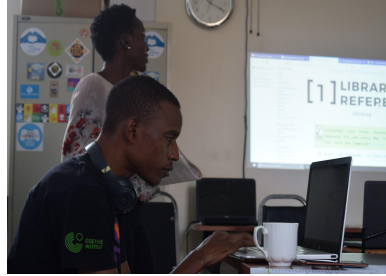


Opportunities for 1Lib1Ref in CEE



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Why 1Lib1Ref?



Wikipedia is built on reliable sources.

Librarians are well aligned with our mission.

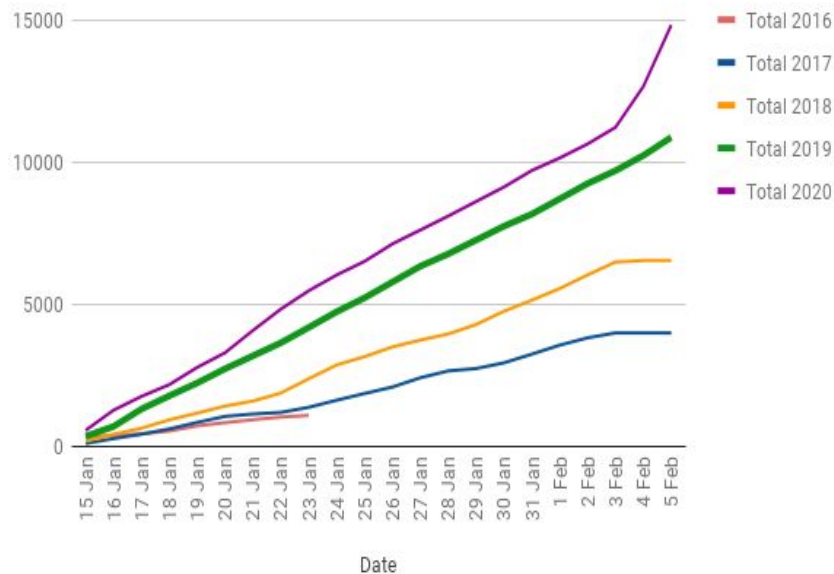
Librarians are good at finding quality/reliable sources.

What happens if the citation is an invitation?



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January campaign to date..

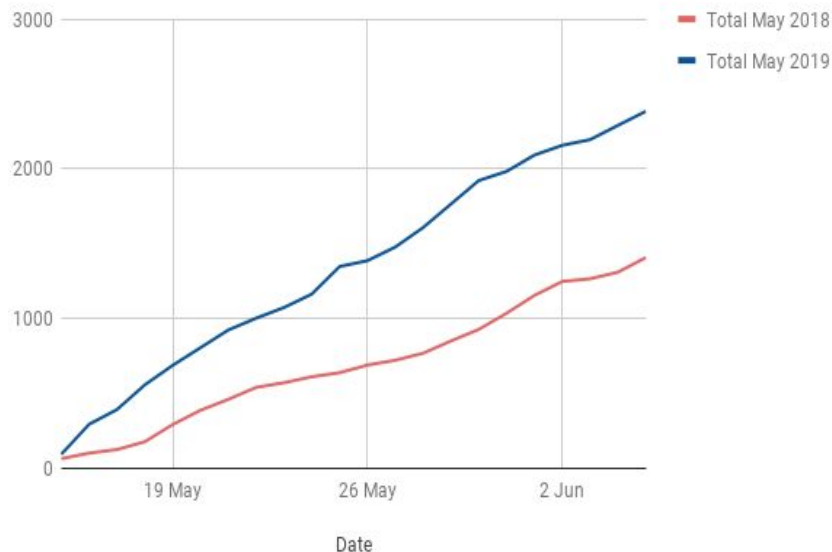


36,207 edits in 100+ languages to date

2020 highlights

- 18,032 edits in 60 languages (65% YoY)
- 731 editors participated
- 1.32 million words were added
- 572 articles were created and 6,110 total were edited

May campaign showing signs of change



37,048 edits in 50+ languages

2020 highlights

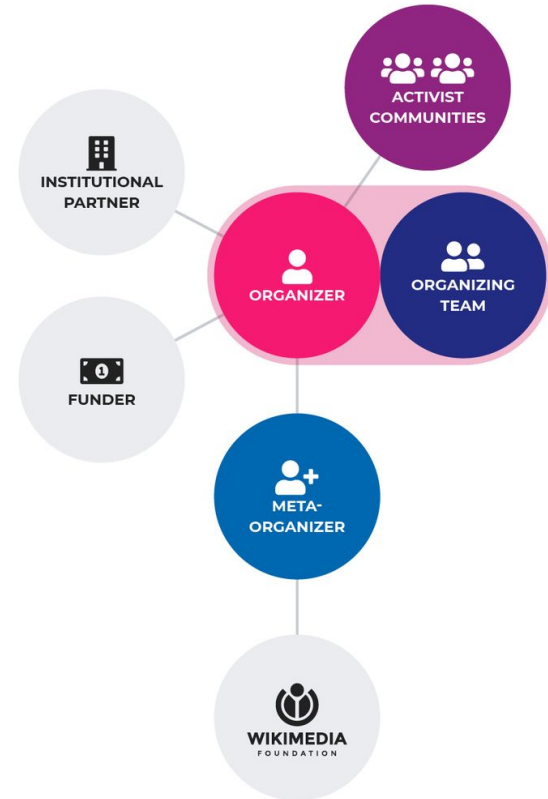
- 33,257 edits in 24 languages (394% YoY)
- 27,800 edits (84% of annual campaign) from our partners (AfLIA)
- 550 editors participated
- 1.47 million words were added
- 310 articles were created and 5,610 total were edited

Investing regionally

Community Leaders as ambassadors

Regional partnership to enhance campaign reach and audience

Adapting campaign locally to match needs of local networks, communities or interests (regional focus)



AFLIA = Regional Growth in Africa

Capacity Building opportunity for librarians

Introduction of a professional network -- new audience and surge in contributors

Adapting campaign locally to align organisational interest with real life impact

Participation from non-affiliate countries -- possibility of community creation

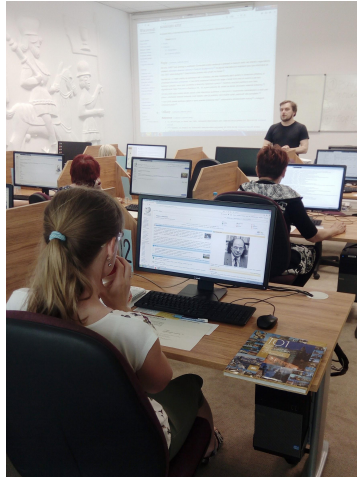
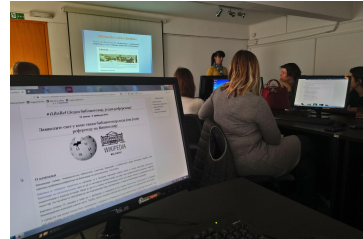


Why 1Lib1Ref in CEE?



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Opportunities?



Unlock participation from the CEE

Improve diversity of contributions

Exploring **local partnership**

Inspire localisation of the campaign



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What will it take?



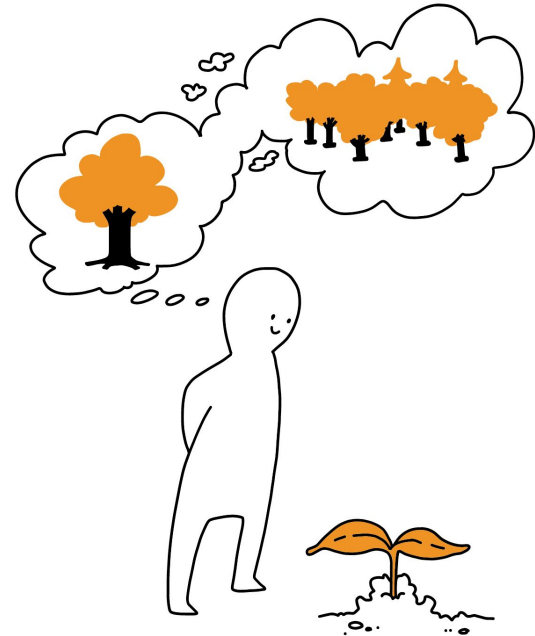
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How can you support?

Localise the campaign by creating a landing page in your language or just translating ours

Share the campaign within your library/librarians networks

Encourage contribution/participation in your language or country

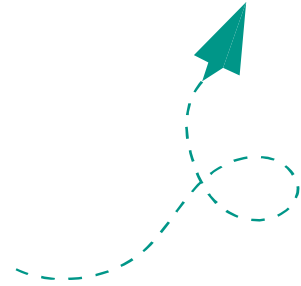


1Lib1Ref in Serbia



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Progres of January 1Lib1Ref campaign through the years



2016

9 participants
1118 added citations
820 edited articles
306 editors

2020

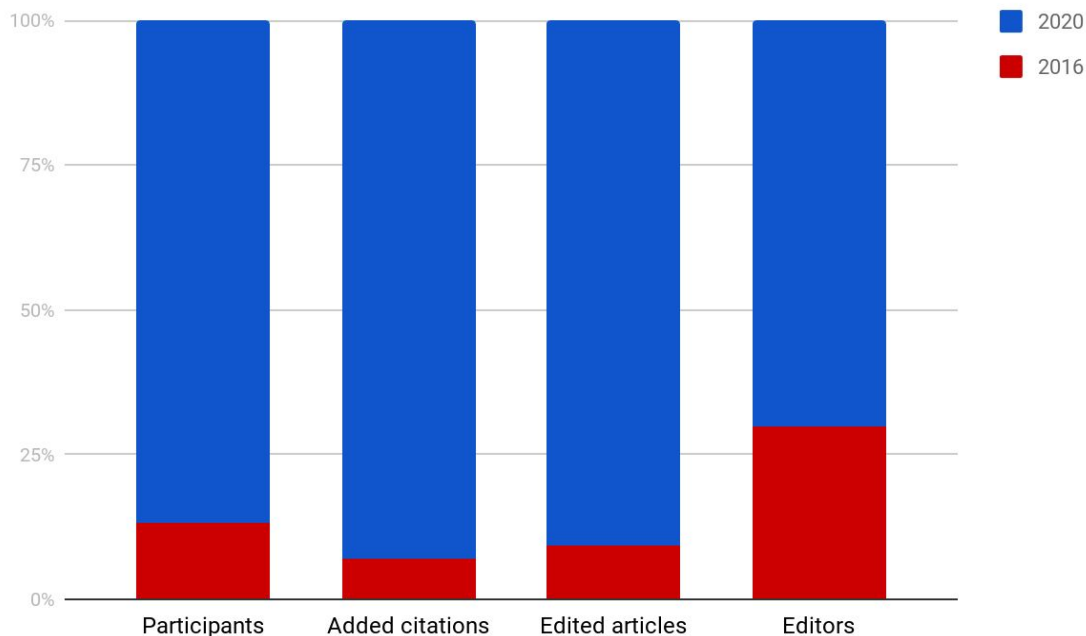
59 participants
14555 added citations
7930 edited articles
716 editors



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Progres of January 1Lib1Ref campaign through the years



1Lib1Ref at CEE region in 2020



- Only Wikimedia Serbia and Wikimedia Poland had **over 100 edits**
- Wikimedia Serbia had the best results at CEE region **for the last 3 years**
- By participating in the campaign, we show that people who are surrounded by a wealth of literature on a daily basis can contribute to **increasing the reliability** of the largest online encyclopedia

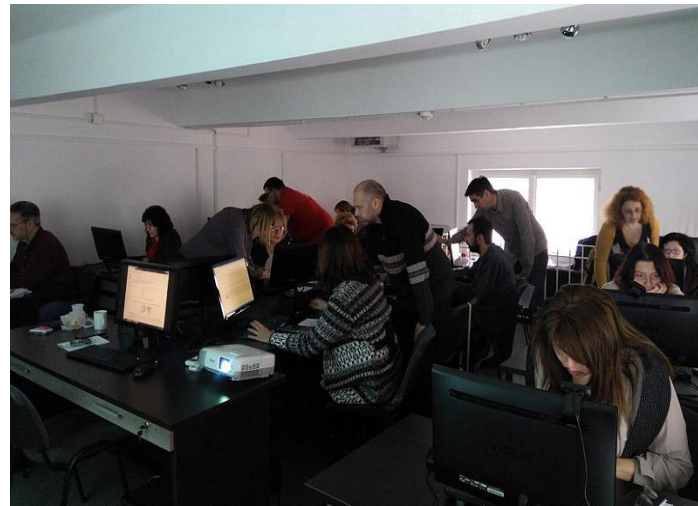
Wikimedia Serbia ❤️ 1Lib1Ref



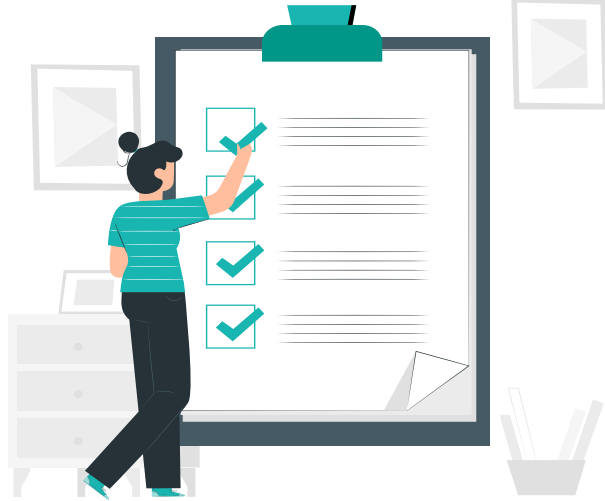
At 2018 and 2019 Wikimedia Serbia won the 3rd place



At 2020 Wikimedia Serbia won the 2nd place with **4052 added references**, almost 2.500 more added references than at 2019



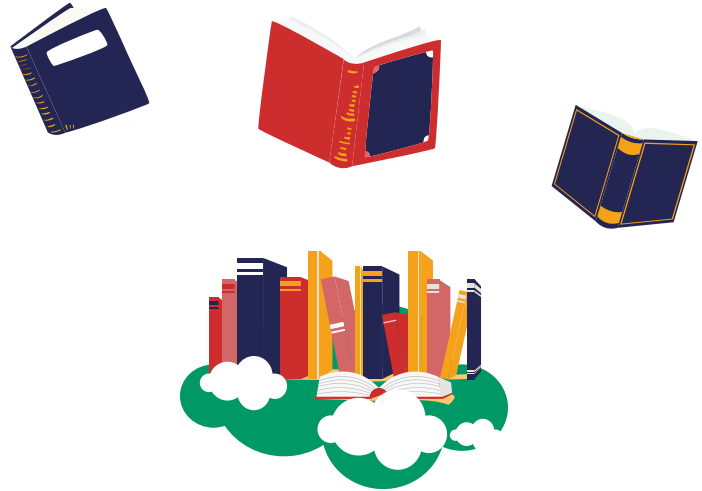
Ingredients of success



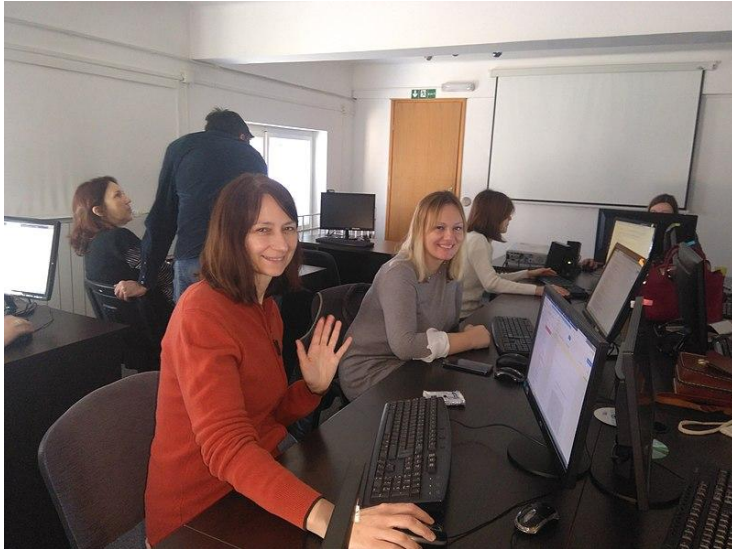
- Cooperation with libraries
- Good relations with librarians
- Offline and online workshops
- Promotion activities
- Sitenotice on Wikipedia
- Non-overlapping with other activities
- Inviting non-librarian editors to participate
- Referring participants to a results monitoring program

Cooperation with libraries

- Achieve **long-term** cooperation with libraries not just on the project
- Establish cooperation with Local Library Associations
- Organize Wikipedia editing workshops **throughout the year**
- Train a number of librarians to help **coordinate** the campaign



Good relations with librarians



- We are team
- We have the same goal
- Treasure in work environment
- Importance of free knowledge
- They are the key to this campaign



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Workshops

- 2 workshops (at the beginning and in the middle of the campaign)
- „Final attack” workshop
- Focus on adding references
- Teamwork is important!
- Boost their motivation
- Online workshops - COVID-19



Promotional activities



Zašto je Vikipedija na srpskom druga po pouzdanosti na svetu

Zadužbina Vikipedija je u saradnji sa Univerzitetskom bibliotekom "Svetozar Marković" treću godinu zaredom održala kampanju uređivanja referenci na Vikipediji na srpskom jeziku. Rezultat akcije je to da je Srbija na drugom mestu po doprinosu proverljivosti informacija na Vikipediji.

Vikipedija Srbija je nevladina organizacija čiji je cilj promovisanje i podržavanje sakupljanja slobodnog znanja i deo je Zadružbine Vikipedija. Najveći projekat Vikipedije je onlajn enciklopedija Vikipedija.



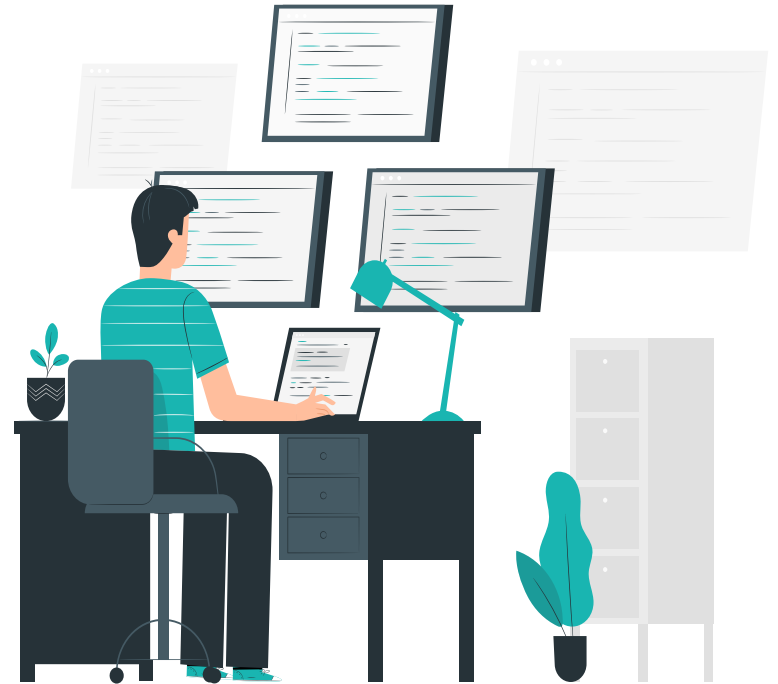
- Special campaign announcement to libraries
- Announcement of the campaign to the editors through a blog, social networks, mailing list
- Special invitations to editors who have been active in previous campaigns
- Campaign announcements in the media (TV appearances, radio broadcasts, online portals, print media)



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Additional hacks

- Sitenotice on Wikipedia
- Non-overlap with other activities
- Wikimedia Hashtag Tools
- Category:Citation needed
- Online editing instructions
- Award editors - Certifications for participating, prize vouchers...



A campaign from the librarian's point of view

*„The campaign is extremely useful because **there are too many articles without references.***

*Librarians are **the right choice** for this kind of activity because they have rich funds of online or printed sources of information.*

*It was important in our action that **we activated a lot of colleagues who know and who don't know how to edit Wikipedia.** Since only references are inserted, it was easier to join a larger number of librarians.” - Aleksandra Popović, University library „Svetozar Marković”*





Thank you!

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Gorana Gomirac (VMRS)