100,000 institutions on the Wikimedia projects
A new strategy to activate in a simple way all the institutions around the world

Iolanda Pensa, chair Wikimedia Italia / SUPSI, lead of the project Empowering Italian GLAMs - volunteer
Dario Crespi, Wikimedia Italia staff member, coordinator project Empowering Italian GLAMs and WLM
Wikimania Singapore, 18/08/2023, CC BY-SA 4.0


Share Your Knowledge: Creative Commons and Wikipedia for cultural institutions - over 100 institutions involved


Wikimania Esino Lario https://wikimania2016.wikimedia.org/wiki/Main_Page

Wikipedia dietro le quinte

https://meta.wikimedia.org/wiki/File:Video_Wikipedia_CKoi_Dance.webm
There are around 100,000 museums in the world.


Image: Museums around the world - Visualisation on OpenStreetMap generated by a Wikidata Query from data on Wikidata. Updated August 2023.
Why the Wikimedia movement is interested in ALL museums

Access to content
TrIGGERING openness
Implementing Open Access
Diversity
Existing knowledge
International dimension


Image: Museums around the world - Visualisation on OpenStreetMap generated by a Wikidata Query from data on Wikidata. Updated August 2023.
How GLAM-Wiki initiatives work at the moment

Contacts with museums

- Training
- Events
- Meetings
- Networking

Agreement with a museum

Wikipedian in residence

- Training
- Events
- Licensing
- Uploads on the Wikimedia projects

Chart Iolanda Pens. Image: Museums around the world - Visualisation on OpenStreetMap generated by a Wikidata Query from data on Wikidata. CC BY-SA. Updated August 2023.
How GLAM-Wiki initiatives work at the moment

Contacts with museums

Training  Events  Meetings
Network

Agreement
with a museum

Wikipedian in residence

Training  Events

Licensing

Uploads on the
Wikimedia projects

Advantages

Collaborations with prestigious institutions
Often large institutions with large collections
A person who takes care of the institution and the project
Curated work by an expert
Sometimes collaborations for a long period (for several months, years or sometimes a permanent staff)
Large uploads
Training for permanent staff inside the institution
We monitor single institution (uploads, visualisations…)

Disadvantages

Large institutions with large collections are often the institutions of colonisers
The system is not democratic: it doesn’t provide the same access to every institution
It doesn’t allow to include a diverse array of institutions from many territories
It requires funds allocated for each institution or from each institution
We will never reach 100’000 museums
We don’t monitor all museums and the current situation

Chart Iolanda Pensa. Image: Museums around the world - Visualisation on OpenStreetMap generated by a Wikidata Query from data on Wikidata. CC BY-SA. Updated August 2023.
What we want to change

1. Addressing all institutions everywhere in the world
2. Creating a democratic system which allows any institution to benefit from it
3. Providing support to any institution

What we need to consider

1. The Wikimedia projects are not meant for institutions but for individual contributions
2. We need to start with data and we need to monitor data
3. We need people to facilitate the process and make it happen
<table>
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<th></th>
<th>Improving data about museums on Wikidata</th>
<th>Creating a database of museums contacts</th>
<th>Contacting all museums</th>
<th>Supporting museums</th>
<th>Documenting case studies</th>
</tr>
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<tr>
<td>1</td>
<td><strong>Collaborating with ICOM and other relevant partners</strong></td>
<td><strong>Sending mass email</strong></td>
<td><strong>Follow-up contacts</strong></td>
<td><strong>Training / MOOC</strong></td>
<td><strong>Documenting case studies</strong></td>
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<tr>
<td>2</td>
<td></td>
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<td><strong>Centralised support</strong></td>
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<td>3</td>
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<td><strong>Form</strong></td>
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<tr>
<td>4</td>
<td></td>
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<td><strong>Large uploads</strong></td>
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<tr>
<td>5</td>
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<td><strong>Survey</strong></td>
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</table>
Advantages

Improving Wikidata
Producing a database of relevant contacts
Addressing any institution
Creating a democratic system which can work with any institution (i.e. small ethnographic museums, institutions without digitalizations…)
Promoting and implementing Open Access (and OA is now supported by many networks and governments)
Collaborating with a common goal with relevant GLAM networks (i.e. ICOM) - digital strategies, OA, contacts, data
It can be replicated in any territory and with all kinds of institutions

Disadvantages

It is still very important to have people who take care of specific institutions and projects (wikipedian in residence, specific projects…), to upload content, to solve copyright issues, to facilitate training and editing
You need to build a support team (and to answer a lot of emails)
Implementing Open Access takes around 2 years (unless institutions where already waiting for you)
Wikimedia is not made for institutional contributions
Legislation can be challenging
1. Making sure all kind of institutions can join in

**Institutions managed by one person or by volunteers**
- Around 10-20 photos of the institution together with captions in CC0: external views, internal views, examples of the collections
- A text pressing the history of the institution (how it is born, who created, where it is located…) and its collection (which are the collections, what they are about, how they are organized…) in CC0
- The institution creates its Open Access Policy and hands it in its building

**Institutions with staff, website and some collections digitized**
- CC0 on the website footer
- Pubbliche on the website Open Access Policy (for content and data)
- Provide access to high resolutions digital reproductions of collections in public domain together with their metadata (CC0) and to the documentation produced and collected by the institution (CC BY for signed texts and CC0 for informative texts)

**Institutions with staff, digital reproductions of the collections, research activities, online catalogue**
- Data Management Plan DMP for all data and content of the institution based on the principle of “open by default” and managed together with the GDPR

The majority of museums!

https://meta.wikimedia.org/wiki/Empowering_Italian_GLAMs
### 2. All kind of content

<table>
<thead>
<tr>
<th>Institutional websites</th>
<th>Data and metadata</th>
<th>Signed works</th>
<th>Collaborative projects</th>
<th>Documents by others</th>
<th>Software</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unless differently stated in</td>
<td>Data produced by research, metadata, internal documents (policies, regulations…) in</td>
<td>Publications, articles, papers, signed texts, videos, audios, educational resources in</td>
<td>When involving volunteers in</td>
<td>Digital reproductions of work, photographic collections, scanned books, digitalized documents…</td>
<td>Use a specific open license for software</td>
</tr>
</tbody>
</table>
Taking a photo of a monument and uploading it on Wikipedia. Wikipedia under the free license Creative Commons attribution share alike, allowing commercial use.
Really, taking a photo of a monument and uploading it on Wikipedia. Wikipedia under the free license Creative Commons attribution share alike, allowing commercial use.

The complexity of the situation in Italy

- Authorization from the artist
- Authorization from institutions overseeing heritage
- Authorization from the owner
- Photo uploaded
- Georeferentiating the monument
- List of monuments
- Better knowledge for anyone, also for commercial purposes.
The complexity of *opening* cultural heritage

**Cultural heritage?**
- Access to a database of cultural heritage
  - √ Access to a database in CC0 with upload on Wikidata
  - √ Creation of a new database on WikiData

**Rights of photographers**
- Rights of the photographer
  - √ Authorization of the photographer (CC0, CC BY, CC BY-SA)
    - Upload on Wikimedia Commons by the photographer (selecting the open license or tool)
    - √ No reproduction rights

**Owner**
- Authorization to access the building or the artwork and take photos
  - √ The owner allows to enter the building and take photos

**Rights of authors**
- Rights of the artist or architect which has produced the artwork or the building
  - √ > 70 years after his/her death
  - √ Freedom of panorama for exteriors
  - √ Authorization

**Other legislations**
- Restrictions related to commercial use of digital reproductions
  - √ Legislations without restrictions
  - √ Freedom of panorama for exteriors
  - √ Authorizations
TUTTI I MUSEI ITALIANI SU WIKIPEDIA
Empowering Italian GLAMs

https://meta.wikimedia.org/wiki/Empowering_Italian,GLAMs
Empowering Italian GLAMs

Empowering Italian GLAMs aims at addressing all Italian museums and heritage institutions in using open licenses and the Wikimedia platform for enhancing their digital collections. The project is structured into 3 workpackages addressing 3000 institutions (invited to join a Wikipedia campaign) and triggering 500 institutions (involved in releasing a collection with open license and upload it on the Wikimedia projects) and focusing on 5 institutions in order to develop a strategy on their entire institutions.

A project promoted by Wikimedia Italia in collaboration with ICOM Italia, Creative Commons Italia and Università di Torino

coa-funded by Wikimedia Foundation

<table>
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<tr>
<th>Institution</th>
<th>Description - Vision and overview</th>
<th>Relevance of the proposal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wikimedia</td>
<td>Wikimedia Chapter, established in 2005. It promotes Wikipedia, the Wikimedia Foundation, and OpenStreetMap and a legislative change.</td>
<td>The proposal supports open knowledge in Italy and it contributes to triggering the use of open licences among cultural institutions, the production of open content for the Wikimedia projects and</td>
</tr>
</tbody>
</table>

https://meta.wikimedia.org/wiki/Empowering_Italian_GLAMs and www.wikimedia.it/musei
Around 20 images in CC0
With open licenses and tools

Photos of the interiors of the museum
Photos of the exteriors of the museum
Some examples of the museum collections

State the support to Open Access through an Open Access Policy and a series of authorizations

A text in CC0 describing the institution and its collection
Reviewing data on Wikidata

Guided process and coaching, provided to all institutions and supported for free by Wikimedia Italy

- History of the museum
- Description of the collections
- Bibliography

Address
Website
Opening hours
Visitors
Online form (at the moment in Italian) to review Wikidata and upload authorizations and images

The form creates an entry point and it facilitates contacts and follow up. Often it is not sufficient.

http://www.wikimedia.it/musei
Empowering Italian GLAMs

- 6,810 Wikidata item
- 4,344 museums contacted
- 105 new museums...
- 5 case studies

Data monitored and improved
Combined with national Italian statistics and information related to wikiGLAM projects

- Number of museums added to the database of contacts and contacted
- Email sent by Region (first round). Second round planned for September
- 105 museums started the form
- 91 museums have endorsed the project
- 22 institutions have shared images
- 19 museums have completed the procedure
- 1,190 museums already involved by Wikimedia Italia in Wiki Loves Monuments

Museo Egizio
Museums of Reggio Emilia
Museums of Modena
Ecomuseo delle Grigne
Museo delle Marionette di Palermo

Current results of the project Empowering Italian GLAMs https://meta.wikimedia.org/wiki/Empowering_Italian/GLAMs
Visualizations by DensitiyDesign (Politecnico di Milano) / Wikimedia Italia CC BY 26 March 2023 - https://data.wikilovesmonuments.it
Visualizations facilitate the monitoring and evaluating of the work.
Replicating the approach of Empowering GLAMs?

103,842 museums in the world

- USA 33,092
- Europe 30,628
- Italy 3,195
- Asia and Pacific 8,716
- India 500
- Africa 868
- Latin America and Caribbean 8,716
- Australia 919
- New Zealand 236


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