

The Nelson Mandela Centre of Memory's partnership with the Google Cultural Institute

The partnership between the Centre and the Institute is based on a collaborative model which promotes trust. There are five key attributes to the model:

- 1) The Centre owns its content, and the owners of copyright in donated materials retain that ownership. There has been no transfer of ownership to Google. At any time the Centre and other copyright holders can put material up on other platforms simultaneously (in other words there is no exclusivity) or remove it.
- 2) For Google this is a project about making materials publicly accessible. For the Centre it is equally about ensuring the preservation of digitised materials, and Google has supported and invested in the preservation dimension.
- 3) Google has made significant investment in the broader work of the Centre – so it's not just about extracting assets.
- 4) The Centre, not Google, determines **what** content is selected and **how** it is presented.
- 5) Everyone everywhere enjoys access to project content free of charge.