

Partnerships: Experiences & Learnings

WikiIndaba 2017



Workshop goals

Goal 1: Learn from each other what kind of partnerships we are engaging in, what kind of challenges we are facing and what our needs are.

Goals 2: Share partnership experiences and learn from each other about new partnership ideas - hopefully leading to new partnership endeavours among all of us!

Partnerships Workshop concept

Timeframe: 10:00 am -11:00 am

1. Introduction: What is a partnership?
2. Group work: Success, challenges and learnings
 - a. brainstorming in small groups

Timeframe: 12:45 pm -1:30 pm

3. Plenary presentation of group work & discussion
 - a. sharing brainstorming in the plenary and discussion

Intro: What is a partnership (5 min.)

- Potential partners: other organizations, Wikimedia chapter/user groups/Foundation, political institutions, libraries, museums and many, many more
- Formal or informal: exchange of ideas, planning an event OR having an official agreement, memorandum of understanding, contract
- Many people in the Wikimedia movement are already engaging in partnerships with people/organizations - we like to collaborate!
- Working in partnerships can make projects more successful!



Successes, challenges & learnings (50 min.)

- We will break into groups - please join one of our facilitators for this part: Jack, Julia or Cornelius
- Brainstorming on a flipchart + post its:
 - Why were your partnership successful?
 - What was the biggest challenge?
 - What do you need to improve your partnership work? or What solutions do you have for some of these challenges?
- Please choose one person from your group to present to the plenary at the end

Plenary presentation & discussion (45 min.)

- Please present the findings from your group work (max. 5 min. per group)
- Please look at our findings - What big picture emerges? What are some of the biggest needs? Where are our biggest challenges? Do we already have any ideas for solutions?

More information

- [Tips and suggestions for building successful partnerships](#) (by Jack Rabah (WMF))
- [Eight Steps to a Partnership](#), developed together with participants at the WMCON Follow-Up Day at Wikimania; by Anne-Laure Prévost (WMFR)
- [The 25 Questions to ask when building partnerships and developing funds](#) (by Nikki Zeuner (WMDE))

For many more resources and to add your own, be part of our [Partnerships & Resource Development group on Meta!](#)

Documentation



[Cornelius Kibelka \(WMDE\)](#), [Wiki Indaba 2017](#), Partnerships session with Julia Kirchner and Jack Rabah, CC BY-SA 4.0

Successes

Case studies

- Outreach
 - Goethe Institute (Nigeria, CI, Cameron, Ghana). Wiki Loves Women.
 - Partnership with Library of Religious Sciences (Tunisia).
 - Partnership with the National Archive (Ghana).
- Content
 - Wikipedia University fan clubs (Nigeria).
 - Wikipedia Ed Program in existing universities (Ghana).
- Awareness
 - Partnership with radio station (Nigeria)

Success factors

- Outreach/Awareness
 - Meeting personally with partners
 - Being a member of different organizations
 - Getting access to a wider network
 - Partners know about Wikipedia and are excited about it
- Communication
 - Clearly communicating benefits of Wikipedia

Challenges

Communication

- Building relationships with contact
- Partners talk among themselves
 - Across regions
 - Be aware of possible effects
- Lack of partnership management skills
 - Accountability
 - Align yourself as much as possible to your partner's mission

Outreach

- Benefits we have to offer is not tangible enough for partners
- Shortage of organizations for partnerships (Nigeria)
- Finding content and guests (radio show)

Community

- Very small local communities
 - Not everyone wants to collaborate
 - Community is spread out internationally
 - No all Wikipedians will be "in the field"
- Hard to convince other Wikipedians to help setting up partnerships
 - Many partnerships opportunities, but very resource intensive for volunteers (South Africa)
- Finding volunteers for events
- Getting student buy in
- Sustainability beyond the grant period

General

- Time
 - Scheduling issues
 - Logistical issues

Needs/Solutions

Communication

- Remember: It's a relationship
- Ideal agreement - CLEAR but not formal
- Involve senior staff from partners to increase buy-in
- Informal partnership agreement
- Getting better at communicating benefits to partners

Outreach

- Money / Grant
- Partners provide space and moral support
- Build leverage with 3rd parties and coalitions

Community

- Strong community team dealing with partners (can be small)
- Not all your team members need to be Wikipedians. Find other people that are interested.
- Show people exposure of Wikipedia - communicate benefits
- We need to have target audience!
- Understand:
 - Barriers to Wikipedia
 - Barriers to becoming volunteer
- Need:
 - Editor - Community member
 - How do we do this?

Outcome of Partnerships workshop



3 main themes emerged from our Partnerships workshop:

1. The need to grow and maintain the **Community**
2. Clear and concise **Communication**
3. Constant and efficient **Outreach**

Next steps

- Capacity Building workshops on Partnerships at the Wikimedia Conference