

Promoting open knowledge – Logic Model

Situation

There are barriers to knowledge being open in the UK and EU:

- * Organisations are keeping their content closed; there is a negative attitude towards opening knowledge
- * UK and EU legislation is keeping some knowledge closed
- * WMUK, and benefits of open knowledge, isn't widely recognised

Priorities

Support the development of open knowledge in the UK, by increasing understanding and recognition of the value of open knowledge and advocating for change at an organisational, sectoral and public policy level

INPUTS

What we invest

- Staff time, knowledge, expertise – programmes, comms, CEO
- Volunteer time, knowledge and expertise
- Financial resources
- Materials and case studies to raise awareness and advocate for change
- Partnership agreements to clarify expectations
- Advocacy working group

OUTPUTS

Participants - Activities - Direct Products

Who we reach

- Volunteers interested in getting involved
- Partner organisations within open knowledge
- Senior leaders and decision makers within UK institutions (GLAM, STEM, education)
- Public policy makers, legislators and their advisors in the UK and EU
- Other audiences as dictated by the Communications Strategy

What we do

- Set up WIRs who serve as advocates and change makers
- Respond to policy consultations
- Deliver campaigns around legislative changes
- Meet with decision makers
- Engage in the FKAGEU activities
- Deliver talks and presentations
- Promote WMUK messaging

What we create

- Relationships with individual institutions
- Internal champions
- Connections and profile within the wider cultural heritage and education sectors
- Campaigning materials
- Identity and profile of WMUK
- Shareable content about our work for UK and global Wikimedia movement

OUTCOMES - IMPACT

Short term - Intermediate - Long-Term

Results in terms of Learning

- Awareness of benefits of open knowledge – within general public in the UK, partner organisations, sectors we work with, UK, EU
- Legislators' motivation to change policies towards openness
- Public awareness of WMUK

Results in terms of changing Action

- Organisations change their internal view and public image to be more open
- Organisations change their guidelines and policies to be more open
- Partner institutions advocate for openness (writing books, delivering talks)
- Our evidence is taken into consideration when creating policies

Results in terms of change to the Conditions

- Wikimedia UK has been recognised as a leading organisation for open knowledge**
- Our work has significantly increased access to knowledge about, or held in, the UK**

Theory of change

By raising awareness of open knowledge, supporting institutions to overcome practical and cultural barriers to open, advocating for improved copyright legislation and developing WMUK reputation as an agent for change, we build the conditions for content holders within GLAM, STEM and Higher Education to make knowledge open and freely available