

# Activities Report

## Extra Projects June 2024

### General conclusions

The two extra projects have enabled us to emerge as central actors within advocacy for exceptions and limitations and open norms in Sweden. We see a great need for continuing with similar events and efforts, partly because we have realized the impact it can have, partly because both participants and partners have shown interest in similar lines of work ahead. Without this funding, we would not have been able to realize as much political potential as we have been during the last 6 months.

### AI and TDM Seminar

(Watch it here: [https://www.youtube.com/watch?v=\\_dppuJUboXM](https://www.youtube.com/watch?v=_dppuJUboXM))

This project aimed to organize a timely seminar on AI and Text and Data Mining (TDM). It proved significant for two key reasons: 1) Sweden implemented TDM provisions on January 1, 2023, but flaws in the implementation were already evident, and 2) an ongoing legislative process is examining the TDM provisions among other issues.

The objectives included gathering representatives from at least 10 unique research libraries and having a total of 50 participants (at least 25 librarians) attend the seminar. Additionally, the project aimed for more than 80% favorable reviews in follow-up surveys and for the main conclusions to be reported in at least one media publication.

### Output

Representatives from 7 unique research libraries attended in person. Another 50 research libraries registered for remote participation, but it is unclear how many actually participated. Combining registration numbers with survey replies, it is clear that at least 12 research libraries were represented, but most likely the number was much higher.

Approximately 80 people attended in person in Stockholm, with 100 registered but some canceling last minute. Some attendees had not registered. It appears that roughly half of the participants had a library background, while the others were lawmakers, CMO representatives, from law firms, or had other backgrounds. Notably, two participants are responsible for drafting the new law, suggesting that the event could directly impact legislative changes.

About 350 people registered for remote participation. Exact numbers are difficult to determine since the stream was open through various platforms, but we estimate that roughly 200 individuals participated in parts of the event digitally.

At the time of writing this report, shortly after the event and before summer leave, few attendees have completed the survey. However, of those who did, 80% rated the event 4 or 5 out of 5, with no ratings below 3.

We provided main conclusions from the event as an op ed in Upsala Nya Tidning, the largest newspaper in one of Sweden's main university cities, Uppsala. This is part of larger attempts to raise the question politically after the event:

<https://unt.se/debatt/artikel/trots-ai-och-digitalisering-problem-for-uppsalas-universitet/16g5xkvi>

## Impact

Several important stakeholders participated in the conference, both as speakers and attendees. This included the National Librarian and the Head Librarian at the National Library, who are responsible for building the national infrastructure for TDM and AI research. Their involvement is crucial for promoting research-friendly policies from major national institutions.

Civil servants from the Copyright Unit at the Ministry of Legal Affairs also attended, including those responsible for drafting the government bill on reforming the exceptions and limitations (E&L) chapter in the copyright law. Their exposure to the issues faced by researchers and receiving direct input on needed reforms could significantly influence the development of TDM legislation in Sweden.

Another goal was for the event to lead to motions for amendments in parliament and to impact the legislative process in other ways. However, since the Swedish Parliament is closed for summer and motions for amendments can only be submitted in September and early October, the outcomes will be known after the project has concluded. This timeline was also reflected in the application. We will work diligently in August and September to achieve this impact.

Survey responses highlight that the event increased attendees' interest in copyright issues related to TDM, demonstrated the significant potential of TDM in legal studies, and provided insights into new and potential solutions for this debated topic.

# Building Support for E&Ls

This project occurs within the context of the reform of the Exceptions and Limitations (E&L) Chapter in Swedish Copyright Law, which is likely the most significant opportunity for E&L reform in Sweden since the implementation of the Infosoc Directive.

To maximize impact and ensure a more flexible and open E&L chapter, the project aimed to develop three reports, communicate these reports, and get them referenced by policymakers. Additionally, it sought to build networks, engage new members, and organize and participate in physical events to share insights.

## Output

- [We developed one product containing three reports](#) (and translated into English [here](#)): one on open norms, a second on open science, and a third on AI and TDM. The layout of the product was made by a professional designer, and then the product was printed, and shared at our AI and TDM seminar in June. Since we expect the period for Members of Parliament to table motions for amendments (starting in September) to be a crucial time for political impact, as well as the legislative process to turn the proposed amendments of the exceptions and limitations chapter into law, it is too early to say if we will reach our goal of 3 decision-makers or other organizations referring to the document.
- We developed a communication plan as soon as we had a communication specialist onboarded in the team. Since this was slightly delayed, the plan was finalized first during the spring. Our communication about the reports reached 282,009 people on social media, targeting librarians, researchers, lawyers, politicians, and cultural heritage experts.<sup>1</sup> Our goal was 5,000. We also shared the reports through various mailing lists, including Europeana, KR21, and Wikimedia, though exact numbers for this reach are harder to measure we know that the reports have been accessed more than 800 times since released.
- We gained 556 new social media followers from the target group, exceeding our internal goal of 500. LinkedIn proved an effective platform for reaching our target audience with higher-level insights, while we also gained new followers on Facebook and Instagram, aided by the designer's social media posts based on the reports.
- Since the reports were published in June, active media communication has been challenging. So far, the issues and insights have been covered twice in the media, but we

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<sup>1</sup> The amount of people reached is directly proportional to the amount spent. As with the nature of all social media advertising, there might be some skew in the target audience. However, as we specifically targeted all our advertising efforts and communication, we are confident in having reached mainly the relevant audiences.

aim to increase this in August and September.

- Our new newsletter, launched as part of this project, now has 104 subscribers, surpassing our goal of 100. We have strengthened our network with 15 organizations and plan to formalize this network in the fall. While only 5 new members can be directly connected to the efforts of this project the real number is likely larger (click-throughs indicate just below the goal of 15). The system we use today makes it hard to pinpoint the source for new members, we will implement a system to resolve this in the coming months.
- Fifteen association members engaged directly in advocacy work through our workshops and meetings, exceeding our internal goal of five. Given the high-level nature of the topics, requiring some knowledge of copyright and E&Ls, we also organized training sessions to build capacity within the organization. These sessions had 25–35 attendees, though our internal goal was 50. The presentation materials were published openly for wider access.
- We presented our findings at five events, exceeding our goal of four, with 292 experts and decision-makers participating, surpassing our goal of 150 individuals.

## Impact

- Our reports were highly praised by the National Librarian, the Head Librarian at Stockholm University, civil servants in government agencies, and other stakeholders attending physically at Stockholm University. Although it is too early to measure the direct legal impact, we will follow up and share the reports with decision-makers and like-minded organizations after the summer to ensure a concrete impact, such as influencing the writing and tabling of motions for amendment.
- The increase in social media followers within our target groups will ensure the project's and thus Wikimedia Sverige's and KR21's long-term impact on open legislation and policies. Gaining followers within these specialized groups is challenging, making this success vital for long-term impact. Our newsletter's success is also significant, as it allows us to reach over 100 individuals with a strong interest in these issues, solidifying our role as a key stakeholder in Sweden regarding E&L and copyright.
- Our influence in copyright reform in Sweden is evident from the invitations we receive to participate in various seminars and panels at universities and civil society organizations. Our perspectives are considered essential for deep conversations on copyright and E&Ls, allowing us to shape and impact the opinions of many influential people in Sweden.
- Fostering involvement and engagement within the chapter has also been crucial. While we might be seen as an expert organization by other stakeholders, at the core we are member-driven. Ensuring members are knowledgeable and engaged with our work both legitimizes our efforts internally and ensures long-term support and interest from members. This engagement also attracts new members interested in shaping copyright legislation. Becoming a member of Wikimedia Sverige and thus the KR21 networks is

increasingly seen as a way to impact national legislation in favor of open and free knowledge.