

## THE CONTEXT

The internet as we know it is under threat. Our ability to create and share content will significantly change if the EU passes more stringent digital copyright rules.

Article 13 of this EU Directive requires that all content uploaded by people pass through a filter before being uploaded – meaning that all information will come under constant surveillance. Content can be automatically deleted without consent, leaving creators to petition for their content to be reinstated. This process also leaves a wide margin of error for original content to be accidentally deleted.

These changes put the power of small, independent creators in jeopardy, leaving only the more established players protected. Whether a creator or a consumer, everyone who uses the internet will be affected by this law – which is why we all need to speak out against it.

## THE CAMPAIGN

Create.Refresh - Creativity can't be censored

A campaign to mobilise creators to stand up for their freedom of expression and defend the open internet in the EU.

We are a group of civil society organisations fighting for the freedom of expression of every creator, large and small. We believe in a world where all people are able to freely exchange ideas, create, learn, and contribute to culture.

## THE OBJECTIVE

We're calling on creators to help kickstart a movement to defend our freedom of expression. Our ultimate goal is to urge lawmakers to block Article 13 and work together towards a new solution for digital copyright that protects creators large and small.

## THE ASK

We're asking you to create a short piece of content that explains what Article 13 will mean for your work and your audience, addressing at least one of the three key themes below.

It could be in the form of a musical composition, a fun video, a drawing, a short film, an animation, a filmed message or any other form of creative work that is familiar to your audience and can be shared online.



## THE CONTEXT

As part of the campaign launch on Thursday 14th December your creation will be shared on:

- Your social channels
- Campaign social channels
- The campaign website

Encourage your audience to repost/retweet your content using the campaign hashtag to amplify the voice of creators on the issue of Article 13.

There is also the possibility of an offline stunt visualising the noise created by the campaign, however this is still to be scoped.

## KEY THEMES

1. Creating and sharing are central to our self-expression.  
*Example Catchphrase:* Don't let them censor our creativity
2. The internet is a space to connect, share, and exchange ideas.  
*Example Catchphrase:* Ideas are meant to be shared.
3. The internet is the one place where anyone—no matter what their background—can create, be heard, or be discovered.  
*Example Catchphrase:* The internet was meant for all.

## SLOGAN

Creativity can't be censored

## HASHTAG

#fixcopyright

## THE REQUIREMENTS

Your idea should:

- Have one or more of our 3 key themes as the central focus

All post/tweets/media should include:

- The campaign's slogan
- The campaign's hashtag



## BUDGET

Creators are eligible to receive a grant to bring their idea to life.

We are here to assist you in making these creations with our technicians and creatives. When submitting your ideas please outline your potential production requirements. We will do our best to support your production needs, however if you have the means to produce your own idea it would be extremely appreciated.

We will be happy to provide you with any background information you may need on how Article 13 can impact your work and freedom or diversity of expression in the connected era.

## INSPIRATION

You're free to create your piece in whatever medium suits you best. The message will resonate best with your audience if it's done in the style that they have come to expect and love.

Examples include:

- A 2-minute explainer a la How Stuff Works, breaking down the nitty-gritty implications of Article 13 in their classic explain-like-i'm-five style.
- A parody music video about a world where content is deleted everywhere you look for it.
- An illustration of how Article 13 will censor your creativity

Thought starters:

- Can a filter really choose what is an infringement of copyright, or decide the rightful use of a copyrighted work ?
- Express the problem of having a filter chose for you what you can create or not.
- Express how sharing your work online has been important in your career: This new ruling could make EU creators' possibilities to work and share more restrictive than in the rest of the world.
- Have you ever had a problem with censorship during your process of creation ? This could be good inspiration.



## OTHER WAYS TO SUPPORT THE CAMPAIGN

If you are unable to create content, there are other ways you can join and support the campaign:

- Give your endorsement by adding your logo to the website, We need to show the EU that individuals and independent businesses should be included in the conversation around copyright. We are stronger when we unite our voices.
- Share our content in your social channels, We are developing videos, infographics, gifs, memes and other content pieces that communicate the implications of restrictive filtering systems. You can help us amplify our message.

Please let us know if you would like to support us in any of the above ways.

