



back
to
Gaia

a Copyright for Nature

Nature inspires everything. Yet it gets no credit

Project Talk Overview



The first organization managing copyright on behalf of Nature

Back to Gaia™ is a cultural, legal, and ethical project that aims to restore authorship and cultural recognition to Nature, bringing the concept of Nature's rights into copyright and creativity.

Although Nature's rights are increasingly being discussed in the context of environmental law, copyright and authorship remain largely human-centred, with only a few symbolic exceptions.

From the famous Naruto monkey selfie case to initiatives such as Spotify's partnership with EarthPercent, signs of a change are beginning to emerge, and yet there is still no structured system.

Back to Gaia is setting itself out to be a new model: a collective management framework in a form similar to human copyright collecting societies that recognises plants, animals, and ecosystems as potential co-authors wherever human works are directly inspired by Nature.



Talk proposal overview

The talk takes examples from design, music, the visual arts, and the creative industries to show how numerous apparently human works are actually the result of a **cross-species creative process**.

It then moves on to **copyright law and case studies** and examines the first concrete signs that point in the direction of acknowledging this special kind of creative process and explores emerging initiatives that are developing alongside the broader movement for the rights of Nature.

It uses legal, cultural, creative, and artistic perspectives to explain why works inspired by Nature can be understood within the framework of copyright law as **collaborative creations between a human and other living entities** such as plants, animals, insects, or ecosystems.

The talk concludes by addressing a contemporary paradox: while authorship remains strictly human when it comes to Nature, legal and academic debates are increasingly arguing in favour of copyright protection for **works generated by AI**, which is, of course, a non-human entity.

Speaker BIO



Sveva Antonini is the **founder of Back to Gaia Ltd.** In her work as a lawyer specialising in copyright and intellectual property, she has spent years combining the practice of law with an entrepreneurial path dedicated to the protection of creative rights and online IP.

She has founded and led innovative ventures in the fight against online counterfeiting, gaining significant experience in Italy, Spain, and Japan.

She has taught Entertainment Law at the Nicolini Conservatory in Piacenza and is the President of the “La Pistona – Observatory on Creativity in Nature” association.

She is deeply committed to animal rights and has collaborated with OIPA (the International Organization for Animal Protection) and worked as a legal professional and a volunteer in wildlife rescue centres, obtaining a certification in Relational Ethology.

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“If it is considered normal that a large corporation, in the eyes of the law, is a legal person endowed with rights, including the right to go to court, while it is striking that a river flowing for thousands of years should have no rights at all.”

Robert Macfarlane