

Report title: Communications report	Author: Stevie Benton, Comms Organiser
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Report description: An update on Wikimedia UK communications and advocacy activity.	



Decisions and actions required, risks identified:

Item	Explanation	Action required	Risk
Free Knowledge Advocacy Group EU statement of intent – See appendix 1	Wikimedia chapters from UK, DE, SE, NL and BE working together to instigate change to an EU directive. This is an in principle term of reference for the collaboration	To approve the statement in principle to allow a community discussion	We move into an area of work that is new and unfamiliar to the chapter. Risk of not signing: We actively step aside from an important cross chapter initiative.
Project proposal: Community building across the open sector – See appendix 2	Following on from my extensive work to build a closer network across open organisations I propose we fund a three month project to bring in a community manager to continue the work at scale.	To review the project proposal and make comments. If appropriate, to agree to fund the project for three months. I have estimated a budget of £10k for this.	The project would place WMUK at the centre of this open coalition, facilitating its development. It may be an approach that makes some uncomfortable.

Projects from the last three months

- The last three months have been about building much more solid networks and outside understanding of the work of Wikimedia UK. The BBC key messages session signified something of a shift towards taking this approach. I've been working very closely with fellow traveller organisations over this quarter and taking our work to them. A key example is the session that John Cummings and I delivered at [MozFest](#), jointly hosted by WMUK, Mozilla, Creative Commons and Open Knowledge Foundation (but instigated by me). The concept was designed to establish Wikimedia UK as a key leader in the open movement, not just nationally but internationally. At the session there were people from Germany, Denmark, both the east and west coasts of the US and other countries. This work continues and there is a drive to collaborate on a jointly-produced booklet and an event in the spring to bridge the gap between MozFest and Wikimania and OKF Festival. Please see Appendix 2 for a separate project proposal related to this.
- In a similar vein, I arranged for Wikimedia UK to host a stand at the Open Government Partnership exhibition in Westminster. This event was targeted at policy makers and opinion formers so it was very important to be visible there. This event also provided an excellent opportunity for volunteers to experience an event on this scale.

- At the beginning of November Wikimedia UK welcomed representatives from chapters in Germany, Netherlands, Sweden and Belgium to discuss collaboration in what is becoming known as the Free Knowledge Advocacy Group EU. This resulted in a [top-level statement of intent](#) being drafted by the five chapters. Please see Appendix 1 where I offer fuller details and recommend Wikimedia UK sign the statement. Alastair in particular has been very supportive of this work, as has Michael.
- The Virtual Learning Environment continues to pose some challenges but a successful series of conversations with the Education Committee, Charles Matthews and Rodney Dunican of the WMF have convinced me that the work is worthwhile. Please see [Charles' report on the progress here](#). It is heartening to note that Rodney Dunican is heavily behind the project, an opinion he expressed after my presentation at EduWiki and in a separate meeting at WMUK Towers.
- There was one genuine disappointment this quarter, around Wiki Loves Monuments. There seemed to be very little press interest here in the UK. Despite many personal phone calls to journalists, offering very high quality and freely usable photosets, there was very little interest. There was, however, genuine interest from the BBC website who committed to publishing the UK winners. However, this fell through at the last minute. It seems that someone else on the photodesk ran a piece the day before featuring an audio slideshow provided by English Heritage. This was very disappointing. However, we will have another bite at the apple in December when the prizes are awarded. This will focus on local press in the areas where the winning photographs were taken.

Projects in the next three months

- The focus over the next three months will continue to be raising the WMUK profile through collaborations. I am speaking at an event for social tech entrepreneurs on 26 November at Somerset House and a separate, larger event on 3 December for tech startups and funders / social investors. Work on the open coalition will continue to develop (although the pace depends on the acceptance or otherwise of the proposal at appendix 2). The increased collaboration with other European chapters will continue to develop and will be of great importance to our standing within the global Wikimedia movement.
- Two projects which I believe are of great importance are to embed the use (and editing) of Wikipedia within [public libraries](#) and young offenders' institutions. These two projects are at an embryonic state at present but should continue to develop. If these projects develop as I hope then they open up opportunities that are hugely scalable and potentially self-funding. I will report more fully on these projects for the next board meeting.
- I will be continuing to add to our catalogue of printed materials by producing a GLAM booklet and another Welsh language booklet.

Appendix 1 – Free Knowledge Advocacy Group EU – statement of intent

You can see the [draft statement here](#) and [some discussion here](#).

On 4 November staff and trustees from Wikimedia chapters in the UK, Germany, Belgium, Sweden and the Netherlands met in London to discuss greater collaboration across the chapters in terms of advocacy. It was felt that this is an area where the chapters can make a significant impact and make a major contribution to the free knowledge movement. These chapters are working under the umbrella “Free Knowledge Advocacy Group EU”.

To begin with the advocacy will focus on encouraging change in three key areas – harmonizing freedom of panorama across the EU, the right to use orphan works and the use of open licenses for publicly-funded works.

In order to establish an effective framework for the collaboration, the chapter representatives drafted a statement of intent. This acts as a frame of reference for the chapters to individually approve, laying the foundations for the work. The statement has so far been signed by Wikimedia Sweden. The other chapters are presenting it to their respective boards for approval. The statement is as follows:

The Free Knowledge Advocacy Group EU is a group of Wikimedians who promote free access to, and re-use of, human knowledge. This means we take a stance on regulation relating to open access and copyright.

We propose three actions that will expand the public domain in the European Union, accelerate the digitisation of our cultural heritage and spark creativity in order to promote new business models.

Public Domain for Public Works

We believe that all publicly funded works can belong to the public and can be released into the public domain.

We want to see all works published by the European Union institutions, national governments and their respective agencies become freely available.

We are calling on the European Union to set the standard and become the global leader in this field. Releasing publicly funded content into the public domain will democratise it, increase competition and give start-ups a fairer chance. It will have positive effects on culture, science and the economy.

European Freedom of Panorama

We believe that Freedom of Panorama can be harmonised throughout the European Union.

Publishing images of publicly accessible buildings is unlawful in many EU countries, as architecture and public artworks are covered by copyright. This means that there is no freedom to use and re-use images taken in public spaces.

Freedom of Panorama allows people to freely use and share images taken in public spaces. It should apply across the European Union so that all Europeans have this freedom.

Free Use of Orphan Works

Orphan works are creations whose rights holder is not known. They are protected, although there is no copyright holder to ask for permission. We want to remove barriers obstructing the digitisation and use of orphan works.

We want to see orphan works digitised and used in a way that contributes to our culture, science and economy. The fastest, cheapest and most transparent way to achieve this is to remove current limitations.

We urge the European Union to revise its Directive on Orphan Works to fit the digital age in order to preserve these works that may otherwise be lost.

Time to act

By taking these steps the European Union will enable people to make greater use of cultural works - driving participation, creativity and economic & social activity.

London, 4 November, 2013. Drafted by WMDE, WMBE, WMSE, WMNL & WMUK

It is my recommendation that the statement is approved by the Board of Wikimedia UK. Once the statement is approved it can be shared with the wider community for their views on whether the work is something that they would like Wikimedia UK to be involved in. My view is that we absolutely should.

At this point it isn't possible to change the text. As it was accepted by the meeting, any changes would need a collective agreement. I am confident that the text of the statement is strong, achieves its intention, and that any changes to the text would cause unnecessary delays to the work..

Once the statement has been signed by the five chapters – assuming that it is – other European chapters will be invited to act as co-signatories. This includes both Norway and Switzerland - even though they aren't within the European Union they remain within the European Economic Area. The wide scale European collaboration is a key part of the project. Regardless of whether the changes outlined above are achieved, the development of closer relations between the chapters is crucial.

Resources and staffing

This work naturally sits within a conventional communications function. There is a budget of £10k pencilled in for the next financial year for communications and advocacy. Any required financial resources would come from this budget. Aside from very occasional travel to meetings it is unlikely that there will be significant financial implications of this work.

Next steps

Assuming that the statement is signed by all five chapters there are a series of next steps outlined. These lead up to the Chapters Conference in Berlin in April and will culminate in a promotional activity focused on World Book and Copyright Day on 23 April. These are:

1. Once the statement is approved by the group of five, other chapters within the EU will be invited to join us as co-signatories to the document.
2. Develop a pool of experts in this area who are able to speak with authority on issues such as orphan works. I had Michael Maggs in mind for this but others may also be appropriate.
3. Develop a shared database of contacts who are in positions of influence in our own countries, such as MEPs. Other open access-related groups are included here.
4. There is an open content booklet that exists somewhere (although I haven't seen it). This needs to be translated into English and other appropriate languages.

5. 23rd April is World Book and Copyright Day. Some press activity under the joint umbrella of the Free Knowledge Advocacy Group and the Wikimedia Chapters to promote the issue and press for appropriate change.

It is my opinion that this area of work presents great opportunities for Wikimedia UK. I am also of the view that it represents something of a shift in terms of communications. As we have seen in the past some of our projects just aren't of a great interest to news media. Projects such as this provide the opportunity of creating tangible and substantial outcomes for the movement while raising the profile of Wikimedia UK, and the international Wikimedia movement – helping to provide a compelling answer to the regularly asked question: “What are Chapters for?”

Appendix 2 – proposal for a three month project to develop the open coalition

As discussed in my main report a great deal of work has gone in to developing closer links between groups working in the field of open, whether open knowledge, open access or open source. There have been two main aims of this work. Firstly, to raise awareness of WMUK among this important group. Secondly, to position WMUK as a group that can show leadership in bringing together groups for shared benefit, collaboration and efficiency. On both of these counts the work has been successful.

With support, I have prepared a short project proposal for Wikimedia UK to fund a three month project to continue this work with a greater focus. The project would require someone with an understanding of the open movement to act as a project manager. This would be openly advertised within our various communities in an effort to find the best possible candidate.

There would be a few key outcomes. One would be the establishment of two events – one small event for staff or trustees of open organisations to build closer links and gain understanding of the work of each other, including presentations and workshops, the second larger in scope and aimed the volunteer communities behind the organisations to encourage greater collaboration and integration (where appropriate). Other outcomes would be the production of a printed guide to being an open organisation. For budgetary reasons, we could approve the budget to come from the 2013-14 financial year. I have costed the project as follows:

Project manager salary at £26k for three months: £6.5k

Project manager on-costs (pension contribution, NI contribution): £1k

Admin cost: £750

Cost for small event: £750

Printing of booklet: £1k

Total: £10,000 (to come from the 2013-14 financial year underspend)

There may be some match funding available from fellow traveller organisations.

The proposal is as follows:

Project proposal: Working together in the open space

[Outline](#)

[1. Work with groups in the open space](#)

[2. Collate information on projects and organisations](#)

[3. Create a resource to give people outside the open space](#)

[The basics of Open](#)

[Courses, software and toolkits](#)

[Blog of blogs](#)

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Outline

This proposal is for a 3-month independent project funded by Wikimedia UK. The position would be managed by Wikimedia UK in collaboration with other open groups, their volunteer communities and audiences. The initial project could be extended if other organisations working in the open space were willing to offer match funding or extension funding. The position would be openly advertised within our communities and would be line managed by Stevie. The main objectives of the project would be to:

1. Work with groups in the open space to create a way for them to work together more effectively, sharing their projects, information, data, calls for action, support, skills, volunteers, etc.
2. Find a way to collate information to identify common goals, bodies of work (to share work and avoid duplication), partners and to identify opportunities and issues.
3. Create a resource to give people outside the open space an understanding of what is happening in the open space, reasons to be more open and how to get involved.

There exists a potentially unique level of collaboration that can be achieved in the open sector because of the shared goals and passionate belief in, and promotion of, open licensing.

1. Work with groups in the open space

Identify ways for open groups to work together better, sharing their projects, information, data, calls for action, support, skills, volunteers etc. Organisations working in the open space do not work together as well as they could. From conversations and the workshops held at Mozfest, EduWiki and Open Government Partnership Civil Society Day several areas of overlap have been identified as well as opportunities for sharing and learning where we could help each other. The position holder would research and identify opportunities for collaboration and to find ways to put these into practice. Some of the areas identified in the workshops include:

- To help each other to know what each other are doing
- Share best practice, knowledge and research between open organisations, e.g expertise in an area e.g Open Badges and making toolkits for each other.
- Develop a support community between organisations
- Help identify shared tools and work on improving them, e.g wiki's editing interface

Initial ideas on how to do this included:

- A blog aggregator which is searchable and adaptable to different areas of interest, two

- prototypes for [open knowledge](#) and [open hardware](#) made by John Cummings
- An event collator with searchable and sortable content
 - A forum and/or mailing list, some parts of which would be useful for people outside the organisations and other parts could be private.
 - Each organisation to offer taster training courses to each other so staff and volunteers can learn about the organisations and communities
 - Joint funding applications, current funding models encourage competition instead of real cooperation
 - Sharing campaigns and events
 - Creating knowledge resources for each other
 - Operating a time credits system for time of people with specialist knowledge e.g legal, databases.

2. Collate information on projects and organisations

Aggregating content from many sources to create a directory of open groups and their projects including categorisation and tags to make content searchable and sortable. A site that transcludes information from many places and can itself be transcluded to any website.

- Create an overview of the open movement
- Identify common goals, bodies of work (to share work and avoid duplication), partners and to identify opportunities and issues.
- Outline a workflow for the open movement as a whole, showing aims and projects to address these aims, seeing what is being done and what is still to be done
- Identify gaps and duplicated effort

This will:

- Allow open groups to understand their context better within the open movement
- Reduce the amount of duplicated work in open groups
- Make knowledge sharing easier
- Identify shared audiences
- Find common problems we hope to solve
- Potentially highlight ways to make our projects more interoperable and supportive of each other
- Help to identify more opportunities for joint projects

3. Create a resource to give people outside the open space

Collate and consolidate resources available from different open groups that are currently disparate and scattered to give people outside the open space an understanding of what is happening in the open space, reasons to be more open and how be involved. This could take the form of a website where relevant materials can be shared and easily localised and physical booklets, jointly produced, explaining what 'open' really means and demonstrate the benefits of “open” together.

- Open groups often tell people similar things in different ways which can be confusing.
- The information is spread across several sites with no guide to who has what information.
- Help to see the gaps and overlaps in information.

The Basics of Open

Create a collaboratively written guide and overview of open for people with no prior knowledge, the information would cover subjects including:

- What is happening in the open space
- Help people to realise the power of being open, reasons to be more open, why open licenses are good, encouraging institutions to use open licenses and release their content
- Make it easy, legal and simple to share your work
- Licensing (several types and definitions of open can be confusing)
- How to be involved
- How to get support and from who
- A booklet for organisations (both large and small) about the basics of open, the benefits of being more open
- Give people an understanding that they may have a vested interest in open
- How can people make practical use of open tools and resources in their field
- Why contribute to open knowledge?
- Educate people about “open” - tools, resources and methods

Courses, software and toolkits

- Joint training programs to outside groups
- Give people in an organisation the tools and knowledge to make their organisations more open and to know what support is available to do so.
- Curation of pre existing courses and other guides to open to help see gaps and to give users a learning plan. Information sorted for different audiences, e.g teachers, museums, universities
- Shared / combined toolkits - such as a booklet about how organisations can become open

Blog of blogs

A blog aggregator, very searchable and customisable for specific audiences e.g teachers, community members, organisation staff

- Content by subject
- Collaboration badges for individuals and organisations (maybe something like an accreditation)

A formal organisation?

Currently there is no need for a formal organisation to support these partnerships. However, as a part of the project the feasibility of such an organisation would be examined. If an umbrella

organisation were to be formed between open groups it would be likely to:

- Give a shared voice for policy makers and the media
- Improve recognition of open as a sector
- A joint voice on how to reuse content, e.g newspapers, schools
- Collaboration badges for individuals and organisations (maybe something like an accreditation).

Events and workshops

To collate and produce content for the site and raise awareness workshops could be run.

Workshops could be run at conferences would be an efficient way of getting people from many organisations in one place at one time.

Two new events have been proposed in discussions between related groups. These are:

1. A conference and open day for staff and volunteer communities of Wikimedia, Open Knowledge Foundation, Creative Commons and Mozilla, as well as other interested groups.
2. A broad event of open, as many organisations as possible in one space. An open day for the various volunteer communities to build links between the organisations and identify mutual opportunities.

Open groups are in different stages of development, it may be necessary to work with them to draw out the information that is being collated. Workshops could be run with open groups to find their purpose/values, what issues they have, what they would like to do. This could, for example, be developed with WYSE International, a leadership charity based in London. This would develop a shared understanding of the values of each community and organisation to find correlations and areas of overlap, finding differences and similarities in ways communities think.

Considerations

Levels of open

- What parts of the system should be open and what should be closed? Different groups may want to make different information public
- Defining what open is and what levels of open fit within the scope of the project. Use Creative Commons licenses as a guide to how open organisations are? Non commercial no derivatives could be a minimum
- To encourage organisations to be more open, to do it stage by stage if they want to
- Table of websites and what license they require

Localisation

- Recognition of different countries laws
- Languages
- Resources are directed at the western world, reproducing inequality

A worldwide movement

The open movement is worldwide, the groups are distributed and often have different chapters. Working in person where possible has a different value to working with people online.

Platform

Mediawiki seems a sensible platform to run the wiki on, whilst many extensions exist there may be some gaps, either other software could be used e.g wordpress or extensions could be designed. It would be useful to look at sites outside open knowledge for different uses, eg minecraft wiki.

Organisation

A part of the project will involve investigating the potential, or need, for an umbrella group to support this kind of activity. This is a longer term piece of work but this project could help establish whether this would be viable or worthwhile. It would look at the following questions:

- Would an organisation like this be useful?
- Should it be a formal organisation with membership requirements and a constitution?
- Should it do accreditation to give cultural organisations
- Should it offer courses in open?
- Should it offer badges?
- Purpose e.g To give everyone globally, and locally, access to knowledge and to democratise knowledge production
- Sharing knowledge with everyone on the planet for free
- Supporting free and open knowledge in all its forms
- To make “open” the new “green” - so it is integrated with strategy in the same way that environmental concerns are now

Examples of equivalent organisations

[Wildlife and countryside link](#): A coalition of environmental voluntary organisations including RSPCA, ZSL, National Trust and others.

[Open News, Source](#): Source by Open News runs along the same lines as some of the the things we are wanting to address but specifically for open news.

[Leaderwiki](#): John Cummings is trying to do a similar project for leadership, using localwiki which has a very nice editing interface but is very limited.

