



europaana  
fashion

# FASHION EDIT-A-THON

HANDBOOK FOR GLAMS



# Table of Contents

## Authors

Erwin Verbruggen  
Gregory Markus

## Editors

Kataryzyna Ciszek  
Sarah Knuvelde

## Contributors

John Andersson  
Maarten Brinkerink  
Sandra Fauconnier  
Roxanne Peters  
Gabrielle Lucille de Pooter  
Sebastian Ter Burg  
Jesse de Vos

## Pictures

Christin & Monica Ho  
Sebastiaan ter Burg  
Erwin Verbruggen  
Rossimoda Archives  
Jean Tholance



1. How to Use this Handbook	5
2. Partnerships	6
2.1 Wikimedia	6
3. Edit-a-thon: The Basics	9
4. Fashion on Wikipedia	10
4.1 Thematic vs Non-thematic Edit-a-thons	11
4.2 Note on Notability	12
5. Using Europeana Content	14
6. Event Promotion	17
7. Edit-a-thon “Day of” Draft Structure	19
8. Follow Up	22
8.1 Measuring success	23
9. Finances	24
10. Blogs, Reports and Experiences	25

## Appendices

Appendix I	28
Glossary	30



# 1. How to Use this Handbook

Within the Europeana Fashion Project, the Netherlands Institute for Sound and Vision is leading task 6.4, “Collaboration with Wikipedia”.

Together with the consortium partners and external parties, we organize a series of **Wikipedia “edit-a-thons”** throughout the project.

An edit-a-thon is “a scheduled time where people edit Wikipedia together, whether offline, online, or a mix of both; typically focused on a specific topic, such as science or women’s history.”

Edit-a-thons improve the encyclopedia and can be a great way to help new Wikipedians learn to edit.

For Europeana Fashion, there are several good reasons to organise these events:

1. They help promote Europeana Fashion;
2. They improve public knowledge about fashion history on Wikipedia;
3. They provide contextualization to the beautiful materials we put online;
4. They connect different communities and bring them together around a shared passion;
5. They stimulate participating partners to reflect on the ways they make access to their collections available.

This document is meant to help you organise an edit-a-thon in your country.

Let it be clear that the authors of this handbook do not think there is only one way to organise an edit-a-thon: every country, every location, and every Wikimedia community is different, and the partnering museums in Europeana Fashion have a lot of experience in organising public events.

With this handbook we intend to compile the lessons we have learned during the edit-a-thons we hosted in order to make it easier for you to organise one.

After your event is over, please take a moment and return to this handbook and let us know if it matches your experiences: what did you do differently? What strategies worked well? Which ones did not?

The aim of the edit-a-thon series is to **provide a historical context to Europeana Fashion content** and to **boost knowledge about fashion history on Wikipedia** by adding new and improving incomplete articles.

## 2. Partnerships

### 2.1 Wikimedia

One of the benefits of edit-a-thons is that they bring together different communities that are involved with various sides of fashion. Host organizations will have a large network of fashion experts and can use the edit-a-thon as a great reason to bring the network together, help with contextualising heritage materials and with contributing (cultural) knowledge and content to Wikipedia.

To make sure fashion and cultural knowledge is effectively contributed and



contextualised you need Wikimedians. Wikimedia volunteers bring experience to organising wiki-events and technical knowledge about how the platforms work to the table.

It is crucial for an organisation hoping to host an edit-a-thon to get to know and cooperate with local Wikimedians!

Wikimedia is the support foundation for multiple Wiki platforms including Wikipedia.

Their [mission](#) is “to empower and engage people around the world to collect and develop educational content under a free license or in the public domain, and to disseminate it effectively and globally”.

[Local Wikimedia Chapters](#) “are independent organizations that share the goals of the Wikimedia Foundation and support them within a specified geographical region” and they provide volunteers, partners and organisations with a contact point. They will help ensure a successful edit-a-thon.

Even more specific and incredibly appropriate for Fashion edit-a-thons, are the **GLAM Wikimedia volunteers**.

GLAM stands for Galleries, Libraries, Archives, Museums and these volunteers are specialists in these fields and assist those who desire to “produce open-access, freely-reusable content for the public.”



Be sure to see if there are any GLAM Wikimedia volunteers in your area. The list can be found in the box.

Note that event hosts and organisers should communicate well with the Wikimedia people on how to approach people: they have a very strong community that has its own way of working.

All community members are volunteers and you might need to win their confidence before moving on.

Also note that Wikimedia communicates in a very open, public style that may clash with the style of your museums way of communicating. Inform them if there are any restraints for example.

But try to minimize restraints and try to adopt the open and public style of communication about this particular event with your institution.

### Looking for a chapter?

[Full list of Wikimedias](#)

[List of GLAM Wiki volunteers](#)

Mind the terminology:

*Wikipedia* = the encyclopedia

*Wikimedia* = the support organisation, with chapters in every country that are mostly mostly volunteer-run



## 3. Edit-A-Thons: The Basics

### What you need to organise an Edit-a-thon

1. Solid event-planning
2. A well-lit room with decent wi-fi
3. Computers for participants to use OR room for participants' laptops.

*If using laptops, enough outlets or powerstrips.*

4. A good connection with the local Wikimedia chapter and people who are willing to help instruct newcomers with editing on Wikipedia.

*Rule of thumb: 1 Wikimedian per 10 participants.*

5. Any extended knowledge sources: a fashion library, fashion teachers or curators, and online resources, etc.

### Ask the experts

- [Wikipedia: How to run an Edit-a-thon](#)
- [Wikimedia: Edit-a-thon How-to](#)
- [More tips on library Edit-a-thons](#)

### General Wikipedia resources:

- [Five Pillars of Wikipedia](#)
- [Tutorial](#)
- [How to Edit a Page](#)
- [Article Development](#)
- [Your First Article](#)
- Using the [Article Wizard](#)
- [Manual of Style](#)
- [Bookshelf](#)
- [GLAM Outreach](#)



## 4. Fashion on Wikipedia

The aim of the edit-a-thon series is to **provide a historical context to European Fashion content** and to **boost knowledge about fashion history on Wikipedia** by adding new and improving incomplete articles.

Currently there are not many articles on the topic of fashion on the English language version of Wikipedia and often there are even less on Wikipedia pages of smaller languages. For instance, the English Wikipedia has over 4.3 million total articles while the Dutch Wikipedia has less than half of that. At the time of writing, there were only about 4,702 tagged fashion articles on the English Wikipedia<sup>1</sup>.

Most of those that are tagged are of Start Class quality (incomplete article, needs reliable sources) or Stub Class quality (a very basic description of the topic).

Furthermore, fashion articles are not recognized as being important on Wikipedia. Most are of “low importance” meaning the subject is mainly of specialist interest. There are only 43 articles of “top importance” meaning that the subject is a must-have for a print encyclopedia.

Unfortunately, most fashion articles on Wikipedia that are not complete are those of top importance. Therefore, overall, both quality and quantity of fashion articles need improvement.

Some examples of ways to improve articles are:

- Fixing articles that are not tagged properly or at all, which makes them difficult to find.
- Extend topic descriptions, as they do not constitute even the most minimal knowledge on the topic.
- Adding articles about specific fashion brands, designers, icons, or magazines etc. because they simply do not exist.

*Wikimedia Commons is also lacking in fashion related content that has not already been uploaded by European Fashion.*



<sup>1</sup> There could be more articles related to fashion but they may not be tagged therefore difficult to find.

### 4.1 Thematic vs. Non-thematic Edit-a-thons

When hosting an open edit-a-thon, one strategy to ensure a successful event is to encourage participants to write about their national fashion, traditional clothing, designers from their nation<sup>2</sup> or international designers working in their nation, brands, magazines etc.

They should also be encouraged to work in their native language and/or English. This allows for a broader amount of European fashion knowledge to be improved during the event.

On the other hand, thematic edit-a-thons can take a more narrow approach focusing on the host organisation’s respective fashion content or an even narrower theme.

In this case it is to the benefit of all parties involved that a [list](#) be compiled or [topics assigned](#) to keep the scope narrow and focused in addition to inspiring participants with ideas since they may not be familiar with certain nations’ fashion history.

It is also possible to cater the list to your museum’s collection and/or the information and materials available on site.

<sup>2</sup> Designers may be of one specific nationality but the transnational nature of fashion makes it harder to associate some designers with their home countries.

### Fashion Content on Wikipedia

Some countries have instituted thematic fashion portals. Sometimes these even indicate a list of articles that are currently missing:

- [Portaal Mode](#) [ Dutch ]
- On [WikiProject Fashion](#) you will find more information on the classes/importance of current fashion articles
- Take a look at this list collected by Sarah Heynssens and the Flanders Fashion Institute and that was used for the [MoMu Edit-a-thon](#) as a reference guide for topics

You can take a look at the [BaGLAMa tools](#) to see where European Fashion images have been used around the globe

## 4.2. Note on Notability

A common occurrence during and after edit-a-thons is that articles created do not meet [Wikipedia's notability requirements](#).

Three of the main requirements state that articles should have:

- Significant coverage
- Reliable sources
- Secondary sources

However, even meeting these criteria might not guarantee an article's publication.

Event organizers should keep this in consideration when deciding whether to have a thematic or a non-thematic Edit-a-thon.

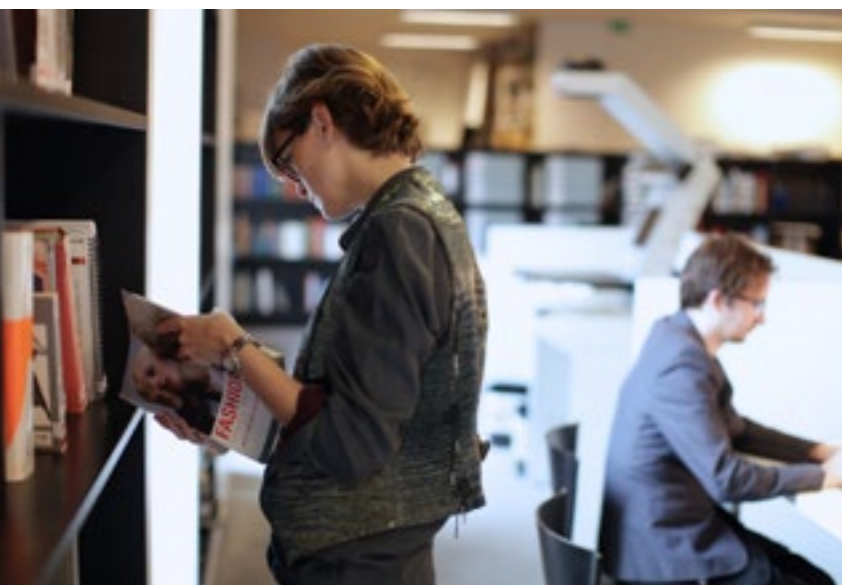


Hosts can organise and provide the following assets for participants:

- Lists containing ideas for new articles should be backed up by available source material from a location's collection.
- Lists of articles that can be edited or improved.

*New editors should be encouraged to edit or update these existing articles instead of writing new ones to avoid new articles being rejected.*

- Wikimedians on hand should also be able to tell whether or not an article will meet the notability requirements.



It can be helpful to make a list of all articles started during the Edit-a-thon and the information gathered.

This way the work does not go to waste and the information is still retained.

### Notability Guidelines

- [General Guidelines](#)
- [Organization and Companies](#)
- [People](#)



But, in the end a little direction pointing, guidance, and strategizing from organizers can help ensure that all additions to Wikipedia during the event survive.

## 5. Using Europeana Content

Bringing people together to share knowledge and write together is wonderful. But where the power of Europeana Fashion really comes out, is in the marvelous collections it is making available online and the fashion (expert) community it can mobilise for such an event.

The edit-a-thons are an excellent opportunity to make use of this content and knowledge and use it to illustrate the articles, improve on existing ones or spawn new article ideas.

We have assembled a collection of Europeana Fashion images on Wikimedia Commons under one category, so that participants can easily find them during the event.

Wikimedia Commons is one part of the Wikimedia foundation and is an extensive cultural resource with over 19 million digital objects for free use and reuse so long as any derivative forms of the item are also openly licensed.

This makes the platform uniquely invaluable. This is because, for example, vast digital archives like the Smithsonian's have extensive collections but not all objects are CC0 and sites like World Images allow free use but lack the extensivity of Wiki Commons.

Here are some points to remember when dealing with uploading or sharing content on Wikipedia.

- All content on Wikimedia Commons needs to be either in the public domain (CC0) or available under a 'free culture' license (CC BY or CC BY-SA).
- *Discuss with the management of your organisation how many materials would be possible to make available this way.*
- *There are numerous benefits to opening up collections. See the box below for relevant articles and links!*
- Think big, start small. If you find it difficult to begin, select 5 images to run through the process. You can always add more later.
- *The easiest step here is to start with Public Domain material or material the institutions own the copyright to. See the Europeana Fashion IPR Report for more info.*
- *This is also a good reason to get in touch with your local Wikimedia Chapter for support, guidance and batch uploads.*

### Benefits of opening up your collections

- Verwayen, Harry, Martijn Arnoldus, and Peter B. Kaufman. [The Problem of the Yellow Milkmaid. A Business Model Perspective on Open Metadata.](#) Europeana White Paper. Europeana, Kennisland, Intelligent Television, November 2011.
- Kelly, Kristin. [Images of Works of Art in Museum Collections: The Experience of Open Access.](#) The Andrew W. Mellon Foundation, April 25, 2013.
- Casserly, Catherine, and Joi Ito. [The Power of Open.](#) 1st ed. Mountain View (CA). Creative Commons Corporation, 2011.



### Publishing your content on Wikimedia Commons

In doubt about rights? Check the [Europeana Fashion IPR Report](#) to learn more about what steps you need to take.

[Introduction to uploading files](#) on Wikimedia Commons

Looking for automation? Take a look at the [GLAMwiki toolset](#)

Looking for [Europeana Fashion images?](#)



## 6. Event Promotion

First and foremost, make sure prospective participants are aware that everybody is welcome - even if they do not have any experience with writing Wikipedia articles.

### 6.1 Generating Attention

A way to promote the event and attract more volunteers for the Edit-a-thons is to merge the Wikipedia Edit-a-thon with another event (a festival or exhibition) around the same time.

This strategy could result in more exposure and more participants showing up. It can also help organize a theme if one is desired.

Fashion magazines, portals, bloggers, organisations and other institutions could be willing to act as project media partners and help with the initiative.

Maybe they even have staff that would like to help out. At the very least they can help promote the event using social media tools or produce and disseminate a press release that describes the event to their network and local media channels.

The event promotion should begin at least 2 months before the edit-a-thon. It is best to ask people to register, so you know how many people to expect.

Also make sure that all partners (museums, funding projects, Wikimedia chapter) are named in all communication materials and use their logos correctly.



## 7. Edit-A-Thon Draft Structure

**Some promotional tools you can consider using in collaboration with...**

**Your local Wikimedia chapter:**

*Wikimedia meet up page*

Includes all information about the event, links to the Europeana Fashion category on Wikimedia Commons, a list of participants, links and a link to the registration page.

*Also use this as an opportunity to attract more Wikipedians to the event. Stress the networking opportunities they will have meeting the GLAM experts who will be in attendance.*

*Wikipedia mailing lists*

*A notice on the local [Wikipedia's Village Pump](#) and/or the local Wikipedia's event page*

*Some Wikimedia chapters have avid photographers who like taking pictures to report on the event.*

**Europeana Fashion communications:**

*An [Eventbrite page](#) where people can register (we'll change the language for your event)*

*Also possible to use a Google event form.*

See an example [here](#) from Wikimedia Netherlands.

Consider adding basic questions to find out how much participants know about editing Wiki platforms as seen in the example above.

*A blog post announcing the event on the Europeana Fashion portal*

*Europeana Fashion social media: Facebook / Twitter /...*

*A blog post after the event where you report on how it went*

**Europeana Foundation**

*Liaise with the Europeana Foundation marketing department. Make sure they're up to date with our events in case they want to be involved*

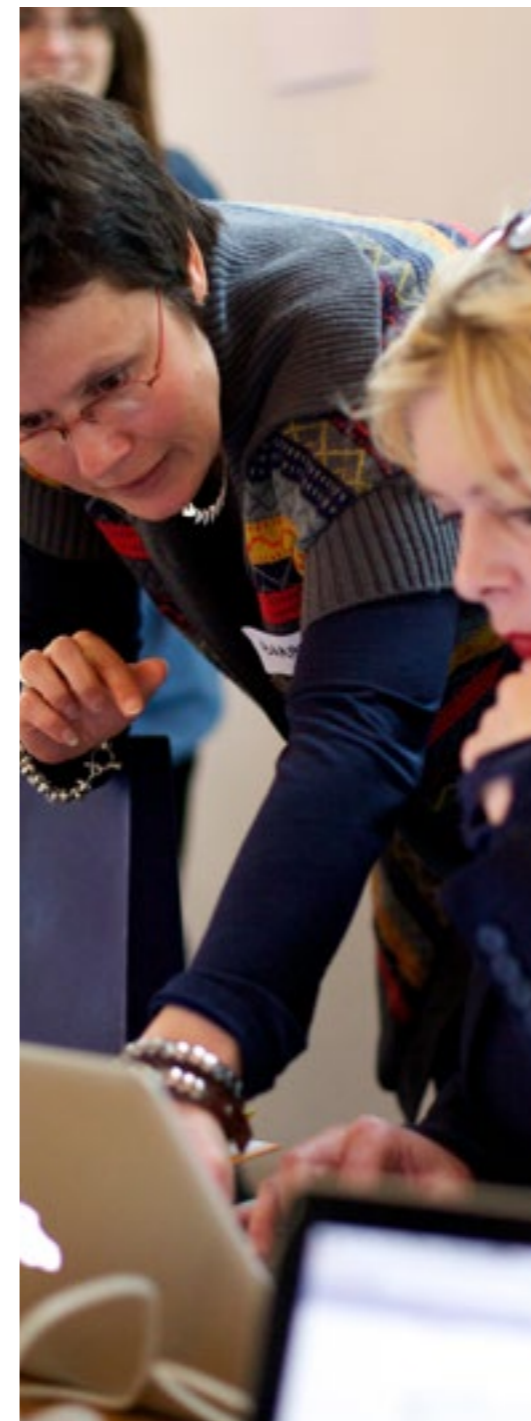
*In collaboration with your museum's communications department*

*Make use of their expertise to reach out to local fashion communities, volunteers and supporters*

**Your network**

*Most hosts will have an extensive and impressive network. Ask these network members if they will promote the event in their newsletter/blog/magazine.*

*Some of them may already be planning to attend.*



**Participant number:** small is beautiful! An edit-a-thon works best with a small group of participants.

In the past edit-a-thons we've had about 45 participants, which is well above the average for Wikipedia edit-a-thons.

If you predict more participants and can organise them beforehand, a workshop a few days before with Wikimedia volunteers explaining writing on Wikipedia would be most beneficial. If that is not possible, then plan to have more volunteers on hand the day of the event.

Another preparatory precaution that should not be overlooked is that Wikipedia allows only a certain amount of new accounts from the same IP-address.

Therefore strongly encourage people to create their Wikipedia accounts from home, before the event begins.

**Time:** Full day, with a possible guided tour, depending on the location and institution. Try and allocate 4-8 hours for writing depending on the crowd. Students and scholars will tend to want to write more.

**Wikimedians:** Because of their intense involvement with GLAMs - especially appreciate 'backstage' tours i.e. showing them some behind the scene stuff, that is not part of the regular exhibits.

Tours are also a good way to inspire participants.

**Activity:** The participants will create individual Wikipedia accounts (at home for large groups), learn how to write and edit articles (with the help of Wikimedia volunteers or trained curators), make use of the institution's collections on the Europeana Fashion portal and additional resources at the location.

A typical day would consist of:

- Welcome - with coffee / small breakfast
- Introduction to fashion heritage
- Short talks introducing the Europeana Fashion project
- Introduce the topic of the day (if there is one)
- Introduce your museum's collection
- Short introduction to Wikipedia
- If you know who is coming to the event, you can organise a basic workshop about editing articles in advance, so there is more time to write!
- How Wikipedia works: the principles and thoughts behind the encyclopedia
- Searching for sources and tips while writing articles
- Ask everyone to register with their usernames on Wikipedia
- Introduction of the people that are available for assistance and what

their specific contribution to the activity is

- Writing time. Depending on how long breakfast and introductions took plan for 2-3 hours
- Lunch break: 1 hour
- A tour of the institution / collection / behind the scenes of the museum
- Give participants a fun reason besides writing to come to your event
- Writing time
- Until a half-hour before expected end time.
- Small snacks halfway through that participants can casually go to at their leisure.
- Also possible to give the tour during this time. Split up the group by language or preference. This will allow half to write while the other half gets the tour.
- Concluding remarks

Arrange a post-edit-a-thon drink.

You may hear more feedback about the event then while it is still fresh in everyone's head.

Also provides networking and discussion opportunities.

You can see some examples of the day schedule of previous events we did [in English](#) or [Dutch](#) version.



**Surveys:** Surveys are very important for current and future event hosts but are not a high priority for attendees. Post-event surveys do not have as high of a return rate as desired.

Therefore consider setting up a table with snacks or treats as well as a friendly volunteer and some surveys and pens to encourage participants to offer their feedback.

**Important:** while the event should be

fun and entertaining, participants are there to write and work: encourage everyone to stay on task.

**Language:** While national events may be predominantly composed of people who speak the native language be sure to take into account how many do not speak the language. They may feel excluded, unmotivated, and not understand all the directions. International events should be entirely in English.

## 8. Follow Up

As with almost everything, we want to improve each time. Just because the edit-a-thon is over does not mean the work stops. What you do after the event is just as important as the event itself.

Here are some things that should occur after the event:

- Write a blog post about the event. This will allow those who were not in attendance to see what they missed as well as informing, promoting future edit-a-thons and give a chance for those who were in attendance to reflect.

- Compile all external press about the event.
- Award prizes if prizes were offered.
- Send out a survey. Use [Eventbrite.com](https://www.eventbrite.com) or [SurveyMonkey](https://www.surveymonkey.com) (if not done so during event - see above).

*This may vary depending on how you created the event. I.e. Google survey for Google invite, Eventbrite or surveymonkey for Eventbrite invites.*

- Gather results from the survey in a case study report

- Write down lessons learned.

*Share them in either this document or within Europeana Fashion.*

- Contribute to [Wikimedia Outreach](https://wikimedia.org/outreach/)
- Issue a press release.

### 8.1 Measuring Success

The success criteria of an event can be assessed differently. The most general way is to calculate the amount of new articles created, articles updated and articles improved.

The number of different languages articles are updated, edited, or improved in is also applicable but note that more languages is not always better.

Other factors one can analyse are the attendance (especially the number of new contributors), the amount of time spent by participants on the actual edit-a-thon activity or the number of words written during the edit-a-thon.

Additionally, tallying the number of views that articles created during the edit-a-thon receive afterwards will help indicate if participants focused on top importance articles.

The amount of times the event was mentioned in blogs and the media, any new cooperation that were initiated due to the event and the number of donated files by GLAMs to Wikimedia as a direct result of the event and how many times they were used in and outside of Wikipedia are valuable assessments as well.

One successful edit-a-thon that gets exposure after the fact can cause a domino effect and inspire more and better edit-a-thons.

Organising what was accomplished, problems, success stories, and statistics will make it easier to inform those who come after.

For a more a thorough examination of success indicators [see here](#).



## 9. Finances



There is a budget available from the project to cover the basic expenses of the day.

Try to keep the expenses around € 1.000, so we can maximise the amount of events we can set up.

If you want to attract external sponsors to help out with extravagant ideas, you are very welcome to do so, but please check with the Europeana Fashion project leaders and the Wikimedia volunteers what is acceptable.

The expenses, which are going to be made along the organization of the Wikipedia edit-a-thons, can include:

- Catering for the day (breakfast, lunch, a small drink after the event)
- Museum necessities (extra personnel if need be)
- Supplying reliable electricity outlets
- Supplying a reliable WiFi connection
- Transportation
- Thank you gifts for speakers and Wikimedia volunteers

Do remember that most of the partners you work with are doing this in their spare time, so treat their participation respectfully.

Who to contact:

[Erwin Verbruggen](#)

[Marco Rendina](#)

## 10. Blogs, Reports and Experiences

### 10.1 Blogs and reports

Read this energising report from the [Teylers Edit-a-thon](#)

Our blog post on the [Utrecht Edit-a-thon](#)

Our blog post on the [Stockholm Edit-a-thon](#) and [Wikimedia's view](#) on the event

Some edit-a-thons are very specific, see for example [this one on academic dress](#)

Lessons learned from the [Europeana Awareness WW1 Edit-a-thon](#)

Lessons learned from [Rossimoda Shoes Museum Edit-a-thon](#)

Report from [Edit-a-thon at MoMu in Antwerp](#)

Article covering the [MoMu edit-a-thon in Elle.be](#)



## 10.2 Experiences

Please add your own experiences to this section!

*How hard was it to bring materials to Wikimedia?*

“Hard in two ways. First, it is just a lot of work to upload each file individually. Especially when you find out you need to change EXIF data afterwards or if you made a mistake. It is not easy to correct or you need someone else do this. Second, IPR. For MoMu we tried getting images shot by Etienne Tordoir/CatwalkPictures of graduation silhouettes of the Antwerp Fashion Academy. It was hard to find the right person that actually knew the answer. Nevertheless, it was great to find out the head of the academy Walter Van Beirendonck does support the idea and I do know whom to talk to next time. So even do it did not work, I learned a lot and hopefully we can make it work next time.”



*How did the collaboration with Wikipedians go?*

“Wikipedians are basically diverse individuals like everyone :) we had a little hiccup around communication, so I’d advise to work out a communication plan together so everyone is aware. I also say: trust the Wikipedian, they know their community and how the rally that community best. E.g. volunteers might sign up last-minute, don’t stress.”

*Was it difficult to encourage people to participate?*

“Somewhat yes... because the concept of an edit-a-thon is largely unknown. At MoMu we had a number of no-shows, mostly people from the Creative Industry, which was disappointing. Then again, people from Belgium’s major fashion museum and fashion non-profit organisation did show up and showed their support... Activate your network as much as you can and put extra effort on harder to reach and convince communities.”



*How did you entice people to participate?*

“Many were contacted directly, by phone, by email or both. Also a press release went and lots of communication on EF and MoMu’s social media. I think the tour of the exhibition also made it extra attractive because it worked really well with the topic of the day.”

[ Answers provided by Gabriëlle de Pooter, MoMu ]



# Appendix I

EXAMPLE OF AN EDIT-A-THON ORGANIZATION SCENARIO				
MONTH	WEEK	ACTION	NOTES	WHO
Month 1	Week 1	Deciding on the definitive event date	Be sure to contact Europeana Foundation as well	EF, HOST
		Contacting the Wikimedia Chapters about the specific cases of each host	Depending on whether the host has supplied the EF portal with enough data from the collection, it might be necessary to contact the respective Wikimedia chapter about solutions considering uploading photos to Wikimedia servers etc.  Be aware: this can take quite some time. Up to six months depending on how busy your local Wikimedia chapter is. So if your institution is lacking available data on the EF portal be cognizant.	
		Order Wikipedia merchandise and how-to manuals from respective Wikimedia chapters in English/the official host country language	Optional: asking about the possibility of the organization of an internal Wikipedia workshop for the host institution staff.  Also consider recruiting interns or students to assist depending on your institution.	HOST
		The host institution must make sure that there will be enough sources to complete the articles – EF database, local collection access, if any passes need to be obtained in order to access them		HOST
	Week 2, 3	Consultation of graphic design matters with Europeana		EF, HOST
		Preparation of the poster/ flyer design		HOST
		Contacting scholars/ knowledgeable people in the fashion area willing to participate		EF, HOST
		The host institution must determine staff and curators to supervise the event and help the participants with source search	The host institution should determine if the staff would be willing to take part in an internal Wikipedia workshop to learn about editing articles- depending on the respective Wikimedia chapter and the possibility of carrying out such a workshop) eventually trained or to-be-trained staff – who would know how to edit and start up a wiki article	HOST

		Checking with the host institution if a guided tour would be possible	[as mentioned above] Especially the Wikimedia volunteers are above average involved and knowledgeable about museum collections and especially appreciate a 'backstage' tour, showing them also some 'behind-the-scenes' stuff, apart from the regular exhibits.	HOST
	Week 4	Tentative preparation of the internet pages and notices		EF
Month 2	Week 5	Deadline for the flyer/poster/internet pages preparation - transmission to the host institution, who will take care of their distribution	Confer with Europeana Fashion	HOST
		The publication of the final version of the internet advertising page and notices		EF/HOST
	Week 6	Deadline for all technical aspects of organization from the basic necessities list		HOST
		Start of promotion of the event online and distribution of posters/flyers		EF, HOST
	Week 7, 8	Promotion of the event		EF, HOST
Month 3	Week 9	Deadline for a complete list of participants	This can vary greatly. Be flexible.	HOST
		Catering/food/snacks/buffet if possible/takeaways	Depending on the amount of volunteers	HOST
		Make sure WIFI works and the amount of available computers is sufficient for the anticipated amount of volunteers.	[insert remark about the specific technical requirements to the network, to enable the creation of multiple Wikipedia accounts]	HOST
	Week 10	Assessment of the participants list, possibility to cancel if the volunteer number is not sufficient	Host must confirm cancellation with EF.	HOST/EF
	Week 11	EF Wikipedia Edit-a-thon		
	Week 12	Follow up procedures. See FOLLOW UP section above	Available support from EF	HOST

# Glossary

**Content** The metadata and/or images/ audiovisual work being provided to Europeana Fashion.

**Creator** The creator of a work which can be protected by copyright or a related right.

**Copyright** An exclusive property right which protects a number of different types of works from being copied and used without permissions of the rights holder.

**Data** Metadata and preview images being provided to Europeana Fashion.

**Digital representation** The preview image or audiovisual work which may

contain tangible works.

**Edit-a-thon** A scheduled time where people edit Wikipedia together, whether offline, online, or a mix of both; typically focused on a specific topic.

**Europeana** Europe's online cultural digital heritage museum.

**Europeana Fashion** A best practice network co-funded under the CIP ICT-PSP program and composed of 22 partners from 12 European countries, which represent the leading European institutions and collections in the fashion domain. The consortium will aggregate and provide Europeana with outstanding



and rich material about the history of European fashion, including more than 700.000 fashion-related digital objects, ranging from historical dresses to accessories, photographs, posters, drawings, sketches, videos, and fashion catalogues.

**GLAM** Galleries, Libraries, Archives, Museums.

**Wikimedia** The Wikimedia Foundation, Inc. is a nonprofit charitable organization dedicated to encouraging the growth, development and distribution of free, multilingual, educational content, and to providing the full content of these wiki-based projects to the public free of charge.

**Wikimedians** Volunteers who actively participate in Wiki projects and share

common goals and activities with regard to creating and supporting free knowledge educative content.

**Wikimedia Commons** Wiki online repository of free-use images, sound, and other media files

**Wikipedia** Free encyclopedia section of Wikimedia





**Fashion Edit-A-Thon  
Handbook for GLAMs  
February 2014**

**Keywords** Europeana Fashion Edit-a-thon Wikipedia Wikimedia