

Culture & OK Program 2019: learnings, new projects, metrics & risk assessment

What have we learnt in 2018 and how does that reflect in our proposal for 2019?

The culture in Argentina is built by different communities. This diversity, that we are going to keep and strengthen in 2019, has translated into working with gubernamental institutions, NGOs, emerging cultural communities and large cultural institutions. Going beyond GLAM and expanding the concept of culture has allowed us to build a more diverse program that address new topics much more appropriate to our context, a strategy that we want to deepen during 2019. In this sense, during 2018, we promoted the role of Wikimedia projects as reliable sources of information with the aim of positioning Wikipedia as a social meter. This idea, born as an answer to a demand, has had great results. We have turned the pilot project - #Wikipediaendebate- into an strategic line of work in 2019 so Wikimedia projects can be used as a tool to build recent history and to strengthen the freedom of information within the society. This also affects the creation and use of data to be better informed. In fact, many of our partners are working on the systematization of current and new databases, where Wikidata can be great ally. In order to address this need and strengthen our data community, we are going to promote Wikidata as one of our main projects in 2019.

On the other hand, Iberocoop has reached an interesting degree of maturity during 2018. The movement strategy process has helped the network to take a much more strategic approach. In 2018 we coordinated our participation in the Working Groups, as well as we supported the realization of campaigns in defense of a free Internet. 2019 will begin with Iberoconf in Chile, where we hope to be able to discuss the network strategy according to the new ED as well as how to get new communities involved in the movement, both strategic goals for WMAR next year.

What innovation does our program bring to the movement?

The WMAR's cultural program has been outlined taking into account the opportunities in the Global South, which are common to many communities inside the movement:

- One of the great unresolved matters in the cultural communities of the Global South is understanding the importance of the preservation of heritage. For this reason, the program moves away from the traditional idea of just releasing and generating content. This, which is, very important, does not directly imply a cultural change in the way local and Latin American culture is valued; something essential to promote an opened and accessible culture. To this to happen, we create real collaborative networks of work, involving different cultural communities equally and positioning the debate regarding open culture among them. Training, mentoring and strengthening cultural institutions are a key steps to promote a successful culture program in LATAM.
- Making the program flexible is one of our great learnings and successes. With such a diversity of cultural communities, adapting to different contexts is key. To do this, we defined specific objectives and design tailor-made activities for each community, which, aligned with our objectives, aim to contribute to the improvement of Wikimedia projects.
- Equality is key to understand our program. We do not make a difference between large and small cultural institutions or cultural communities, neither regarding their heritage. This also has an impact in how to evaluate. How and in which way information is used is just as important to WMAR as the content that an institution can release. Being able to measure this impact beyond the Wikimedia projects is fundamental to understand the results of the cultural programs in the Global South, specifically for WMAR.

Why are granted-metrics relevant to this program?

During 2018 we focused on measuring the understanding of free culture within the cultural institutions and the society and the inclusion of new cultural topics as part of the program. As our program has expanded their goals, these two metrics, which we will continue using in 2019, have reached their limits because:

- a. Most of the cultural leaders trained in 2018 understood what free culture means. However understanding does not mean, realising which is one of our main goals.
- b. We have already incorporate new topics to our program, a strategy that we are going to keep in 2019

In 2019 we want to increase the impact of our program by continuing re-defining the meaning of culture within the movement from the Global South. To do this, we will promote the Wikimedia projects as the platform to create and share our diverse cultural heritage as well as the place to raise awareness, training and encouraging the involvement of new cultural communities/leaders as representatives our diversity within the movement. In this sense, our two grantee metrics this year regarding our cultural program are:

- c. Online content diversity: create and release diverse and locally relevant content - content currently missing from cultural and historical excluded communities
- d. Impact of the program: Number of people involved in our cultural program from diverse cultural communities.

What factors can affect our plans and how are we going to solve that?

- Wikimedia Argentina works with different public and governmental institutions. Despite the complicated context predicted for 2019, we are optimistic in being able to maintain our work level by expanding and developing our actions with other diverse cultural communities with which we are already working and forging strong alliances.
- Context can have a direct impact on the budgets of large cultural institutions with which we work, particularly for our digitization program. To reduce this impact, we are going to strengthen the work of our WIR and continue training new volunteers both inside and outside the institutions that work with us.
- Promoting Wikimedia projects as quality and reliable information and working with culturally excluded communities is a challenge but also one of the most important distinguishing features of the program, which seeks to guarantee the right to information in Argentine society. During 2018, we carried out pilot projects that made considerable impact. In this case, context is in our favor and we hope we can consolidate -together with our strategic allies- WMAR's work as a valid resource of information.

