

# Showcase talks: Advocacy / Outreach



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# Lessons Learned

## What went well?

- 1000 teachers participated in online training courses (teaching with Wikipedia)
- More collaborations with different departments in the Ministry of Education were initiated
- The program resulted a shift in teachers' opinions about Wikipedia as a learning tool.

## What did not go well?

- Since politicians are often replaced, it is important to build better and stronger connections with the senior ranks in the Ministry of Education.
- WMIL's programs were not integrated into the curriculum yet.

# What can the Movement learn from your partnership?

- The International Movement and its members can help you achieve local goals
- Learn your partners' needs and challenges and offer a solution
- Building a partnership is a never ending process
- Your partner can help you in establishing your next partnership
- Make your partners part of the Wikimedia Movement



# Liang-chih Shang Kuan

Wikimedia Taiwan / 中華民國維基媒體協會



# What did you do?

- We collaborate with Mozilla community in Taiwan to have a weekly meetup to share lightening talks.
- Become a “Keyholder” so to join the pilot grant from Mozilla Foundation to MozTW providing budget to rent a place for open culture lovers and newcomers.



# Lessons Learned

- These goes well:
  - Joint-participation, even on organizational governance perspective.
  - Transparent and open for debate community through various platform for better communication (google spreadsheet,
- These goes not so well:
  - Not fully support each other's activities
  - Volunteers from each community are busy in their own existed affairs, so we did not get much brainstorm on how could we collaborate better.



# What can the Movement learn from your partnership?

- We are a part of the open culture movement. Open up.
- It is nice to sniff around in different communities and try to help out.
- Content is King. It takes time to build up community. Start little but make it a long term feasible mechanism.
- Transparent and open for governance. Don't keep the discussion between a few people but make the voices spoke up and be heard.

# **Vladimir Medeyko**

**Wikimedia Russia / Викимедиа РУ**



# What did you do?

- Outreach to enterprises
- Among them UGMK
- Provided works from its museum
- Organized expedition to their facilities



# Lessons Learned

Partners were happy with the result and plan further cooperation

Wikipedians received high-quality educational materials

Wikipedians got access to limited-access facilities

Due to vague copyright legislation, not accurate records about exact photographer names for old photos, and copyright-paranoia scrutiny at Wikimedia Commons, a lot of really free images couldn't be uploaded or were deleted after uploading



# What can the Movement learn from your partnership?

- Enterprises and other commercial organizations are often eager to provide their materials under free licenses.
- Copyright is often is a show-stopper: any uncertainty is treated negatively, so it's worth to promote copyright change.

# **Jan Loužek**

**Wikimedia Czech Republic  
/ Wikimedia Česká republika**



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# Alliance for Open Education

- We have become a member of the alliance.
- We brought FoP and PD-GOV to their agenda
- We share our ideas (calling MPs, press rel.)
- Joint events (Week of Open Education)
- New partners for our Education program.



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# Lessons Learned

What went well?

We were able to find a “hub” of organizations that are likeminded. We can share our proposals fairly quickly or learn new stuff.

What did not go well?

We understand that our personal capacity for what can we do is limited. And we can see from their specialists what we lack (ie a lawyer for advocacy etc).





# What can the Movement learn from your partnership?

1. Our movement is positively received among educational organizations.
2. They can learn from us and we can learn from them.
3. Share resources and ideas. A group of NGOs can monitor current affairs much better.
4. Your partners will bring you to new institutions (GLAM, EDU).

**Thank you all!**



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