

Advocacy Workshop

What does it take to build a movement of free
knowledge protectors?

Agenda



What is advocacy & why does it matter

- What is public policy advocacy?
- Priorities for the movement
- Examples - Freedom of Panorama



In practice! Design an advocacy campaign

- Common challenges
- Steps that can be replicated
- Resources to share?



What is policy advocacy? Why does it matter?

What is public policy & advocacy?

Public policy & advocacy

Public policies are the rules, regulations, and legislations that governments pass. They form the **legal frameworks which govern the internet**, and thereby also Wikipedia.

✗ Policies on Wikipedia

Advocacy refers to **taking action** to support or change public policies around a specific topic. No one way, many tactics!

✗ Promotion of Wikipedia

✗ Marketing

Types of policy change

1. Eliminate a harmful policy
2. Update or reform an existing policy
3. Enforce an existing policy
4. Develop a new policy



How: Global Advocacy Framework



To protect the community-governed model, we take actions on policies related to **access to knowledge** and **free expression**.



To protect the people in our community, we advocate **for privacy rights** and **against mass surveillance**.



To protect the values of our movement, we lead by example by prioritizing **human rights** and countering **disinformation**.



In practice...

Wikimedia Foundation Earns Accreditation to the United Nations Economic and Social Affairs Council (ECOSOC)

By [Wikimedia Foundation](#) · 22 July 2022



Ray of Light: Successful Joint Advocacy Led to Veto on Philippines SIM Card Registration Act



Digital regulation should protect people-powered spaces like Wikipedia: Here's what to know about the EU Digital Services Act

ORGANIZED BY
APHR
ASIAN PARLIAMENTARIANS FOR HUMAN RIGHTS

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PANEL DISCUSSION

How lawmakers in Southeast Asia should safeguard human rights while addressing online disinformation during elections

Wednesday, 8 June 2022
11:30am-12:30pm (Bangkok / Jakarta)
12:30pm - 1:30pm (Manila/ Kuala Lumpur)

SPEAKERS

Early impressions of the UK Online Safety Bill

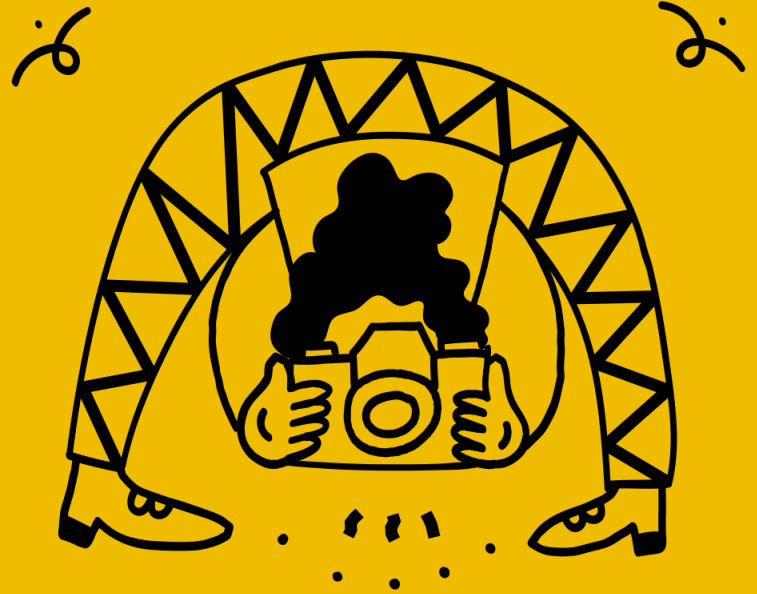
Forcing all platforms to track their users and automatically remove vaguely defined “harmful content” will not create a safer online environment.



A2K

[communia-association.org](#)
Global Civil Society Coalition Promotes Access to Knowledge
This week, the A2K Coalition is launching its website with demands for education, research and cultural heritage.

Advocacy in practice
**Freedom of
Panorama**



Steps & results:

How does advocacy work in reality?

How do you adapt to country contexts?



Estonia

Законопроект 7539
не усуває обмеження нашого права
вільно відтворювати публічний простір!

Законопроект 7539 запроваджує **обмежене** право вільно використовувати зображення творів архітектури, містобудування і садово-паркового мистецтва, скульптури (так звані «свобода панорами»), за умови, що «відтворене зображення буде використовуватися з інформаційною метою і не буде окремо використовуватися в комерційних цілях»...


В Україні відсутня свобода панорами,
тому потрібен дозвіл архітектораскульптура для цього фото

...Це значить, не можна без додаткових дозвілних процедур випускати туристичні путівники, знімати фільми, поширювати світліни у соцмережах...

Як це виправити?
Потрібно виключити у підпункті 13 пункту 3 розділу 1 слова «, за умови, що відтворене зображення буде використовуватися з інформаційною метою і не буде окремо використовуватися в комерційних цілях».

#freerpanorama #свободанорами
freerpanorama.org.ua

«СВОБОДА ПАНОРАМИ» має дозволити і некомерційне, і комерційне використання зображень. Цього потребують:

- Освіта (підручнік, матеріале)
- Приватні релетитори
- Онлайн-освіта
- Соцмережі
- Туризм
- Державницька позиція
- Гуглмпи, інноваційні інтернет-сервіси
- Фотографії та кінематографісти
- Розробка комп'ютерних ігор

<https://commons.wikimedia.org/?curid=69481993>



Ukraine

[General] steps in the advocacy strategy development process

1. Define issue
2. Set goals and objectives
3. Identify target audiences, decision-makers, and influencers
4. Engage in partnerships
5. Create effective advocacy communication
6. Plan advocacy activities
7. Assess resources
8. Implement, monitor and evaluate strategy

**How can these steps
be useful for other
regions?**

**How can these steps,
or this process, be
improved?**



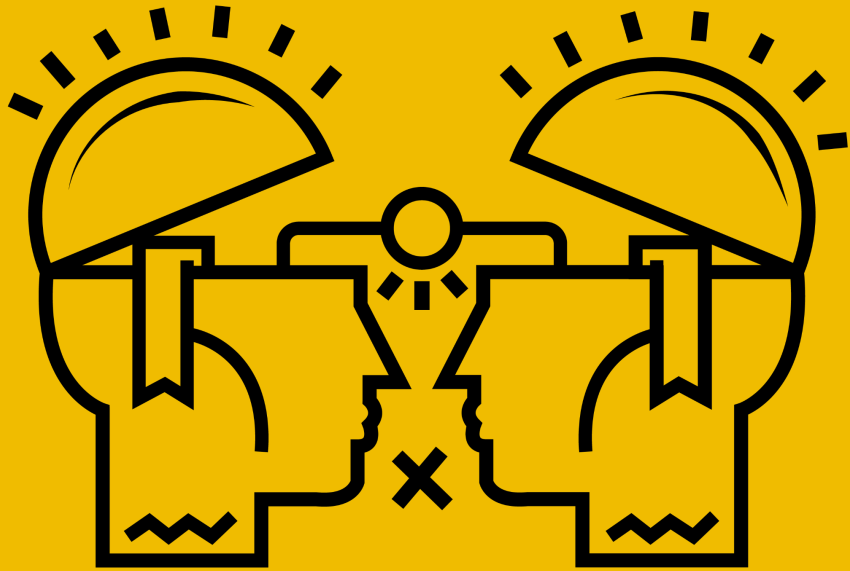
Workshop: FoP in Uzbekistan

How to develop relationships with governments in Central Asia vs. in Post-Soviet countries?

What is the current status in Uzbekistan? What is the relationship between the government & Wikipedia community?

What opportunities are there to follow the same steps as Wikimedia Georgia did?





Make a list

Why should your government invest in FoP, how does it benefit the government?

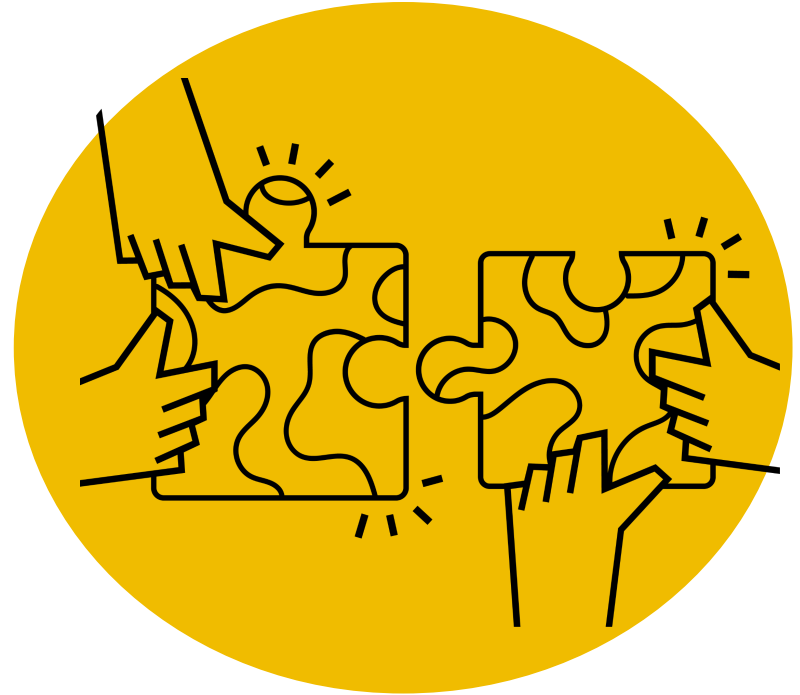
Why should individual members in the government care about (and support) FoP?

**What challenges might you face when
it comes to pursuing this work?**



How can we work together?

- ❑ An archive of material from previous campaigns & contact list
- ❑ Topic-specific conversation hours led by movement members
- ❑ Talking points on Wikimedia's public policy priorities
- ❑ What could an advocacy communication toolkit include?



Stay in touch!

- Learn more about [how to work with us](#) via Meta
- Join our [monthly conversation hours](#)
- Email us (globaladvocacy@wikimedia.org)
- Sign-up to our [mailing list](#)
- Follow our work via Twitter ([@Wikimediapolicy](https://twitter.com/Wikimediapolicy))
- Read our blog posts on [Diff](#) or [Medium](#)



CC 0, Jasmina El Bouamraoui and Karabo Poppy, via Commons

Get involved

1. Disinformation Mapping
2. Advocacy Mapping
3. Anti-surveillance Campaign
4. Human Rights Impact Assessment

Additional options

5. Submit a conference session with us
6. Contact us with your ideas!



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Outcomes

FoP advocacy steps & results in 3 countries

Georgia (Mehman)

- Opportunity: Worked with Office of President because had a contact there and this office was interested in supporting Wikipedia projects.
- Hired lawyers w/WMF \$\$ to help on advocacy work
- Conducted research on FoP in EU to use as reference and comparison (there was no example of FoP in region & gov was interested in EU membership)
- Created draft changes for the law (drafted new language to include in the law)
- Are speaking to the Majority in Parliament to introduce the draft changes

Estonia (Ivo)

- Trying to introduce FoP for about 10 years
- Educating representatives of what FoP is and why it is important was crucial, but hard
- Tactic: Wrote a blogpost on 'Why this is a ridiculous law'
- Tactic: Mapped all MPs to understand who was interested & who had a positive response to the topic.
- Created campaign with black out images (see [example](#))
- Had conversations with organizations that had similar interests
- Were opportunistic and ran FoP education in all of their subsequent GLAM projects like WikiLovesMonuments & ArtMonth in order to keep the topic relevant
- Partner orgz used very strong language and stories which made the topic less palatable for MPs
- Education about topic is hard

Ukraine

Attempted to reform FoP 2x

Opportunities to consider

- Do politicians want to win points among constituents?
- Is there interest in EU candidacy? If yes, good! Most EU members have FoP
- Tactic: Focus was on improving language of Copyright reform drafts

Tactics & Processes

- Map MPs to find supporters
- [Tactic] Create campaign material & infographics to explain FoP
- Improve article on FoP on Wiki
- [Tactic] Fake tourism video but without FoP
- Joined legislators group
- Wrote abt FoP on blogpost & spoke on the topic at events
- Found a narrative that would interest Ukrainian MPs: Right now Russian monuments have FoP but not Ukrainian monuments, which distorts representation of the Ukrainian state online
- Tried to get a strong court case!
- Social media campaigns

Challenges (1) Education on the topic (2) Turnover of representatives

List of arguments & campaign ideas

Why gov should care about FoP, why individual representatives should support FoP

- See resources from Asaf on slide 27
- Argument: FoP is good for the tourism industry. Campaign ideas:
 - Invite bloggers to travel around and capture images that can only be shared with FoP to prove how powerful and valuable it is to produce tourism/travel marketing
 - Social media platforms also rely on images and content that are on Wikipedia
 - Run competitions to capture tourist sites
 - Incorporate WikiVoyage
 - Conduct research to see if this can be an argument: Make a list of all the instances where national monuments are used or referenced across the web (ideally on travel sites). If this number is high, then cite it to prove that all of these images would be released and publicly available if FoP were enacted.
 - Idea to run [‘blackout’ campaign](#) but with the statue of super famous national hero!
- Argument: FoP is important if your country is interested in attracting the filming industry as well as the computer games industry
- Argument: Comparison to other countries in the region that do have FoP, even if only partial FoP. This will help spin an argument that Uzbekistan has the potential to ‘be a leader’ and at the forefront of bringing FoP to the region, can inspire others to follow suit....or argue that Uzbekistan ‘is behind’.
- Conduct research to see if this can be an argument: # of images that might be deleted from Commons after a given point in time if FoP is not instated. Tailor this number to images that are of importance to the Uzbek government, such as images of Uzbek monuments.
- Campaign Tactic: Add a famous image to WikiData so it will automatically end up on other language Wikis.
- Campaign Tactic: Form alliance with Agency of Mass Communication
- Campaign Tactic: Data visualization of all the current copyright infringements to show that Government has been neglecting the topic and might as well take action to advance FoP.



What challenges might you face when it comes to pursuing this work?

Common challenges

- Governments are slow to respond to your advocacy efforts, which can mean Wikimedians lost interest and/or momentum to continue FoP advocacy work.
- Governments are unpredictable with when they respond or move on a policy topic, this can lead to you having a short time to prepare rebuttals to their arguments against FoP.
- Governments like to work on Copyright reform in BULK, so if FoP is a topic then likely so are other Copyright issues...which means you need to work on additional topics because if you just propose FoP adjustments they won't listen.
- Turnover among governments and representatives, which means you may lose allies you've nurtured.
- Educating people on why FoP matters is HARD - difficult to get people to care about Copyright.

Potential solutions

- Work on FoP via multiple channels. For ex: even if you're in conversation with government representatives on the topic, you should still join copyright reform coalitions or weave education around FoP into campaigns you're running like WikiLovesMonuments.
- A) See next point. B) Prepare by talking to Wikimedians who have run FoP campaigns in other countries to learn what arguments they had to face. Compile list and prepare counter arguments for these. C) Work on fictional examples and do practice runs.
- Network with allied organizations to make sure you can present FoP as part of a more comprehensive Copyright reform push. Working with allies means each organization can focus on their speciality - less work and more impact!
- Map representatives that you could target to nurture as supporters of your work. Work on the issue via multiple approaches (like ongoing gov initiatives where FoP could be relevant).



How can we work together?

Resources Affiliates & WMF could create to support this work

- [WMF] to streamline **processes for Affiliates and volunteers to receive \$\$\$** in order to support their advocacy efforts. This money will help cover the time they put into this work and most frequently is required to hire a lawyer or public policy specialist part-time in order to drive their initiatives. Example: Wikimedia Georgia.
- [Affiliates & WMF] to create **fictional examples** or, a list of Wikimedians to contact if you want to run through practice arguments or speeches related to advocacy work. This example came from Asaf Bartov.
- [Confirmed that this would be useful] An **archive of material from previous campaigns & contact list** of Wikimedians who have worked on public policy advocacy.
- [Confirmed that this would be useful] **Talking points** on Wikimedia's public policy priorities & examples for each

- [TBC] Topic-specific conversation hours led by movement members
- [TBC] Communications toolkits such as templates of emails to send to representatives



Images of notes taken during session

Arguments

- (+) For Tourism
 - ↳ invite bloggers
- Info abt their work on Wikipedia

Invite bloggers
Run competitions
WikiVoyage
Social platforms use Wiki content

- EU/USA relationships
- Country goals to ^{attract} develop movie/film industry?
- Computer games industry
- ~~Make~~ Research: make a list of all instances where national monuments are used or referenced

Allies

- Agency Mass Communication
- Mapping of representatives (+) & (-) ^{FoP}

- Comparisons to other countries
- # of ~~ss~~ images that might be deleted on commons after X period of time

- Add "famous" image to WikiData so then it will automatically end up on other language Wikis

Campaigns

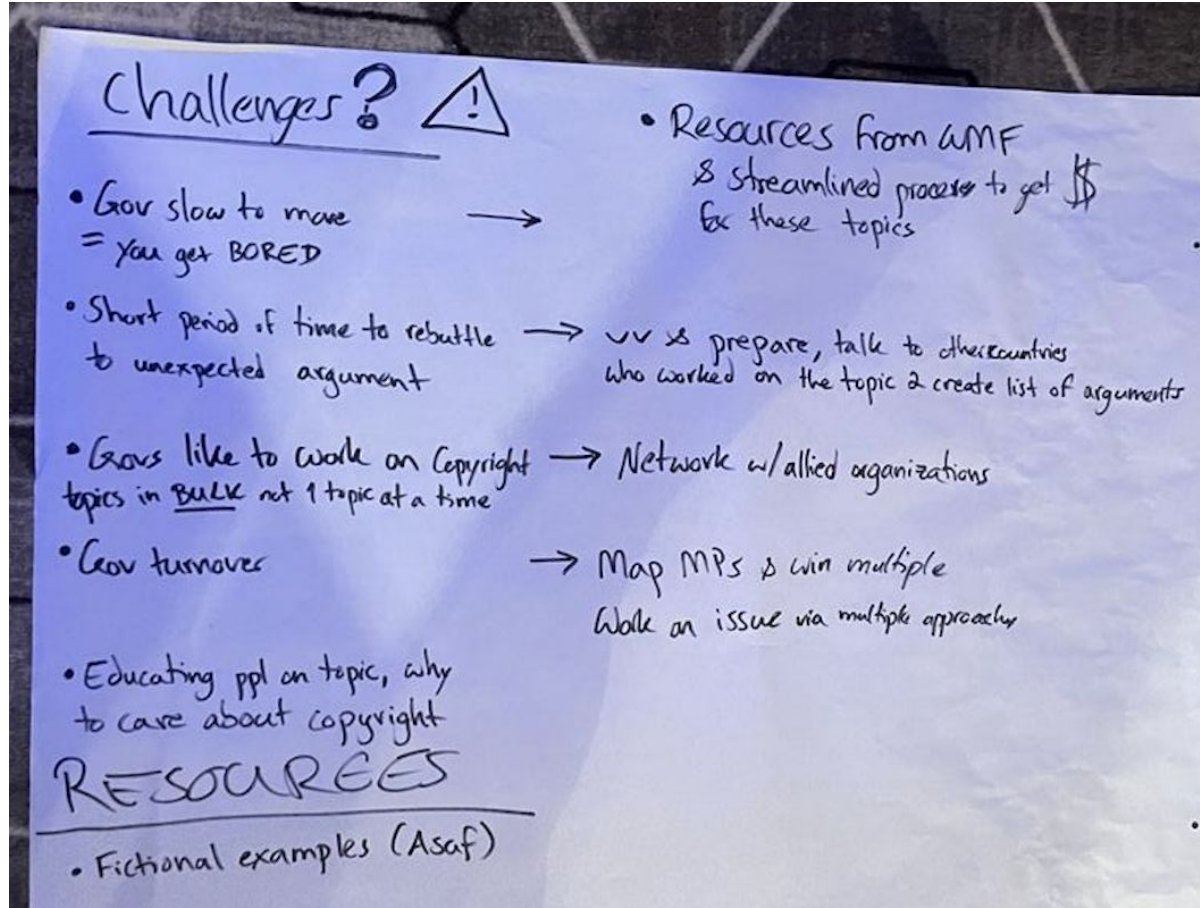
- Data visualization of all the copyright infringements

If you are successful, what do you do to communicate that so ppl can change their practices?

Copyright policies only exist on paper so how do we push them to make effort to Δ ?

! Education of Issue

Images of notes taken during session



Appendix

FoP Resources

- [Campaign: Freedom of Panorama in Europe 2015](#)
- [EU Copyright Advocacy presentation](#) 2022
- [Campaign: Wikimedia South Africa Copyright](#)
- [Campaign: Wikimedia Eesti FoP campaign report 2015](#)
- [Campaign: Wikimedia Ukraine 2015 “no freedom of panorama”](#)
- [2016 Copyright Strategy Consultation](#) (call notes are very helpful)
- [Contact your MEP](#) site that was part of 2015 EU campaign
- [Commons, Freedom of Panorama](#)
- [FoP Laws around the world](#)
- Free Knowledge Advocacy Group EU [info on FoP](#)
- Asaf’s [presentation](#) on ‘why governments should release their own content (state copyright) under a free license’
- [“How to work with us”](#) from Wikimedia Foundation Advocacy team
- Asaf Bartov’s Partnership Building Course [link to week 1](#), ‘build a mission statement & self-present at meetings’; [enroll here](#) to access entire content)

Disinformation Mapping

How to help:

Do you have concerns about disinformation you want to share? Do you know of work already being done to fight disinformation? Are there people or organizations you think we should talk to? We want to hear from you!

Email globaladvocacy@wikimedia.org



We're mapping the work being done to fight disinformation so that we can share our findings back with the community.

We're on track to share a full map of counter-disinformation tools and resources in the Spring of 2023.

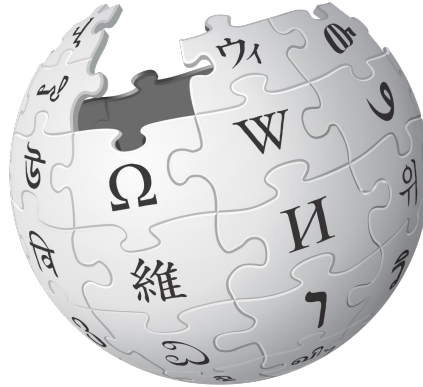


Copyright Advocacy Mapping

How to help:

Have you advocated for copyright reform - Freedom of Panorama or otherwise? Do you know of other Wikimedians who have run advocacy campaigns around copyright? Regardless if this was successful or not, we want to hear from you.

Email fputz@wikimedia.org



We're mapping the work that's been done to advocate for copyright reform.

This information will be used to create a resource of previous campaign material, as well as a series of conversation hours, so that Wikimedians around the world can learn from each other about how to advocate for free knowledge.

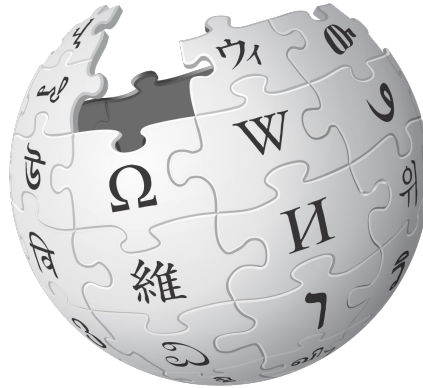


Anti-Surveillance Campaign

How to help:

Join our grassroots organizing committee. We're looking for US Wikimedians who can help their representatives understand why privacy is important to the free knowledge movement, and who will support events and communications in this anti-surveillance campaign.

Email fputz@wikimedia.org



In 2015 the Wikimedia Foundation sued the United States government's National Security Agency for its mass surveillance. Now, we've petitioned the Supreme Court to review the challenge.

Effective policy change relies on raising the voices of those most affected. We need to bring grassroots energy to lawmakers to challenge the US government's surveillance programs.



Human Rights Impact Assessments

How to help:

Review the key recommendations made in the [HRIA](#) and let us know what you think! Are there ideas there that would support you and your community? Are there any ideas that you don't think would work? Tell us what you think!

Email rgaines@wikimedia.org



The Foundation's first human rights impact assessment (HRIA) was published in July 2022. The report evaluates human rights risks that may be related to Wikimedia projects, platforms, or activities.

These findings are meant to start a conversation about these challenges and solutions within our movement. This is a long-term effort, not a quick fix. Let us know your thoughts

