2, a corresponding request or permission from your line manager is still required. For reasons of proof, you should give preference to the provision of written confirmation (e.g. e-mail).

3.3.2 Depicted persons

Where not necessary, avoid depicting recognisable individuals in openly licensed works.

¹ Recommendation: instead of the School, an institute or a project can be named, for example. However, "ZHAW" must be named in the attribution.

Works that are published under a CC licence may be used and re-published by third parties without any limitations as regards the purpose of the use. (Only commercial use can be excluded through the NC licence element.) Once a CC licence has been issued, it cannot be revoked.

The choice of a licence with the element ND (no derivatives) can, if necessary, prevent individuals being depicted in unwanted contexts.

Always obtain written consent from all individuals who can be recognised in the work (e.g. via their face or voice).



[Form: Consent from individuals for publication under a CC licence](#)

Make reference to the consent in your work to ensure legal certainty for third parties who want to re-use the work:

Language	Disclaimer
DE	Die erkennbaren Personen haben sich schriftlich mit der Nutzung zu Lern- und Lehrzwecken und der Veröffentlichung unter der vorliegenden Lizenz einverstanden erklärt.
EN	All persons recognisable in this work have provided written consent to its use for learning and teaching purposes and its publication under this licence.
DE – without the depicted individuals being mentioned by name²	Die erkennbaren Personen haben sich schriftlich mit der Nutzung zu Lern- und Lehrzwecken und der Veröffentlichung unter der vorliegenden Lizenz einverstanden erklärt. Einer <i>Namensnennung</i> der Personen im Zusammenhang mit dem Werk wurde widersprochen.
EN – without the depicted individuals being mentioned by name²	All persons recognisable in this work have provided written consent to its use for learning and teaching purposes and its publication under this licence. Please note that they objected to being named in connection with this work.

3.4 Using the ZHAW trademark and corporate design

3.4.1 ZHAW logo and trademark

The use of the ZHAW logo in materials under a CC licence is permitted. Wherever possible, however, include a disclaimer:

² Objections to being mentioned by name should only be made by individuals who are not the authors, as the CC BY licence requires to name the authors (as stated in the resource).

Licence	Disclaimer
DE CC BY-SA	Die Marke ZHAW ist von der vorliegenden Lizenz CC BY-SA 4.0 unberührt. Gemäss Abschnitt 2.b.2 der Lizenz werden Patent- und Kennzeichenrechte durch die vorliegende Public License nicht lizenziert.
EN CC BY	The trademark ZHAW is not affected by the licence CC BY 4.0 , as is specified in section 2.b.2 of the licence: "Patent and trademark rights are not licensed under this Public Licence".
EN CC BY-SA	The trademark ZHAW is not affected by the licence CC BY-SA 4.0 , as is specified in section 2.b.2 of the licence: "Patent and trademark rights are not licensed under this Public Licence".
DE CC BY-SA	Die Marke ZHAW ist von der vorliegenden Lizenz CC BY-SA 4.0 unberührt. Gemäss Abschnitt 2.b.2 der Lizenz werden Patent- und Kennzeichenrechte durch die vorliegende Public License nicht lizenziert.

3.4.2 ZHAW templates, intro/outro for videos

The Microsoft Office templates in the ZHAW layout³ and the ZHAW video intro and outro⁴ (as of May 2021) can be used under a CC licence. This does not infringe on third-party rights.

When using intros/outros or other media elements of the Schools, please make sure that their publication under a CC licence is permitted.

4. Use of third-party materials



Only use materials that are under open licences, for example under a CC licence. Resources from the Internet that are not marked with a licence are copyright-protected and may only be used with the consent of the author.⁵

4.1 Attribution of CC-licensed materials according to the TULLU rule

To comply with the licensing requirements of CC BY licences, identify the materials according to the TULLU rule (referred to as TALLO in English).

Include the:

- Title
- Author
- Licence

³ The templates differ by School and institute. Further information (in German) in this regard can be found on the intranet under: <https://intra.zhaw.ch/a-z-wegweiser/office-vorlagen-download/>

⁴ <https://intra.zhaw.ch/a-z-wegweiser/video/>

⁵ The use of such resources for teaching purposes in closed classes is an exception ([CopA](#) Art. 19 (1)(b)). Copyright-protected works may also be used here. An open Moodle course for the entire university, however, no longer falls under this exception.

- (The status of the original)
- (Type and status of any adaptations you have made)

Link to:



- Original work
- Licence text

Language	Examples
DE Unchanged	InnoScholComm_logo_1024x1024.jpg von Jeroen Bosman und Bianca Kramer (Stand 15.4.2016) unter CC0 1.0 Universal
EN Unchanged	InnoScholComm_logo_1024x1024.jpg by Jeroen Bosman and Bianca Kramer (April 15th, 2016) unter CC0 1.0 Universal
DE Changed	How to read an academic journal article? von Charlotte Hartwright (Stand: 5. April 2017) unter CC BY 4.0 , Video gekürzt und durch interaktiven Inhalt verändert von Pascal Meier / ZHAW, Soziale Arbeit (Stand 29.05.2021)
EN Changed	How to read an academic journal article? by Charlotte Hartwright (April 5th, 2017) unter CC BY 4.0 , video shortened and modified by interactive content by Rowena Meier, Robert Lison, and Herbert Buch / ZHAW, Life Sciences and Facility Management (May 29th, 2021)



Where possible, also label public domain / CC0 works so that you can prove the origin of the material in case of doubt.

If you publish your own work under a CC licence, exclude third-party works from this licence using a disclaimer.

Language	Icon	Designation
DE		Wo nicht anders genannt, steht dieses Werk unter der Lizenz CC BY 4.0 Pascal Meier / ZHAW, Soziale Arbeit (Stand 29.05.2021)
EN		Except where otherwise noted, this work is licensed under CC BY-SA 4.0 Rowena Meier, Robert Lison, and Herbert Buch / ZHAW, Life Sciences and Facility Management (May 29th, 2021)



4.2 Identification of works for which you have the consent of the author

Where necessary, obtain consent from the author if you would like to use images, videos, screenshots, audio files, logos, etc. from the Internet that are not under an open licence. When doing so, go into as much detail as possible about the planned use and licensing of your material. Written consent (e.g. via e-mail) is essential for reasons of proof. Indicate that you

have permission to use the works, for example as follows:

Deutsch	English
Mit freundlicher Genehmigung von ...	With the kind permission ... Courtesy of ..

If you publish your own work under a CC licence, exclude third-party works from this licence using a disclaimer.

Language	Icon	Designation
DE		Wo nicht anders genannt, steht dieses Werk unter der Lizenz CC BY 4.0 Pascal Meier / ZHAW, Soziale Arbeit (Stand 29.05.2021) Die vorliegende Lizenz erstreckt sich nicht auf Werke, die mit freundlicher Genehmigung verwendet wurden. Diese Werke stehen unter Umständen unter urheberrechtlichem Schutz.
EN		Except where otherwise noted, this work is licensed under CC BY-SA 4.0 Rowena Meier, Robert Lison, and Herbert Buch / ZHAW, Life Sciences and Facility Management (May 29th, 2021) This license does not extend to the works used with a kind permission. These works may be protected by copyright.

4.3 Marking changes made to third-party materials

Mark any adaptations that have been made, for example with the following notes:

Deutsch	English
Bild-Ausschnitt von Pascal Meier / ZHAW, Soziale Arbeit (Stand 29.05.2021)	Image detail by Rowena Meier, Robert Lison, and Herbert Buch / ZHAW, Life Sciences and Facility Management (May 29th, 2021)
Farblich verändert von ...	Colours modified by ...
Hervorhebung durch ...	Highlighting by ...
Beschriftung durch ...	Labeling by ...
Video gekürzt von ...	Video shortened by ...
Video durch interaktiven Inhalt verändert von ...	Video modified by interactive content by ...
Übersetzt von ...	Translation by ...

4.4 Citing images and audio material

The right of quotation requires that the content of the relevant image, audio or text material be dealt with in depth ([CopA](#) Art. 25). Images, videos and audio recordings that are used for the purpose of illustration or that in used to replace your own material do not meet this criterion.

- In terms of scope, you may use no more third-party material than is required to support your own statements.
- As is the case when citing texts, name the original source of the cited work.

If you publish your own work under a CC licence, exclude cited sources from this licence using a disclaimer:

Language	Disclaimer
DE	Die vorliegende Lizenz erstreckt sich nicht auf die zitierten Werke. Diese Werke stehen unter Umständen unter urheberrechtlichem Schutz.
EN	This license does not extend to the works cited. These works may be protected by copyright.

4.5 Combining materials that are under different CC licences



The CC-licensed materials that you are allowed to use in your work depend on the type of compilation.⁶

1A Compilation: You publish a collection of CC-licensed works that are clearly separable and distinguishable from each other.

For example, *readers with texts, videos and images*

- For each work used, you indicate the authorship and the licence in accordance with the TALLO rule (see above).
- The licence terms must be adhered to (ND – no derivatives; NC – no commercial use).
- The new body of work does *not* receive its own licence.


You are allowed to combine all CC licences.

1B Integration into own contents: You integrate CC-licensed works of third parties that are clearly separable and distinguishable from each other into your own material.

For example, *integration of images into your own presentation.*


- For each work used, you indicate the authorship and the licence in accordance with the TALLO rule (see above).
- The licence terms must be adhered to (ND – no derivatives; NC – no commercial use).
- Your work is either given a licence of your choice or is not licensed.
- If you grant yourself a licence, use the disclaimer “Except where otherwise noted” in connection with your licence.

You are allowed to combine all CC licences.

Language	Icon	Disclaimer
DE		Wo nicht anders genannt, steht dieses Werk unter der Lizenz CC BY 4.0 , Pascal Meier / ZHAW, Soziale Arbeit (Stand 29.05.2021)

⁶ See [Kombinieren, Bearbeiten, Remixen: OER richtig verwenden](#) (a German-language article on the correct use of OER) by Henry Steinhau and David Pachali, iRights.info (as of 24 July 2017) under [CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/)



EN		Except where otherwise noted, this work is licensed under CC BY-SA 4.0 by Rowena Meier, Robert Lison, and Herbert Buch / ZHAW, Life Sciences and Facility Management (May 29th, 2021)
<p>2 Merging: You merge CC-licensed works to create a new body of work in which the individual components can no longer be distinguished.</p> <p>For example a <i>video</i> (each video is considered a merger of materials)</p> <ul style="list-style-type: none"> -No use of CC BY-ND-licensed material or of works without an open licence. -The licence for the complete body of work is based on the licence of the subordinate work with the strongest restriction (combination of CC BY and CC BY-SA -> the new work is assigned a CC BY-SA licence). -For each work used, indicate the authorship and the licence in an imprint in accordance with the TALLO rule (see above). <div style="border: 1px solid black; padding: 5px; width: fit-content; margin-left: auto; margin-right: auto;"> <p>Please note: Not all CC-licensed materials can be combined (see compatibility chart).</p> </div>		

5. Contact and advice

The University Library OER competence centre is your point of contact and advisory service for the publication of teaching materials and resources under open licences: oer.hsb@zhaw.ch.

6. Issued by

The original German version of the information sheet can be found here:

[Z MB Merkblatt CC Lizenzen von OER](#)

6.1 Document metadata

Subject*	Content
Issued by	OER competence centre, Education Services, University Library
Decided by	Head of the University Library
Subject classification	6.07.00 Library
Publication type	Public



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