

FOREWORD

Three years ago, just after I was hired as CEO of Creative Commons, I met with Cory Doctorow in the hotel bar of Toronto's Gladstone Hotel. As one of CC's most well-known proponents—one who has also had a successful career as a writer who shares his work using CC—I told him I thought CC had a role in defining and advancing open business models. He kindly disagreed, and called the pursuit of viable business models through CC “a red herring.”

He was, in a way, completely correct—those who make things with Creative Commons have ulterior motives, as Paul Stacey explains in this book: “Regardless of legal status, they all have a social mission. Their primary reason for being is to make the world a better place, not to profit. Money is a means to a social end, not the end itself.”

In the case study about Cory Doctorow, Sarah Hinchliff Pearson cites Cory's words from his book *Information Doesn't Want to Be Free*: “Entering the arts because you want to get rich is like buying lottery tickets because you want to get rich. It might work, but it almost certainly won't. Though, of course, someone always wins the lottery.”

Today, copyright is like a lottery ticket—everyone has one, and almost nobody wins. What they don't tell you is that if you choose to share your work, the returns can be significant and long-lasting. This book is filled with stories of those who take much greater risks than the two dollars we pay for a lottery ticket, and instead reap the rewards that come from pursuing their passions and living their values.

So it's not about the money. Also: it is. Finding the means to continue to create and share often requires some amount of income. Max Temkin of Cards Against Humanity says it best

in their case study: “We don't make jokes and games to make money—we make money so we can make more jokes and games.”

Creative Commons' focus is on building a vibrant, usable commons, powered by collaboration and gratitude. Enabling communities of collaboration is at the heart of our strategy. With that in mind, Creative Commons began this book project. Led by Paul and Sarah, the project set out to define and advance the best open business models. Paul and Sarah were the ideal authors to write **Made with Creative Commons**.

Paul dreams of a future where new models of creativity and innovation overpower the inequality and scarcity that today define the worst parts of capitalism. He is driven by the power of human connections between communities of creators. He takes a longer view than most, and it's made him a better educator, an insightful researcher, and also a skilled gardener. He has a calm, cool voice that conveys a passion that inspires his colleagues and community.

Sarah is the best kind of lawyer—a true advocate who believes in the good of people, and the power of collective acts to change the world. Over the past year I've seen Sarah struggle with the heartbreak that comes from investing so much into a political campaign that didn't end as she'd hoped. Today, she's more determined than ever to live with her values right out on her sleeve. I can always count on Sarah to push Creative Commons to focus on our impact—to make the main thing *the main thing*. She's practical, detail-oriented, and clever. There's no one on my team that I enjoy debating more.