

MS10: Roadmap for collaboration with Wikimedia Sverige



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Author	John Andersson (Wikimedia Sverige)
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Table of Contents

1 Roadmap for Wikimedia Sverige's and Europeana's Future Collaboration	4
1.2 Lessons learned	4
1.2.1 A Positive Experience.....	4
1.2.2 What the Issues Were There and What Solutions Exists	5
1.3 What Should We Do in the Future? An Analysis of the Wikimedia-Europeana Cooperation	10
1.3.1 Wikimedia Edit-a-thons Day	10
1.3.2 Thematic Edit-a-thons	13
1.3.3 Conferences.....	14
1.3.4 Wiki Loves Public Art.....	15
1.3.5 GLAMwiki toolset	17
1.4 Other Great Opportunities for Cooperation in the Future	17
1.4.1 Wikimaps	17
2 Europeana Network Proposed Taskforce on Wikimedia Relations	19

1 Roadmap for Wikimedia Sverige's and Europeana's Future Collaboration

The vast majority of this text originates from the “D2.6 Europeana GLAM WIKI event plus report on Public Art project” created by John Andersson, Wikimedia Sverige, but has been reformatted and slightly restructured.

The hope is that these lessons learned also will be valuable for cooperation with other Chapters and the Wikimedia Foundation to form a roadmap regarding what could be done in cooperation in the future.

1.2 Lessons learned

Within this project Europeana has worked directly with Wikimedia in order to invite volunteers to work with Europeana's material and also to increase cooperation between the national Wikimedia chapters. This initiative has been done together with Wikimedia Sverige and this is the first time that Wikimedia Sverige has cooperated with Europeana. There have been a lot of valuable lessons to learn for both organizations regarding for example how to cooperate more smoothly in the future.

1.2.1 A Positive Experience

After this cooperation it is very clear that Wikimedia and Europeana shares many ideals:

- Both organizations want open and rich metadata. Work is ongoing to connect this to Wikimedia Commons;
- Both want GLAMs to be online and connected so that knowledge is freely accessible;
- Both are working hard to get proper licensing on files for a better spread of content;
- Both Wikimedia and Europeana have a multilingual approach and a large geographical spread and want's to keep it that way.

The five things we have found most positive about working closely with Europeana when organizing events are:

1. That this project gave us the time and opportunity to work with the material on Europeana's portal and work on integrating the two projects (a very worthwhile effort);
2. Valuable help with finding GLAM partners to work with;
3. The spread of wiki-related information about the events through many official channels;
4. The internationally oriented focus of the cooperation and the fact that Europeana have material from all European countries. This led to an increase in intra-chapter cooperations which is extremely valuable and can spur more European cooperations in the future;
5. The possibility of attending Europeana's events and meet and network with GLAM professionals. This applies to edit-a-thons, conferences and Wiki Loves Public Art. We however had a more limited success with organizing the hackathons.

Through the edit-a-thons we started working with some of the GLAMs, which might not have happened otherwise, and thanks to a good and rewarding cooperation there are plans to organize events with some of the same organizations again. E.g. Wikimedia Sverige are talking with Europeana Fashion, Nordiska museet and Stockholm University to continue organizing fashion edit-a-thons also in 2014; we hope to continue working with the museums that we collaborated with in Sweden during WLPA (especially to organize WLPA again with them in 2014); and hopefully there will be other Chapters organizing edit-a-thons in connection with the 1989 Collection Days (a blog post was written with lessons learned, to make it easier for them to do that).

The cooperation with many chapters have been excellent, productive and very joyful. These new inter-Chapter cooperations are great and very valuable. Wikimedia Sverige is working much more closely

with some of the other Chapters today thanks to this project and has a much deeper knowledge and understanding of them.

1.2.2 What the Issues Were There and What Solutions Exists

These are some general issues that we have reflected upon during the course of the project so far that we think could be interesting for other chapters to think about when designing projects together with Europeana, because we really think that this should be done more! We believe that these lessons are also of interest for GLAMs that would like to cooperate with the Wikimedia movement.

1.2.2.1 Issue 1: Different types of organizational structures

- As many large institutions Europeana is:
 - Structured top-down;
 - Focusing on big and long-term projects;
 - Planning far ahead;
 - Mainly using paid staff;
 - Often using hard deadlines.

- The Wikimedia movement is however:
 - Structured bottom-up;
 - Often focusing on small scale projects (as volunteers have to be able to do it in their free time) and more or less separated projects;
 - Organic, things happen when someone decides to do it;
 - Dependent on volunteers for many tasks (Chapters have a rather small staff), and the volunteers won't know if they have time to help out until closer to events;
 - Good at mobilizing people but it usually happens just a few weeks before the event;
 - Built on the idea that many people chip in (often without asking) with small contributions (which creates a lot of work to get an overview and correct reporting).

Solutions:

- When working together the project design should ideally be flexible enough to make adjustments when volunteers join in or fall off unexpectedly (this is impossible to plan for).
- Do not limit the work to Chapters in certain countries, as there might not be any interested volunteers active there presently. Instead the goal should be on a certain amount of countries, and not specify which ones.
- Inviting chapters to becoming members of the Europeana Network, so both movements can learn from each other.

1.2.2.2 Issue 2: Hard to find existing projects to cooperate on with other chapters (especially as the events have to include an Europeana angle)

- There has not been that much cooperation before between chapters (i.e. a lack of experience and best practices).
- Chapters work very differently.
- Even well structured chapters don't know exactly what they will be doing until a few months ahead.
- There is no real structured effort to list events that are taking place in one place. Hard to identify the ones that you would like to work on. Finding events therefore to some degree depends on pure luck, on Google translate and if people in your network remember to mention the event to you.
- Adding Europeana's material before using it on Wiki-related projects takes a lot of time.

Solutions:

- On top of trying to attach your project to existing events and creating a Europeana angle (which we tried to do during the first months), it could also be beneficial to spend some time in the beginning to really outline a suitable project in detail and then present it to the Chapters. If its not clear what you expect and what you want, volunteers will sometime be scared off (as they don't know how much work it will take);
- Relevant Europeana projects/events that take place in Europe where we might tag along should be identified from the very start (as they are planned well in advance). Europeana could actively sought to help facilitate new projects between Wikimedia Chapters and GLAMs (i.e. invite them when there is an interesting opportunity);
- Build up a personal network in the Wikimedia community for the people that are working to build bridges between the organizations. One way this could be done is through participation at different Wikimedia events. Hence, there needs to be a travel budget available for this.

1.2.2.3 Issue 3: Risk of chapters and volunteers thinking that we demand too much

- It is hard to keep the balance between leading a project and facilitating it. With the first technique Wikimedians may be scared of, if there are too many demands, and with second one they may not be engaged enough.
- Because of the specific goals for the project (Europeana needs to be mentioned to raise awareness) we had to be able to offer something that was relevant for the Wikimedia Chapters in exchange, which sometimes was hard because of a rather limited event budget.

Solutions:

- As mentioned before, one way could be to give the Chapters and volunteers a ready made concept to discuss. Making it clear to the Chapters exactly what can be offered from the start.
- To be able to do this a well defined event budget and a clear mandate on how to use it is crucial to have from the very start of the project. In this project there were many unclarities which made it hard to get things going at the beginning of the project.
- Be clear about what we want so that Chapters and volunteers can make an informed decision. Be specific about what is demanded for the cooperation to be considered a success. In future projects this should be discussed and defined properly already in the beginning of the project.
- The event budget should be rather large so that we can offer serious support if we want to take part in larger events. This budget is ideally provided by both the Wikimedia Chapters and

Europeana.

1.2.2.4 Issue 4: Reporting

Wikimedia Chapters should be aware that in any EU project there is a lot of time-consuming reporting involved. Initially Wikimedia Sverige did the mistake of thinking that this could be done on a volunteer basis. This assumption had to be corrected later after the responsible volunteer decided to step back because of the heavy workload.

Solutions:

- Paid Wikimedia staff should have the coordinating role and volunteers the supporting role, not the opposite.
- A clear timeline for when (internal) reports etc. should be handed in should be set out from the start.

1.2.2.5 Issue 5: Image uploads

- The manual identification and uploading of the images from Europeana has taken very much time.
- Wikimedia Sverige's experience is that the Europeana portal is not very user friendly and that it may be hard to find suitable images there. For example there are so many scanned pages from books to sort through when trying to identify images suitable to upload for an event.

Solutions:

- When the GLAMwiki Toolset is ready, this should be less problematic.
- All scanned book pages should be tagged somehow so that it's possible to remove them from the search. (It's a bit unclear were suggestions like this should be sent, but perhaps you can forward this suggestion to the right person).
- Involving the GLAMs in the process of content curating. They know which material is worth highlighting and which is central to a particular topic.

1.2.2.6 Specific issues with organizing Wiki Loves Public Art (WLPA) compared to Wiki Loves Monuments

- A lot of things have been possible to reuse thanks to great documentation about WLM.
- Compared to Wiki Loves Monuments much more resources were needed to gather datasets for WLPA. The datasets are, among other things, needed in order for us to make it easy for the participants to find and identify objects to photograph and to get an overview of what we have and what we are lacking:
 - There are rarely national databases, instead datasets exists on regional or municipal level;
 - Lists are often not structured properly, or structured very differently. A lot of manual work is needed;
 - However, arguably this work itself has a value as the contacts with administrative entities make them start thinking about open data and the Wikimedia projects.
- Judicial uncertainties when it comes to artworks which was a bit intimidating for some of the volunteers/Chapters.

- There is an ongoing discussion on Wikimedia Commons, regarding whether European law needs to be taken into consideration or not as Wikimedia Commons is located on U.S. servers. From these discussions and email correspondence with Wikimedia Foundation legal team we have drawn the conclusions that the images will not be deleted before a formal DMCA takedown request have been submitted (in accordance with U.S. law), i.e. we don't intend to self-censor ourselves unnecessarily.
- There is a lack of case law regarding Freedom of Panorama in many countries, or at least limitations or possible limitations of what can be photographed. There are many grey areas.
- This is closely connected to what seem to be outdated laws in many countries, where it is okay to take photographs and put them in books that you sell, but not ok to put the same images online. Again, grey areas without case law.
- In countries without Freedom of Panorama we have to figure out which artists are alive and which have been dead for 70 years or more. This is non-trivial.

Solutions:

- We expanded the contest to also include artworks in museums to make it possible for more countries to join. Some countries focus on only old (Public Domain) artworks outdoors. It is therefore important that we are clear about what can be photographed when inviting participants. This approach might however make the focus of the contest less clear.
- The contest could be a way to point out and make people aware of weird, counterintuitive or outdated laws. For example in Finland they have created lists of the artworks outdoors that are Public Domain and will invite people to take photos of those. This is a way for them to get attention to the lack of Freedom of Panorama in Finland (as applied to artworks). A great example to get the media's attention. This is however a long term work.

We consider WLPAs 2013 to be very successful but at the same time this year should still be seen as a pilot and Wikimedia Sverige strongly believe that WLPAs should happen again in 2014. The reason is that more participants and countries are likely to join next year. To not organize the contest again would therefore be a waste of resources considering that much of the necessary infrastructure is now in place and there are already five teams that know what to do, and hence can help new countries.

1.3 What Should We Do in the Future? An Analysis of the Wikimedia-Europeana Cooperation

Based on the experiences from Wikimedia Sverige's work within the Europeana Awareness project we would like to recommend that the following events and projects get support and active involvement from Europeana in the future.

Most of the things we tried together were successful and should be repeated also in the future in one form or another. We do not however recommend the organization of hackathons in the form that was done in this project. Perhaps it could be done with a focus on inviting GLAM developers instead or included in Europeana's other hackathons as a small part.

These suggestions are based on the success that similar events had in reaching end users and that they in a good way would deepen the cooperation between our respective organizations - bringing many mutual benefits.

We have also added a few suggestions for other new possibilities that have arisen during the project.

1.3.1 Wikimedia Edit-a-thons Day

Based on the success on the first WWI edit-a-thon that had seven participating countries – with a lot of content being produced and with a substantial use of Europeana's images and a good amount of media attention (compared to what is common when we organize edit-a-thons) – we strongly suggest that this activity is something that should take place again.

At the edit-a-thons most of the participants were experienced writers on Wikipedia so they did not directly increase the number of volunteers, but because of this they were also very productive with a lot of text and images being added at each of the edit-a-thons.

Next year we already have plans for another WWI edit-a-thon to coincide with the centenary in 2014. However, it would indeed be possible to create a yearly "*Wikimedia edit-a-thons day*" where chapters and other partners together decide the year's topic and find a suitable day. A portal could easily be created (on meta.wikimedia.org) to coordinate the preparations.

It is important that the day has a connection to a specific date (e.g. because of a historical event) and that it is during a weekend to make it possible for volunteers to participate (this makes it important to give an early heads-up to GLAMs so that they can schedule it).

A integrated contest with some interesting prize could help to attract more new contributors to get involved.

There are a number of benefits of continuing with this type of event:

1. **Volunteers and Wikimedia Chapters loved the concept**, and at different events many came up and thanked Wikimedia Sverige's staff and volunteers for organizing the parallel edit-a-thons;
2. **It was a hugely successful way to reach end users**, as many millions of Wikipedia readers now have seen and enjoyed the Europeana material in Wikipedia's articles.
3. **Rapid increase of the article quality** on important topics on Wikipedia, where people will turn to find important information. Every time there is a major event and media reports about it there is an increase of people reading the article on Wikipedia. Many topics of this type can be identified well in advance;
4. **International cooperation**, chapters and GLAMs will work together to improve a topic across borders which will help increase neutrality – especially if there is a focus on translation and e.g. immigrants are involve in the edit-a-thons;
5. **Increase regular cooperation between Chapters**, the more events we have together, the better we will know and understand each other which hopefully will help to trigger more cooperation in the future;
6. **Small chapters' GLAM cooperation can be kick-started**, thanks to the involvement and expertise from larger chapters and from Europeana;
7. **Can be used to convince GLAMs to do image donations**, as they want to look good and see an immediate value. It can kick-start internal discussions;
8. **New and exciting every year(s)**, as the topics will change at least bi-annually;
9. A lot of media attention, based on the large amount of partners, the easy and changing concept and the possibility to coordinate the work with external communication (i.e. writing more professional press releases etc.);
10. Rather easy to do (can be made as big as you like), an edit-a-thon can be very small and take place in someone's apartment or just online, or it can be very grand and take place in a major GLAM institution with experts from many partner organizations and a preceding image donation. It fits any chapter's abilities and should make more volunteers interested in participating;
11. **Not another photo contest**, i.e. we can reach another group (the writers) and improve Wikipedia rather than Wikimedia Commons.

The downsides are:

1. **Coordination take more time and someone has to step up to do it**, Wikimedia Sverige has experience and a willingness to take on a leading role;
2. **Picking topics can be hard**, and there is a chance some people will be unhappy with the focus;
3. **A lack of material on Europeana**, as the material might not have the right license or the meta data might be poor (making it harder to connect the Europeana material to suitable articles);

4. **A prize is needed**, in order to have an associated challenge/contest (it can be done without a prize, but if chosen carefully it adds another dimension to the competition);
5. **Wikimedian's are generally bad at planning in advance** as they are usually busy people doing this in their spare time. All partners need to understand, accept and plan for that. I.e. involve more volunteers and GLAMs sometime will have to take on a coordinating role when the chapters lack.

Suggestions for the future to make it as good as possible:

1. **Volunteers need to be interested in the topics**, so a discussion has to take place on what to focus on. The volunteer teams need to be given time and opportunity to work;
2. **Funding needs be secured**, with at least one month of staff time per year for Wikimedia Sverige's staff as well as money to cover the cost of a prize (preferably for one or two years to give the event a solid foundation thus making it as easy as possible to be taken over by a volunteer). This will help preventing the volunteers from overstretching their capacities and burn out, and to be sure that coordination take place. Working with many organizations at ones take more coordination efforts;
3. **An evaluation of each year's efforts** needs to be done and the structure that have been put in place for this needs to be improved (in line with reporting to Wikimedia Foundation) and made even easier so that the volunteers will actually fill it out;
4. **A meeting between the organizing teams** would help facilitate a better external communication and sharing of best practises;
5. **A multilingual website** should be created to make it easier for people to find out about the edit-a-thons.
6. **More external communication from the participating teams** about the event(s) and cooperations with local organizations will enable more participants to be reached. Together with Europeana a more clear communication plan could be developed for any future similar contest;
7. **The prize could be a grant for an upcoming Wikimedia even**, to keep the people participating involved and active in the future, and hence better further the goals of the movement.

1.3.2 Thematic Edit-a-thons

We organized a number of one-off edit-a-thons (in the same way as Europeana Fashion has been working with European Chapters). These are very good events in which to get new volunteers to learn editing. However, we have come to the conclusion that, in order to increase the editor retention rate and save time when organizing the events, a short series of edit-a-thons (three to four) with the same or similar theme is much to prefer.

Depending on what topic that is chosen there might be more or less hard to get active Wikipedians to participate with article writing. However, in our experience many of the active volunteers will still be interested in supporting the events and help the beginners when they have problems. As underrepresented groups can be reached with certain topics this is a good way to increase diversity.

There are a number of benefits to continuing with this type of events:

1. **Easy to connect to specific material on Europeana**, as the topic can simply be picked based on what is available at Europeana's portal. This way Europeana will continue to build its presence on Wikipedia and more and more volunteers will find the way to Europeana's material;
2. **It was a hugely successful way to reach end users**, as many millions of Wikipedia readers have now seen and enjoyed the Europeana material through Wikipedia's articles.
3. **An improvement of a specific topic** in many language versions of Wikipedia, as volunteers from all over the world will work on the articles during a day;
4. **Small chapters or active volunteers in different countries might be helped** if Europeana actively supports and gives advice (the Fashion Edit-a-thon Handbook, developed jointly by Wikimedia Chapters and Europeana Fashion, could be adopted and translated);
5. **Can be used to convince GLAMs to open up their image archives**, as they want to look good and can see an immediate value. It can also kick-start internal discussions about licensing, how to reach end-users and so forth;
6. **The cooperation becomes ongoing with the other organizations**, which saves time as new organizations don't have to be taught how Wikimedia and Wikipedia works;
7. **The retention rate is higher** and the next time the volunteers take part they will be more productive and already know how to use both Wikipedia/Wikimedia Commons and Europeana's portal.
8. **Specific groups can be targeted**, depending on the focus which can be used to e.g. change the gender imbalance on Wikipedia.

The downsides are:

1. **There needs to be enough partners to support the events**, as some themes might lack active editors on Wikipedia (i.e. work needs to be done to get an influx of new editors to these projects);
2. **The cost of identifying chapters** for each event and an administrative cost of transferring money to cover direct costs etc.;
3. **No real international focus/cross-border cooperation built in**, as each chapter works by themselves with national GLAMs;
4. **Easier to work with the larger chapters**, as they have the experience to process external funds and hence there is a risk that smaller chapters are left out. There are signs that this has happened in projects of this type.

Suggestions for the future to make it as good as possible:

1. **Retention rates have increased when volunteers are invited to a series of similar events**, rather than one-offs;
2. **These thematic edit-a-thons can easily be combined with the *Wikimedia Edit-a-thons Day*** (see above) to kick-start the work.

1.3.3 Conferences

We had a number of great Wikimedia-GLAM conferences organized during the year with a lot of interest from Chapters and GLAMs. This is a great way for the two groups to meet and share experiences. Europeana's presence at these events gives them an increased weight and credibility. Arguably this increases the likeliness for GLAMs to prioritize participation.

There are a number of benefits to continuing with this type of events:

1. **It is a great way to present shared values and ideas**, as dozens or even hundreds of people will hear about the work at the same time, whilst still being a well targeted group;
2. **Find new volunteers that would like to cooperate on a project**, as you can talk and have in-depth discussions. Our experience is that if you have a clear idea about what you need help with, this is a very suitable arena for communicating it;
3. **Easy to internationalize**, as people from all over can participate and share experiences that are relevant to similar work;
4. **Very important for people to meet and talk in person**, in order to create well functioning networks and alleviating tensions which may building up through miscommunications. This facilitates future cooperations between organizations;
5. **A lot of exposure on social media**, as many participants tweet, facebook and blog about it before, during and afterwards.

The downsides are:

1. **Hard to measure the outcome**, as a lot of focus is on changing peoples minds and to create networks;
2. **Costly to get people to participate**, as they have to be present in person (travel and accommodation).

Suggestions for the future to make it as good as possible:

1. **Hand-outs about Europeana should be created**, as Wikimedians are different in the sense that we read everything that we get our hands on;
2. **Source material about Europeana** should be available at the conferences, to make it easier to expand articles about Europeana;
3. **Record and make presentations available online**, to let people that can't participate in person have a chance to learn;
4. **Don't try to squeeze in an edit-a-thon or hackathon on top of a conference**, as people are busy and tired anyway. The focus should be on getting the conference as good as possible;
5. **Make it easy to increase the social presence** of the participants. Create a Facebook page, a Twitter hashtag etc. Europeana's expert communication team might be able to help coordinate these efforts to some degree.

1.3.4 Wiki Loves Public Art

Wiki Loves Public Art took place in five countries with varied success. Large cities in Austria and Spain with a lot of artworks that had complete lists nearly got all of the works photographed! While Finland struggled (with many lists created, but very few works of art to photograph in each city) as did Israel, with national lists, but a low participation. In Sweden a lot of new cooperations with art museums were initiated as no lists of outdoor artworks existed. The Swedish contest open doors for cooperations, but limited the amount of people who could take part.

Chapters from a lot of countries globally have shown interest and a very positive attitude towards the contest and the Wikimedia-Europeana cooperation.

A very large amount of work had to be done to get things off the ground this first time. However a large amount of the material can be reused for future photo contests.

There are a number of benefits to continuing with this event:

- 1. The Wikimedia volunteers have already shown a great interest** and put a lot of hard work into organizing the contest. A number of volunteers have contacted Wikimedia Sverige throughout the year to discuss the possibilities of organizing this in their own countries;
- 2. A proven concept with a lot of interest from volunteer photographers**, as hundreds of people uploaded images;
- 3. A great value for Wikipedia**, as an image of a piece of art really says more than a thousand words;
- 4. A great way to increase cooperation between Wikimedia Chapters all over Europe and the globe**, as the contest is international in scope;
- 5. A good way to reach out to GLAMs and new contributors**, as the concept is straightforward and we now have a good deal of the infrastructure in place;
- 6. A real need to digitize**, as the artworks are not well protected in many countries and are subsequently moved, lost, vandalized or stolen. There is a deadline!;
- 7. A lot of attention from media and blogs**. Now when the concept is established we expect that this attention will increase further;
- 8. The project increases the understanding amongst public servants of the need to keep their data in order and of the interest from the public in data created by local authorities.** This type of data is a concrete and apolitical thing to ask for and will get them thinking about the importance of open data. I.e. the project has positive “side effects” that makes it bigger than just getting images;
- 9. The contest can be self-subsistent**, when more countries join as more chapters and volunteers will chip in resources, time and good ideas. Not surprisingly, support for a second year is greatly needed.

The downsides are:

1. **Hard to get lists**, as the official data often has low quality, varying structure and the authorities often don't know how to hand it over to us. This can cause stress amongst the volunteers but the teams which were involved during 2013 have a lot of experiences to share;
2. **A lot of preparations**, every time a new country joins a lot of additional efforts are needed from the international team. Even if there is sufficient documentation, a structured FAQ and an institutional memory (amongst the volunteer community) there are always unique issues which appear for each new country.
3. **There is another contest being organized internationally next year called Wiki Loves Earth**, which is competing with us for the interest of the volunteers. However, a number of chapters have stated that they will prioritize the work on Wiki Loves Public Art;
4. **Limiting Freedom of Panorama laws in countries** which stopped some countries from participating.

Suggestions for the future to make this as good as possible:

1. **An international coordinator and tech coordinator are needed**, and Wikimedia Sverige has experience and interest in holding this role again in the future. Around three (3) months of work is expected to be needed for these tasks. Without a coordinator the international contest will not work and many countries will have a hard time being able to join without support. Wikimedia Sverige's volunteer board has already agreed on funding towards part of the cost;
2. **Awareness about the contest is needed from the general public**, and Europeana's communication team is perfectly placed to help with that.

1.3.5 GLAMwiki toolset

The toolset needs to be finished as uploading and identifying material was the most time consuming part of many events.

There are a number of benefits to continuing with this project:

1. **It will save a lot of time**, when organizing events etc. the images will already be available;
2. **Work is already ongoing**;
3. **It has already spurred some chapter cooperation**, as Wikimedia Nederland, Wikimedia UK, Wikimedia France, Wikimedia CH are working together with Europeana;
4. **Wikimedia's GLAM volunteers have showed a great deal of interest** for the project.

The downsides are:

1. **Development is still needed**;
2. **The project is already running late**, based on the original plan;
3. **It has been hard to muster interest from the Wikimedia developer community**, to e.g. participate in hackathons.

MS10: Roadmap for collaboration with Wikimedia Sverige

Suggestions for the future to make it as good as possible:

- 1. Contact other chapters for their endorsement**, and help with specific limited tasks;
- 2. Looking for extra funding** from the Wikimedia Foundation.

1.4 Other Great Opportunities for Cooperation in the Future

1.4.1 Wikimaps

Wikimaps is a new project initiated by Wikimedia Suomi (Finland) with the aim to collect old maps in Wikimedia Commons, georeference them via crowdsourcing and then publish them through a web mapping environment. From there the work can progress to the storing and usage of historical geodata. In the project the team involved in Wikimaps is working on collecting and creating tools for geographic content creation, and work with GLAM partners in creating workshops, events and projects.

Mapathon, where the maps are prepared could be organized in the same way as edit-a-thons have been organized.

There are a number of benefits with this project:

1. **The project is already active**, currently coordinated by Wikimedia Suomi with a lot of volunteer interest.
2. **Already has an international dimension through the Wikimaps Nordic project**, which is a cooperation between Nordic Wikimedia Chapters and national GLAMs;
3. **Easy to scale**, to also include other countries;
4. **The material is very visual and easy to “sell”**, as it is easy to explain and looks attractive;
5. **Possibly good for European business**, as companies can more easily create e.g. new prints, books, apps or art based on the maps;
6. **Clear international/European links and a focus on our shared history**, which is in line with the Wikimedia movement’s global focus and on Europeana’s supranational focus;
7. **A very clear example of the benefits of a cooperation between Wikimedia and Europeana/GLAMs**, as GLAMs have the material but need a way to show it and reach the public which Wikimaps should be able to provide (with the development going into it);
8. **A stated interests from European GLAMs**, the project is already officially endorsed by a number of important GLAMs;
9. **Huge growth potential**, as there are a many hundreds of thousands of maps which can be digitized.

The downsides are:

1. **The concept has not been implemented in practise yet**, and there might be unforeseen problems. A strong team consisting of Wikimedians and GLAM professionals that is cooperating would help to avoid mistakes;
2. **A lot of technical infrastructure needs to be developed**, for it to be truly valuable. The current team is very strong, but more expertise can and should be added from the GLAMs;
3. **Costs and coordination at many levels**, with development, digitization, enrichment of metadata by volunteers etc. There is a lot to do and, although the team is strong and

experienced, Europeana's experience and network would enrich the team further.

Suggestions for the future to make it as good as possible:

- 1. Co-write a major European wide application**, with one of the Nordic Wikimedia Chapters as the main coordinator. This would help to scale up the project to become EU wide.

1.4.2 CatApp

This is a new app idea that will use crowdsourcing to help GLAMs improve their metadata. The concept is to make a user-friendly and intuitive interface for adding categories to media. This will enhance their searchability and also put them in a taxonomy which in itself can be interesting. We are investigating ways to make a gamified version, to make it appealing to people outside the core Wikimedia community (which will serve as beta testers for the basic functionality).

In the first step metadata will be added on Wikimedia Commons, but creating a way for the metadata to flow back to, and enrich, the source (where Europeana is a key player) is on the roadmap. We believe this possibility of exporting the enhanced metadata to be important since it will make Wikimedia Commons more relevant as the gathered knowledge can be distributed to all interested stakeholders. This is at the core of our mission.

2 Europeana Network Proposed Taskforce on Wikimedia Relations

In 2014 – if accepted by the Europeana Network officers – a Europeana Network Proposed Taskforce will investigate the current relationships of Europeana and Europeana-related projects within the Wikimedia ecosystem. The task force will start with gathering a collection of tasks that involve a relation with Wikimedia from the respective project DoWs, including an inventory of points of contact. Resulting from this, different types of relationships with Wikimedia will be described, including best-practices and lessons learned. The final deliverable of the Taskforce will provide recommendations on how the Europeana Network can effectively make use of existing and future Wikimedia relationships.

As discussed at the 2013 AGM, the Taskforce will be chaired by Maarten Brinkerink (Netherlands Institute for Sound and Vision) and Alex Hinjo (Europeana Foundation). It's membership will include representatives from Athena Research Centre, University of Rome, Heidelberg University, FRD, Sound and Vision, Europeana, MDR partners, and several Wikimedia chapters with a relation to Europeana.