

EU

POLICY

Day



Brussels
Meetings



Why we are doing this

***External factors:**

#Past legislative setbacks

#EU copyright reform

#Related net policy issues

***Wikimedia factors:**

#Show that our structure is functional and flexible

#Show that we can handle complex issues

#Show that we are not afraid to take the lead

Goals

Public Domain for Public Works

We want to see all works published by the European Union institutions, national governments and their respective agencies become freely available.

We want the European Union to set the standard and become the global leader in this field.

European Freedom of Panorama

We want Freedom of Panorama to be harmonised throughout the European Union.

Free Use of Orphan Works

We want to remove barriers obstructing the digitisation and use of orphan works.

We want to see orphan works digitised and used in a way that contributes to our culture, science and economy.

We want the European Union to revise its Directive on Orphan Works to fit the digital age in order to preserve these works that may otherwise be lost.

How it works in Brussels

***A jungle with few trees and lots of monkeys**

#Don't climb trees from the top

#Be brief and have multiple tactics

#Be on time all the time

#Too much is never good

#In the jungle, animals meet by the drinking points

How it works with Wikimedia/FKAGEU

***2013/2014**

#Build coalition: FKAGEU

#Define goals

#Build up community support

#Get WMF „okay“ & start constant dialogue

#Start monitoring

#Set up infrastructure

***2015**

#Engage community

#Continue to build coalition and add partners

#EU copyright reform!

#Start working on the national level

2015 in 2 Tweets:

***What the EU wants to do**

#Propose Copyright reform proposal

#Proposal will enter Parliamentary Committees

#Finalise Net Neutrality and Data Protection

***What Wikimedia will do**

#Adopt MEPs

#Visiting WEASELS

#"What would you ask?"

#MEP mailings by chapters/volunteers

#Free Knowledge desk

#FoP exhibition

How to measure our activities in 2015

***2015 concrete goals**

#Volunteers contact & consult decision-makers

#Provide contact database for volunteers

#Write-up „how tos“ for volunteers

#Participate in most relevant copyright events

#Volunteers come as trainees to Brussels

#Networking with partners and allies

***2015 indicators**

#Volunteers who participate in initiatives

#Contacts between volunteers/decision makers

#New contacts and event participation

#Wikimedians who received traineeship in Brussels

#Number of non-Wikimedia organisations involved

tools

WMBXL Contacts ☆

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nikkizeuner@gmail.com

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Name	A	B	C	D	E	F	G	H	I
Name	Catali Has been in touch with:	Timeline (first/last interaction)	Sector	Organisation	Position/Interests	Remarks/Talked about	Email		
Jaime de Mendoza Fernandez	1 Dimi		Public Sector	European Commission	Legal Officer Copyright for Copyright Unit	Participated in meeting on copyright reform with us, works closely together with Marco Giorello (112)	Jaime.DE-MENDOZA-FERNANDEZ@ec.europa.eu		
Shpresa Ismajlaj	2 Dimi		Public Sector	European Commission	Personal Assistant to Pauline Rouch	Schedules her meetings	Shpresa.ISMAJLAJ@ec.europa.eu		
Pauline Rouch	3 Dimi		Public Sector	European Commission	Juncker Cabinet, responsible for VP Ansip	Invited us to talk about our position paper and copyright reform; Told us she needs our support in certain member states	pauline.rouch@ec.europa.eu		
Antonio Delgado	4 Dimi		Media	Radio Nacional de España	Brussels correspondent	Gave interview on FoP and copyright reform	bruselas.me@rtve.es		
Martin Kretschmar	5 Dimi		Academia	CREATE	Invited as expert in EP on copyright, very pro reform	Met at JURI hearing; sympathetic of our ideas	Martin.Kretschmer@glasgow.ac.uk		
Lisa Kalshoven	6 Dimi		Civil Society	Kennisland	Advisor Copyright, Cultural Heritage and Open Education	Works with Paul Keller			
Jörgen Gren	7 Dimi		Public Sector	European Commission	VP Ansip cabinet responsible for copyright	Asked about "what would our perfect copyright look like in 50 years"	Jorgen.Gren@ec.europa.eu		
Martin Kala	8 Dimi		Industry	European Newspaper Publishers' Association	EU Legal Advisor	Together in the EU Observatory (Alicante); interested in Delfi case; testing him on copyright	martin.kala@enpa.be		
Ivan Kaliburov	9 Dimi		Public Sector	European Parliament	Parliamentary Assistant to BG EPP MEP	Focused on foreign policy, but helpful in mapping relevant people	ivan.kaliburov@ep.europa.eu		
Johannes Tralla	10 Dimi		Media	Estonian Public Broadcasting	Brussels correspondent	Interviewed Dimi on copyright and freedom of panorama	johannes.tralla@err.ee		
Adiran Georgiev	11 Dimi		Public Sector	European Commission	International Relations DG HOME	contact by chance	adrian.georgiev@ec.europa.eu		
Alexis Van Maercke	12 Dimi		Public Sector	European Commission	Policy Officer on Raw Materials DG ENTR	Met at net politics beer; not directly involved, but DG ENTR is a fringe actor in copyright; Supports PDGov and FoP	alexis.van-maercke@ec.europa.eu		
Kirsten Fiedler	13 Dimi, Jan, Hauke		Civil Society	EDRI	Managing Director	Organises #npbx; coordinates with Wikimedia on EU funding Serbia, Belgrade, Digital Rights; Organised joint networking event there (WM, EDRI and SHARE)	kirsten.fiedler@edri.org		
Bojan Perkov	14 Dimi		Civil Society	Share Foundation	Policy Researcher		bojanperkov@sharedefense.org		
Marco Pancini	15 Dimi		Industry	Google	Senior Policy Counsel	Coordinates the policy activities	pancini@google.com		
Tobias McKenny	16 Dimi		Industry	Google	Copyright expert	working on copyright for Google BXL	tobiasmckenny@google.com		
Jan Barnes	17 Dimi		Industry	eBay	Senior Manager Government Relations EU	Met informally over beer, plan to meet professionally to talk about copyright	jabarnes@ebay.com		
Alain Jenotte	18 Dimi, Motty (Antoine)		Media	Le Soir	Reporter for "digital topics" at Le Soir	Often publishes stuff about Wikimedia, had an article on WMBE founding and the EU Policy project	Alain.Jenotte@lesoir.be		
					ESE_andsoftwarepatents.org law student	Expert on patent law lobbying, maintains own wiki on topic			

Lessons and Questions

***Advocacy towards legislative change**

#Long-term (e.g. one change in years)

***Advocacy towards shifting political & public narrative**

#Analyse media articles and official speeches?

***Advocacy towards influencing political agenda**

#Never sure which factors influenced most.

***Advocacy towards relationship with institutions**

#Long-term investment, often no immediate effect

➡ Advocacy is about long-term outcomes and gradual impact... not short-term outputs.

Step into the future

Statue at the European Council



Slide may contain copyright infringements

Further reading

[Free Knowledge Advocacy Group EU](#)

[WMDE Logic Model EU Advocacy](#)

[Advocacy Change Model](#)

[Measuring Outcomes thru Change Models](#)

