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
<table>
<thead>
<tr>
<th>Name</th>
<th>Contact Hours in Recent Interaction</th>
<th>Sector</th>
<th>Organisation</th>
<th>Position/Interests</th>
<th>Remarks/Talked about</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jaime de Mendoza</td>
<td>Dim</td>
<td>Public Sector</td>
<td>European Commission</td>
<td>Legal Officer Copyright for Copyright Unit</td>
<td>Participated in meeting on copyright reform with us, works closely together with Marco Giorello (112)</td>
<td>Jaime.DE-MENDOZA- <a href="mailto:FERNANDEZ@ec.europa.eu">FERNANDEZ@ec.europa.eu</a></td>
</tr>
<tr>
<td>Shpresa Ismailaj</td>
<td>Dim</td>
<td>Public Sector</td>
<td>European Commission</td>
<td>Personal Assistant to Pauline Rouche</td>
<td>Schedules her meetings</td>
<td><a href="mailto:Shpresa.ISMAILAJ@ec.europa.eu">Shpresa.ISMAILAJ@ec.europa.eu</a></td>
</tr>
<tr>
<td>Pauline Rouche</td>
<td>Dim</td>
<td>Public Sector</td>
<td>European Commission</td>
<td>Juncker Cabinet, responsible for VP Ansp</td>
<td>Told us she needs our support in certain member states</td>
<td><a href="mailto:pauline.rouche@ec.europa.eu">pauline.rouche@ec.europa.eu</a></td>
</tr>
<tr>
<td>Antonio Delgado</td>
<td>Dim</td>
<td>Media</td>
<td>Radio Nacional de España</td>
<td>Brussels correspondent</td>
<td>Gave interview on FoP and copyright reform</td>
<td><a href="mailto:bruxelas.ree@rtve.es">bruxelas.ree@rtve.es</a></td>
</tr>
<tr>
<td>Martin Kretschmar</td>
<td>Dim</td>
<td>Academia</td>
<td>CREA/a</td>
<td>Advisor Copyright, Cultural Heritage and Open Education</td>
<td>Met at JURI hearing; symbiotic of our ideas</td>
<td>Martin.Kretschmar@glasgow</td>
</tr>
<tr>
<td>Lisa Kalshoven</td>
<td>Dim</td>
<td>Civil Society</td>
<td>Kennisland</td>
<td></td>
<td>Works with Paul Keller</td>
<td></td>
</tr>
<tr>
<td>Jörgen Gren</td>
<td>Dim</td>
<td>Public Sector</td>
<td>European Commission</td>
<td>VP Ansp cabinet responsible for copyright</td>
<td>Asked about “what would our perfect copyright look like in 50 years”.</td>
<td>Jø<a href="mailto:rgen.Gren@ec.europa.eu">rgen.Gren@ec.europa.eu</a></td>
</tr>
<tr>
<td>Martin Kala</td>
<td>Dim</td>
<td>Industry</td>
<td>European Newspaper Publishers’ Association</td>
<td>EU Legal Advisor</td>
<td>Together in the EU Observatory (Alicante), interested in Dell case; testing him on copyright</td>
<td>martin.kala@ enterprises.com</td>
</tr>
<tr>
<td>Ivan Kalburus</td>
<td>Dim</td>
<td>Public Sector</td>
<td>European Parliament</td>
<td>Parliamentary Assistant to BG EPP MEP</td>
<td>Focused on foreign policy, but helpful in mapping relevant people</td>
<td><a href="mailto:ivan.kalburus@europe.parliament.eu">ivan.kalburus@europe.parliament.eu</a></td>
</tr>
<tr>
<td>Johannes Traia</td>
<td>Dim</td>
<td>Media</td>
<td>Estonian Public Broadcasting</td>
<td>Brussels correspondent</td>
<td>Interviewed Dimi on copyright and freedom of panorama</td>
<td><a href="mailto:johannes.traiia@europeanunion.eu">johannes.traiia@europeanunion.eu</a></td>
</tr>
<tr>
<td>Adrien Georgiev</td>
<td>Dim</td>
<td>Public Sector</td>
<td>European Commission</td>
<td>International Relations DG HOME</td>
<td>Contact by chance; met at net politics beer; not directly involved, but DG ENTR is a fringe actor in copyright; Supports PDG CoF and FoP</td>
<td><a href="mailto:adrian.georgiev@ec.europa.eu">adrian.georgiev@ec.europa.eu</a></td>
</tr>
<tr>
<td>Alexis Van Maecke</td>
<td>Dim</td>
<td>Public Sector</td>
<td>European Commission</td>
<td>Policy Officer on Raw Materials DG ENTR</td>
<td></td>
<td><a href="mailto:alexis.van-maecke@ec.europa.eu">alexis.van-maecke@ec.europa.eu</a></td>
</tr>
<tr>
<td>Kirsten Fiedler</td>
<td>Dim, Jan.</td>
<td>Civil Society</td>
<td>EDR</td>
<td>Managing Director</td>
<td>Organises #npel; coordinates with Wikimedia on EU funding</td>
<td><a href="mailto:kirsten.fiedler@edri.org">kirsten.fiedler@edri.org</a></td>
</tr>
<tr>
<td>Bojan Perkov</td>
<td>Dim</td>
<td>Civil Society</td>
<td>Share Foundation</td>
<td>Policy Researcher</td>
<td>Organised joint networking event there (WM, EDR and SHARE)</td>
<td><a href="mailto:bojanperkov@sharedefonse.org">bojanperkov@sharedefonse.org</a></td>
</tr>
<tr>
<td>Marcus Pascini</td>
<td>Dim</td>
<td>Industry</td>
<td>Google</td>
<td>Senior Policy Counsel</td>
<td>Coordinates the policy activities</td>
<td><a href="mailto:jancini@google.com">jancini@google.com</a></td>
</tr>
<tr>
<td>Tobias McKenny</td>
<td>Dim</td>
<td>Industry</td>
<td>Google</td>
<td>Copyright expert</td>
<td>working on copyright for Google BXL</td>
<td><a href="mailto:tobiaskmckenny@google.com">tobiaskmckenny@google.com</a></td>
</tr>
<tr>
<td>Jan Barnes</td>
<td>Dim, Moty</td>
<td>Industry</td>
<td>eBay</td>
<td>Senior Manager Government Relations EU</td>
<td>Met informally ever since, plan to meet professionally to talk about copyright</td>
<td>jaba@eBay</td>
</tr>
<tr>
<td>Alain Jenotte</td>
<td>Dim (Antoine)</td>
<td>Media</td>
<td>Le Soir</td>
<td>Reporter for “digital topics” at Le Soir</td>
<td></td>
<td><a href="mailto:Alain.Jenotte@lesoir.be">Alain.Jenotte@lesoir.be</a></td>
</tr>
</tbody>
</table>

**Tools**
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
Further reading

Free Knowledge Advocacy Group EU
WMDE Logic Model EU Advocacy
Advocacy Change Model
Measuring Outcomes thru Change Models