

Advocacy Workshop

How to start an advocacy campaign: issue prioritization and building alliances

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



Why it matters

There are laws and policies around the world that are a direct threat to Wikimedia projects and volunteers.

Together, the Foundation, affiliates and community need to defend against these threats through advocacy and public 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

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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

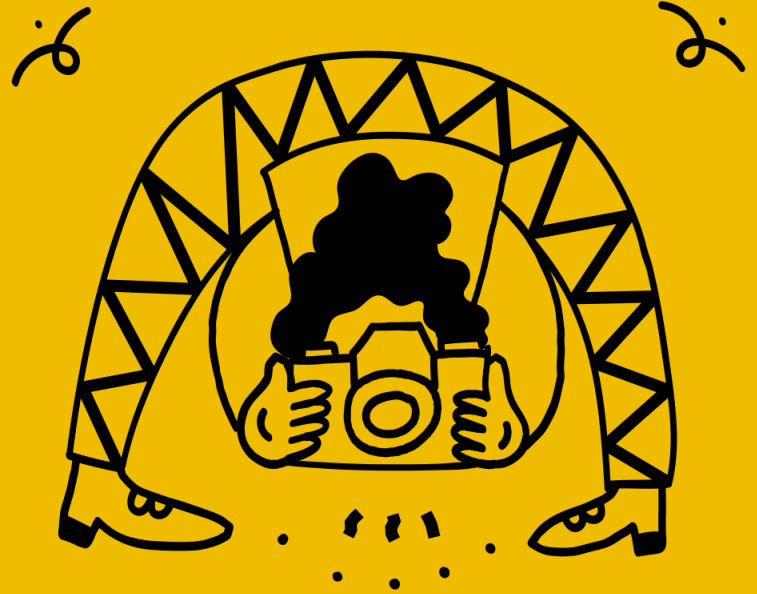
Forcing all platforms to track their users and automatically remove vaguely defined “harmful content” will not create a safer online environment.



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:

Why and how was FoP prioritized as a topic?
How did you go about building alliances?



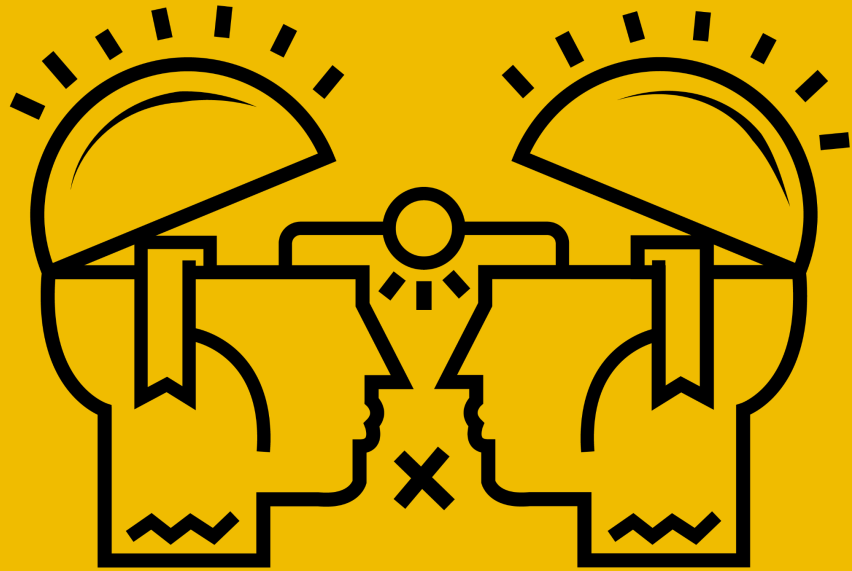
Ghana



South Africa

Workshop

Building FoP in Ghana



Make a list

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

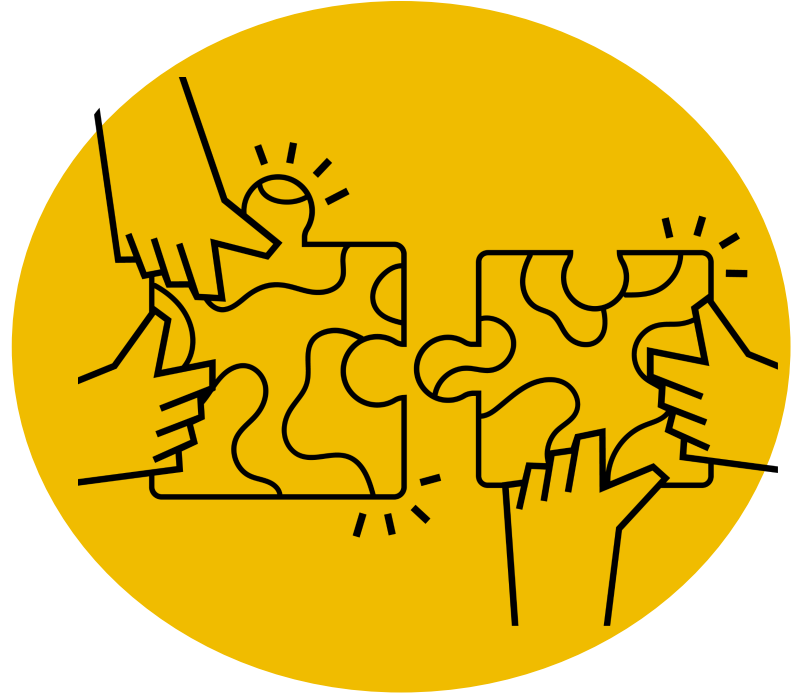
Why should individual members in the government care about (and support) FoP?

What other organizations might be interested in supporting this topic?



Prioritize

- ❑ Is there mission & value alignment?
- ❑ Can they help you overcome challenges - bring strengths you don't have?
- ❑ Are there drawbacks to working with an ally?
- ❑ Consider ally capacity



Session Notes

Notes from session re “arguments”

1. **Visibility/reputation:** Governments should be interested in FoP because it helps raise the visibility of their country online and also support the reputation of the country as being very open and digitally advanced.
2. **Education purposes:** Governments should support FoP because sharing images of the country is an important tool to help educate the population as well as outsiders about historic locations and cultural heritage.
3. **Tourism:** FoP is important to share images of tourist attractions and other locations that would be interesting to tourists such as monuments, memorial sites, and historical buildings.
4. **Decolonize!** The time restrictions associated with FoP mean that in many African countries, it IS legal to share images of colonial buildings and monuments, but it is NOT legal to share images of newer monuments which make celebrate liberation and recent histories. For example: the image of a statue of Nelson Mandela cannot be shared, but the old colonial palace behind him can be shared. This leads to a distorted representation of the country’s heritage online. It is important to preserve and document history.
5. **Social norms:** In many countries, citizens are not aware of FoP rules and therefore it might be normal for people to take and post pictures of sites that do NOT have FoP...so many people might already be behaving illegally and just not know it. This could be relevant to governments that don’t want to tell many people that their everyday activities are actually illegal just because of an outdated law.
6. **Celebrate culture:** This is a key theme related to all of the above arguments. Tourism, decolonial heritage, education, and visibilut/reputation all come down to why FoP is important to ensure a country can celebrate and make visible , and share its culture.

Notes from session re “challenges”

1. **Finding information about laws:** It is difficult to know where to look for information about these laws. Once you find the source of information, it is difficult and time-consuming to read the laws and make sense of them. Likewise, it is difficult to learn where to find information that condenses or summarizes and analyzes these laws (like blogs). Finally, it is difficult and time consuming to monitor and learn when the government is working on laws related to copyright.
2. **History of CC (the “why” behind the law):** It is relevant to understand how the law came to be the way it is in the first place. This background context is important to understand exactly what the concerns are that regulators and other stakeholders have, and which arguments and fears you need to be able to address. Historical reasons as to why the law is the way it is include: desire to protect artists; jurisprudence; fear of non-commercial licensing and losing out on revenue.
3. **Educating lawmakers:** It is difficult to know which lawmakers to speak to, and how to explain to them why FoP is important.
4. **Educating the public:** same challenge! This is especially difficult when people have been violating FoP everyday by taking and posting images of monuments, and the government doesn't do anything about it. In this case they might think ‘why does the law matter if you can get away with doing what you want anyways?’ The same is true when it comes to educating lawmakers.
5. **Fear of non-commercial licensing**

Notes from session re “allies”

1. **Museums & monuments boards or institutions**
2. **GLAM establishments (Galleries, Libraries, Archives, Museums)**
3. **Existing partners: Creative Commons, UNESCO, Open Society Foundation, African Union, etc.**
4. **Educational institutions like UNESCO and smaller, local or country-specific organizations**
5. **Tourism board**
6. **Travel influencers, bloggers, famous tourism information websites, etc.**
7. **Ministries of...**
 - a. **Information**
 - b. **Education**
 - c. **Communication**
 - d. **Heritage**
8. **Other Wikimedia Affiliates & groups**
9. **Academics and groups in Academia (especially law centres)**

Notes from session re “prioritize”

1. **Mission & vision alignment?**

- a. Museums, Libraries, Archives
- b. Creative Commons
- c. Wikimedia chapters, groups, other associated orgz
- d. Academics/law centers

2. **Can they bring strengths we're missing?**

- a. Existing partners with more funds (UNESCO, AU, etc)
- b. Academia/University law centers can provide legal expertise
- c. Look for partners that already have contacts within the government

3. **With which allies might there be drawbacks if we work with them?**

- a. Galleries (sometimes resistant to open licenses)
- b. AU/UNESCO: Governments don't like to be told what to do by larger international or supranational institutions

4. **Potential low capacity?**

- a. Ex: Other non-profits with low funds or no networks within the government

Image of notes taken during session

Arguments

- Visibility / reputation
- Edu! → Celebrate Culture
- Tourism →
- Social norm / ~~bhuru~~
- Edu: noncommercial
!awmaker

Challenges

- Finding info on laws
- History of CC → protect "artists"
Jurisprudence
Fear of noncommercial

PRIDE
Decolonize
PRESERVE → Document

museums / mon. board ♥

GLAM ♥ CC ♥

Partnership → UNESCO
↳ Local orgz

Tourism board → Influence
Ministry | Info → Blogs
Edu
Comm
Heritage

WIKIMEDIANS!!! ♥

Academia / law center ♥

Appendix

Stay in touch!

- Learn more about [how to work with the WMF](#)
Global Advocacy team via Meta-Wiki
- Sign-up to our [mailing list](#)
- Follow our work via Twitter ([@Wikmediapolicy](#))
- Read our blog posts on [Diff](#)
- Email us (globaladvocacy@wikimedia.org)



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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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)

[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

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.

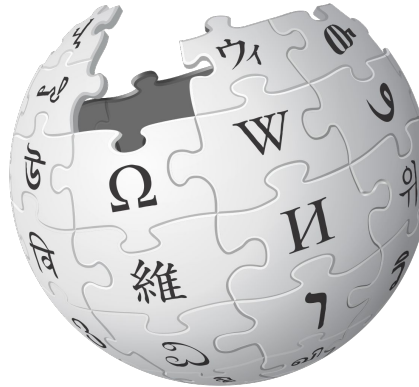


Copyright Advocacy Mapping

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.

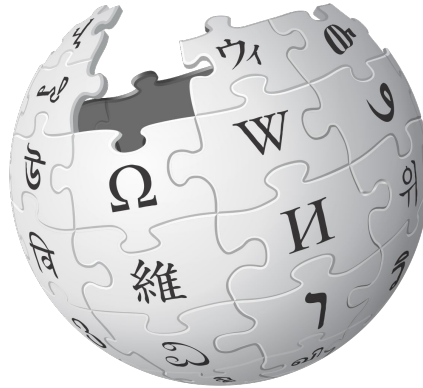


Anti-Surveillance Campaign

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.

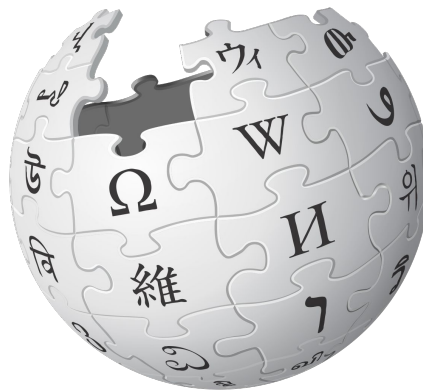


Human Rights Impact Assessments

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

