Program Partnership Exchange

Intro (5 minutes)
Examples (8 minutes)
Reflect (8 minutes)
Share Partnership Experiences
(2 x 20 minutes)

Why do Wikimedia Communities create partnerships for programs?

Partnerships give us venues and organizational support

CC-BY -SA Salvador alc

Partnerships open knowledge

GLAM Donations
Editing Events
Data Donations
WikiSource Integration
Publisher Partnerships

Wagner Souza e Silva / Museum of Veterinary Anatomy FMVZ USP CC-BY-SA 4.0

Partnerships help us access communities

Partnerships teach us how to collect and create knowledge

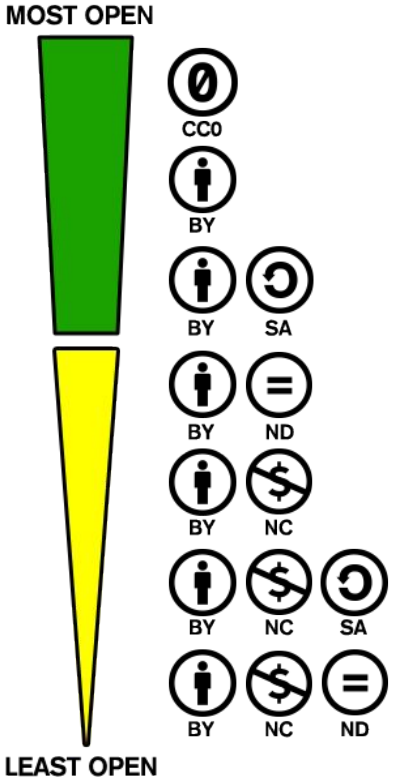
CC by SA 4.0 Marta Malina Moraczewska

Partnerships Change Cultures

Metropolitan Museum of Art.

Partnerships come in different formats

- Formal vs. Informal
- Volunteer Org. vs Formal Org
- Resource Intensive
  vs Time Intensive
- Online vs Offline
- Technical vs Social



And face different challenges

- Values
- Copyright
- Logistics
- Communications
- Commitment
- Culture Clash

Creative Commons, CC-BY

Ultimately they strengthen our communities

Balboa Park

Partnership between Wiki Conference North America User Group.

- Developing the relationship
- Fostering a long-term commitment
- Understanding each other's goals
- Accommodating special requests

NetEase (Youdao): Internet Enterprise

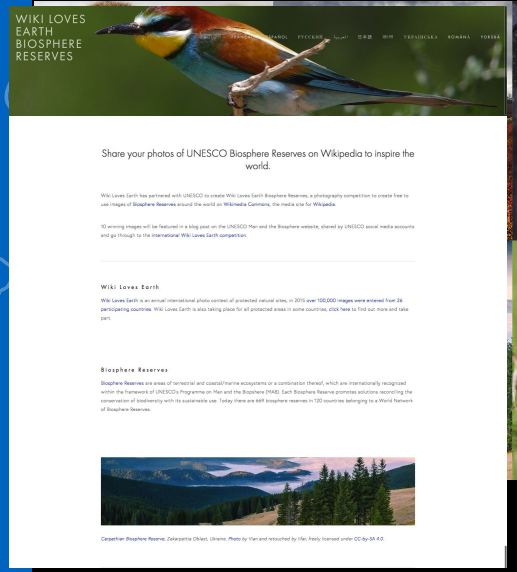
- Language Engineering
  - Content translation
- Volunteer Capability
  - Translator community
- Get network resources
- Planning for Government regulations

Source

UNESCO & Wiki Loves Earth Biosphere Reserves

UNESCO ran Wiki Loves Earth Biosphere Reserves in 2016

2000+ submissions from 27 countries not covered by the national competitions



UNESCO & Wiki Loves Monuments

UNESCO promoted Wiki Loves Monuments on Twitter, Facebook and Instagram to over 2 million followers

UN picked it up and tweeted 3 times to its 7 million+ followers

How the partnership challenged you, to innovate or change your approach?

Documentation on Wikimedia is not fit for purpose especially by professionals with limited time and technical understanding -- yet important for partner

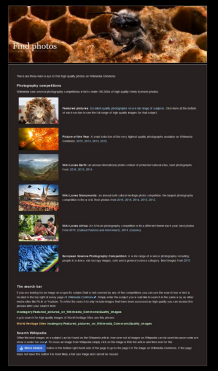
Created this simple image reuse guide in collaboration with UNESCO social media staff

Commons:Simple Media reuse guide

This simple guide will take you through the process of using the millions of high resolution photos on Wikimedia Commons which are free of charge to use, including for commercial use. This guide also applies to the other media (e.g audio and video) found on the website.

Wikimedia Commons has 37,774,824 freely licensed and public domain educational images, audio and video available to everyone, in their own language. Wikimedia Commons acts as the central media archive for the various Wikimedia projects including Wikipedia, it contains content from both organisations and individuals and is created and maintained by volunteers.

Wikimedia is a global movement whose mission is to bring free educational content to the world. Wikimedia strives to bring about a world in which every single human being can freely share in the sum of all knowledge.



So let's learn about partnerships!

WIKIMEDIA
FOUNDATION

Reflect #1: (8 minutes)

1. Pick a section in the shared Google Doc: https://goo.gl/dvaAk1
2. For each of the partnership types that you have participated in, fill in the name of the org you have worked with. (2-3 minutes)
3. Pick one of those partners, who challenged you or stretched your community capacity
4. Outline what you did with that partner from negotiating the relationship to the activities.

Share #1: (Groups of 2-3, 20-22 minutes)

1. Who the partnership was with?
2. How you had to prepare differently for working with your partner that working with other groups?
3. What did you have to learn about that partner by working with them? How was working with them different than other partners?

While listening to your partners, take notes that fill in the gaps of the already recorded notes.

Reflect #2: (5 minutes)

In your section of the doc, add another section and answer the following:

- How did you make mistakes or struggle during the partnership?
- What did you learn from that experience?

Share #2 : 20-22 minutes - new group

1. Who the partnership was with?
2. How was that partnership challenging?
3. What did you have to learn about that partner by working with them? How was working with them different than other partners?

While listening to your partners, take notes that fill in the gaps of the already recorded notes.

THANK YOU