

CreativeFuture

Creativity. Innovation. Tomorrow.

CreativeFuture is a coalition of over 490 companies and organizations and more than 90,000 creative individuals encompassing film, television, music, photography, and book publishing. CreativeFuture promotes the value of creativity, expanded digital access to legitimate content, and the fundamental right of creatives to determine how their works are distributed.

We empower the creative community to speak with one collective and powerful voice – advancing a positive, dynamic vision of a digital future that best serves audiences and artists alike. Our full Mission Statement is available here: <http://creativefuture.org/what-we-do/>

The CreativeFuture two-minute video introducing the issues is [here](#).

Our four initiatives that complement the Mission Statement follow.

Mobilize the Creative Communities

We mobilize the creative communities to speak up about the value of creativity – and speak out against the harm caused by piracy. The for-profit digital theft of our creative works jeopardizes the rights of creative individuals, puts jobs at risk, and undermines the creative economy. For our voices to be heard, the creative community must take part in the conversation.

We work with our members to publish op-eds, appear in public forums, and travel with us to Washington, D.C. to speak to Members of Congress. Our members share their stories for inclusion in letters, such as [comments we filed](#) in response to the Copyright Office’s Section 512 study. We also filed comments with the FCC on its set-top box proposal and continue to generate grassroots support.

Follow the Money

Piracy is a for-profit criminal enterprise that puts hundreds of millions of dollars in the pockets of criminals and undermines our creative economy. In part, these profits derive from advertising by major brands – many of which are completely unaware that their ads appear on these sites. We work with the advertising community on voluntary, responsible steps to stop the flow of money to pirate sites.

With the advertising community’s new Trustworthy Accountability Group (TAG), we [announced that dozens of global brands](#) – including American Express, Colgate-Palmolive, and Wal-Mart – had taken TAG’s Anti-Piracy Pledge, committing to take reasonable measures to keep their ads off pirate sites.

Youth Outreach

Our Youth Outreach Initiative raises awareness about the cultural, ethical, and economic implications of creative ownership – to foster greater respect for artists and the creative process.

Working with educators and experts from across the copyright spectrum, we are committed to digital citizenship education. We believe that the better young people understand their own rights and responsibilities as 21st century creators and consumers, the more appreciation they will have for the value of creativity and their individual role in supporting it.

We hope to inspire students from kindergarten through college to better understand artists, the works they create, and how they can pursue creative endeavors to contribute to industries that together comprise nearly 7% of America’s gross domestic product.

CreativeFuture has partnered with iKeepSafe [LINK] on their *Copyright and Creativity for Ethical Digital Citizens* educational modules and the [International Alliance of Theatrical Stage Employees \(IATSE\)](#) to include their members in our school outreach.

At the university level, we collaborate with one of the leading educational publishers to create video resources for educators and students that will explain why copyright matters to them and to the future of creativity. We hope to mobilize college students to become the next generation of creativity ambassadors.

#StandCreative

Too often, the value of a creative's work – its contribution to our culture and to the global economy – is undermined by its easy availability through an ever-expanding network of digital distribution platforms. As creative works become easier to access, some of us can become lulled into taking the work of artists for granted.

There are people who exploit that easy availability by stealing the work of others and distributing it illegally for profit. Pirates simply do not care about the financial harm they are inflicting on working people who often never get to set foot on a red carpet, on a stage, on a best-seller list, appear in front of (or behind) a camera, or find themselves on a magazine cover.

With our StandCreative series, we hope to change the perception that art is “easy” by putting a face to some of the hardworking people who are trying to make a living by doing what they love. The stories are from emerging and established artists – across all creative disciplines – who have struggled to protect their works online and professionals that work behind-the-scenes doing jobs you might never have heard of before, but are a vital part of the process of bringing the spark of an idea to its full fruition.

An extension of this is our Thank You Campaign. In partnership with film exhibitors and distributors, we bring thank you spots from casts and crews to audiences around the country – simply to say “*Thank you for your patronage.*”

Most importantly, the act of creating a meaningful piece of work can be a solitary and sometimes lonely experience. CreativeFuture's #StandCreative initiative hopes to bring together the creative communities – to use our collective, unified, and powerful voice to speak up about the value of creativity.

Because when we #StandCreative, we stand together.