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There is more than one world....

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script

There is more than one world.....

For

Gikii V, The Voyage Home

29 June 2010, Edinburgh

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Associate AHRC/SCRIPT



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Research Council

The Gikii Tale

- There are several worlds....
- Who is in charge?
- The wrong question?



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The reality

- “Bottle Head” and “Ben 10 Uglier than Humungusor” are really in charge
- Their world is fun - if odd



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Technology, control and revolution

- Who writes the rules?
- Need it lead to Pandemonium?



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Here

- Treaty (TRIPS, UNFCCC focus on technology and its transfer, UN human rights treaties)
- Regional legislation (ECHR, article 101 and 102 TFEU, new R and D Collaboration Guidelines)
- National instruments (CDPA, PA, HRA)
- Background threat
 - courts
 - IP injunction (*eBay*)
 - Other legal fields
 - compulsory licence (rare, even with *Commission Microsoft*)
 - *Ashdown*
 - monitoring and international respect



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Did William Golding have it right?

- Lord of the Flies
- “Power corrupts and.....”
- For large ICT/IP owning companies
 - ACTA
 - DEA
- Closed standards and non disclosure
 - FRAND
 - Rambus – 2 for 0
- Terms of service (though they do change...)
 - Twitter
 - SecondLife
 - Even Club Penguin



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There?

- It'll be fine, Mum
 - Enid Blyton
- School's Golden Rules
 - positive enforcement
- Background threat
 - teachers
 - me....
 - the playground hierarchy



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A positive stance

- Rawls

- persons would choose the fundamental terms on which they would associate with each other in a proposed society, at a time when they were ignorant of their proposed role in the society
- would lead to equal assignment of liberty, rights and duties
- with inequalities to be justified only if all, particularly the least advantaged, would still benefit from the arrangement as a whole
- tested by those involved, until a reflective equilibrium was reached



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Will it work?

- US Senators pre Copenhagen IP letter
- Sex bed copyright case
- A Rape in Cyberspace
- The new gold mining
- "No one flies..."



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Might it work

- Second Life Community Standards
- Rights of avatars
- The Facebook battle
- ITU leading communications and environmental progress through internationally mandated standards
- Eco-Patent Commons (2008, Nokia, Pitney)
- Open Standards (W3C, VW)
- Access to Knowledge movement



CSR and Partnership



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And so

- Why not??
- When (as?) the revolution beckons



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EMBRACE IT

- We need new rules
 - (credit Carrie Bradshaw/Preston)
- And also lashings and lashings of ginger beer
 - The Grocer report 2010, “Lashings of ginger beer flying off the shelves as retro drinks make comeback”



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