WIKIMEDIA FOUNDATION

Policy Advocacy Workshop

Wikimania 2023

Singapore

I. Icebreaker and Mingling
II. Introductions
III. Fail-a-thon
IV. Break
V. Interactive Workshop - Split into 5 Groups
VI. Presentations and Feedback
VII. Final Thoughts and Conclusion

Icebreaker: Of the following policy topics, which are you most interested in and why?

1. Copyright
2. Privacy / Surveillance
3. Disinformation
4. Content Moderation

Write your favorite topic on a note card. Introduce yourself to 3 people with different topics and share why it's your favorite!

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II. **Getting Started**
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Welcome to the Global Advocacy Workshop on Public Policy Advocacy!

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Global Advocacy Priorities

WMF Perspective

What we do & why

The Global Advocacy team helps the Foundation and affiliates **advocate for laws, public policies, and government actions that protect** and support the Wikimedia movement, and against those that threaten it.

- Eliminate harmful policy
- Update or reform existing policy
- Develop new policy

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Global Advocacy Framework

Protect the Model

To protect the community-governed model, we advocate for policies related to **access to knowledge** and **free expression**.

Protect the People

To protect the people in our community, we advocate for **privacy rights** and against mass surveillance.

Protect the Values

To protect the values of our movement, we lead by example by prioritizing **human rights** and **fighting disinformation**.

Key issues

There are **5 issues** that are most urgent and important if we are to protect Wikimedia's model, people, and values

- Copyright
- Liability Protections
- Surveillance
- Human Rights
- Disinformation

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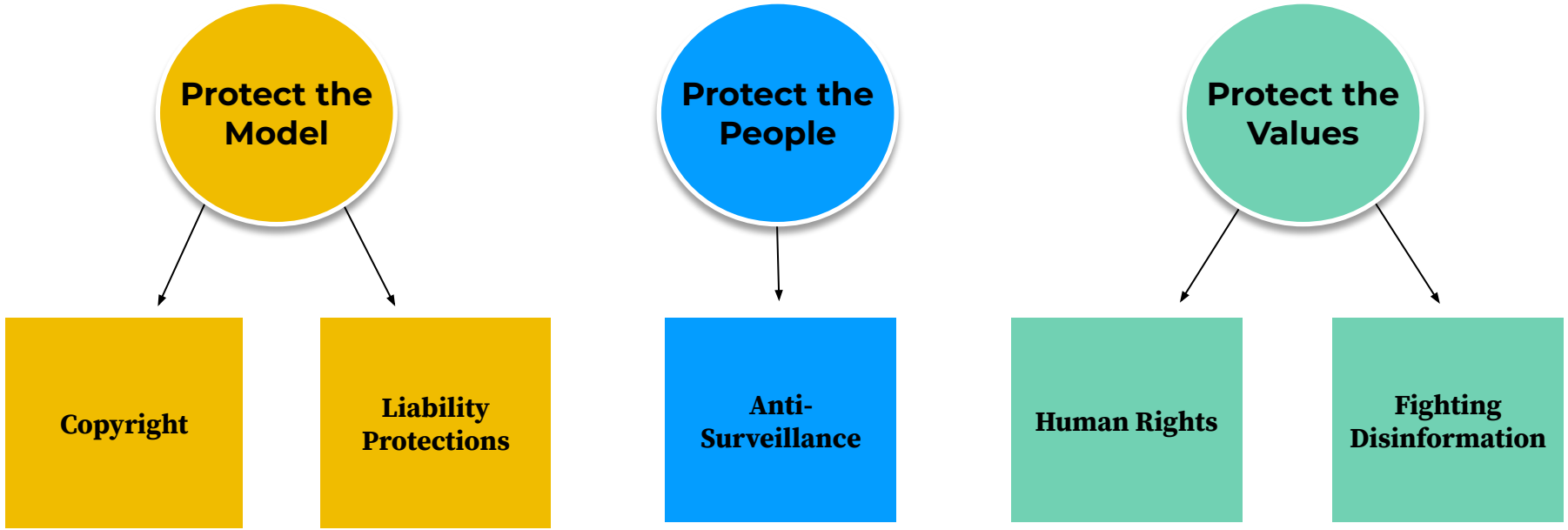
Global Advocacy Priorities



In practice...

Wikimedia Foundation Earns Accreditation to the United Nations Economic and Social Affairs Council (ECOSOC)
By Wikimedia Foundation · 22 July 2022

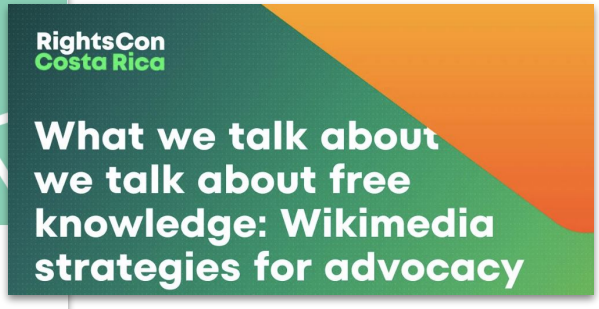
Wikimedia Foundation contribution to the Global Digital Compact
30 April 2023

Wikimedia Chile
Firmas I #LeydePlataformasDigitales

← News
Six Wikimedia Chapters Rejected as Observers to the World Intellectual Property Organization (WIPO)
By Wikimedia Foundation · 9 May 2022
OMPI
WIPO
UPOV

To His Majesty's Government and the UK Parliament

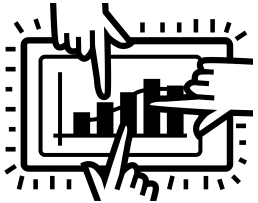
Wikimedia Foundation urges Pakistan Telecommunications Authority to restore access to Wikipedia in Pakistan


RightsCon
Costa Rica
What we talk about we talk about free knowledge: Wikimedia strategies for advocacy

What we need to do

Educate policymakers so that they understand how Wikimedia works, especially the community-led governance and content moderation practices. Open knowledge projects should not be regulated like Big Tech platforms; regulation should help them flourish.

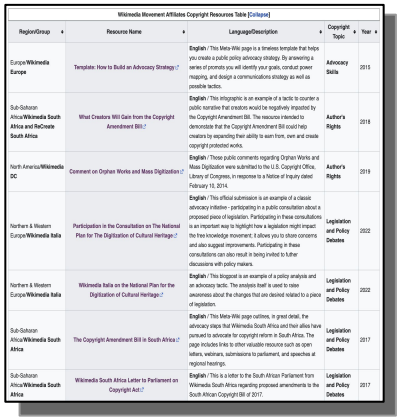
Work with allies in civil society and the media so that they can champion the value that Wikimedia projects offer to the world. Together we can promote a positive vision for the Internet.



Work with industry partners who shape the ecosystem in which we use Wikimedia projects and share knowledge. With them we can advance open standards and frameworks that enable and support the widespread sharing of free knowledge.

Improving how we work together

Share & build resources



- Results from ‘mappings’
- Updated ‘Resources’
- How-to guides

Fund your advocacy work

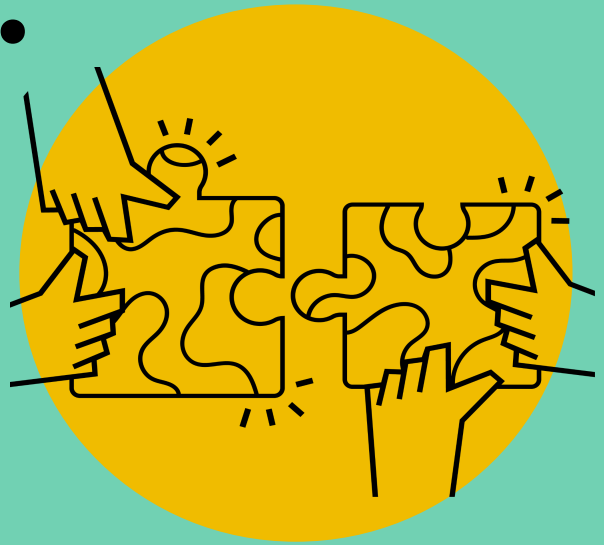
Source Engagement opportunities

- Regional events (DRIF)
- International events (RightsCon)
- National processes (GDC)
- Supranational organizations (WIPO)

Continue Peer Learning

- Let’s Connect!
- Workshops
- ?

You know best. Let's work together.



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Policy advocacy is about pushing for positive changes to bills and regulations.

We don't always get everything or achieve everything we want- and that's ok!

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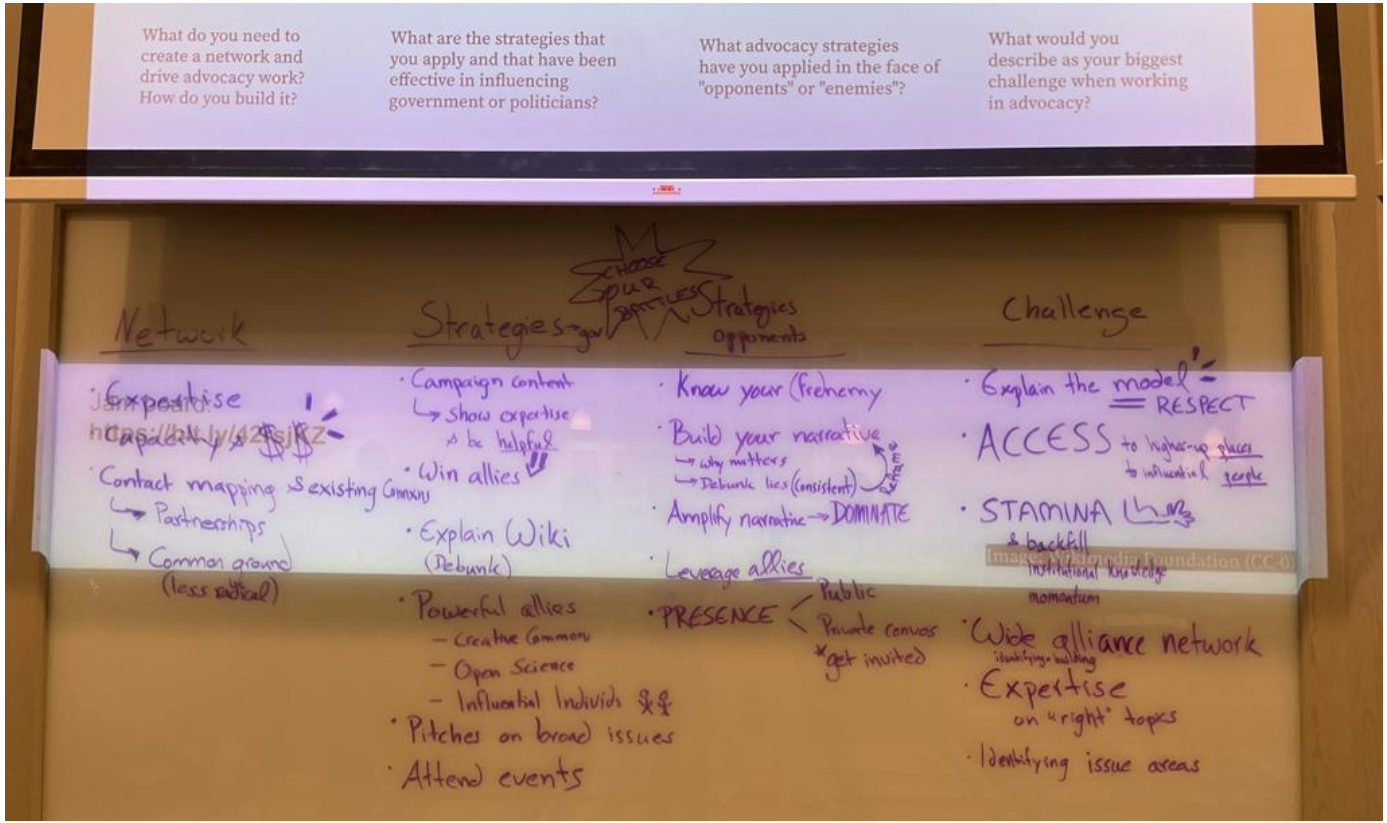
Fail-a-thon


What do you need to create a network and drive advocacy work? How do you build it?
What are the strategies that you apply and that have been effective in influencing government or politicians?
What advocacy strategies have you applied in the face of "opponents" or "enemies"?
What would you describe as your biggest challenge when working in advocacy?
Network
Strategies
Strategies opponents
Challenge
Expertise
Capacity
Contact mapping existing Commons
Partnerships
Common ground (less radical)
Campaign content
Show expertise
Be helpful
Win allies
Explain Wiki (Debunk)
Powerful allies
Creative Commons
Open Science
Influential Individs
Pitches on broad issues
Attend events
Know your (frenemy
Build your narrative
why matters
Debunk lies (consistent)
Amplify narrative → DOMINATE
Leverage allies
PRESENCE
Public
Private convos
*get invited
Explain the model
RESPECT
ACCESS to higher-up places to influence
STAMINA
& backfill
Institutional knowledge
momentum
Wide alliance network
identifying + building
Expertise
on "right" topics
Identifying issue areas

Fail-a-thon

Question 1: What do you need to create a network & drive advocacy work? How do you build it?

- You need to be able to conduct a comprehensive contact mapping to understand what existing connections you already have that might be useful.
- To build your network you want to think about where you have common ground with either existing contacts or contacts that you are considering bringing into the network.
- It is useful to work with partners who have different networks from your own and can speak to both conservative and liberal politicians.
- You need expertise to be able to understand what you need from such a network in the first place.
- You need capacity: time, money, and expertise…but especially money!

Fail-a-thon

Question 2: What are the strategies that you apply and that have been effective in influencing government or politicians?

- Create lots of content about your issue. You want to be able to circulate this in the media, across social media channels, and have awareness raising or educational content readily available to send to stakeholders like politicians, government officials, media and allies when they ask for it. This is important to help position yourself/your organisation as someone with **expertise** and as an actor that is here to be a **helpful**, informative resource. Government officials are facing difficult challenges when regulating online platforms - you're here to help! That will help you **win allies.**
- Explain the Wikimedia model every chance you get. This is important to debunk myths and misconceptions.
- Work with powerful and well-respected allies like: Creative Commons; Open Science organizations; Influential individuals in your country contexts (ex: WM Australia worked with national scientific officer who publicly supported Wikimedia's importance for open science).
- Have pitches/positions prepared on broad issues that are often relevant to Wikimedia projects such as: Open Science; AI; Copyright; Intermediary Liability in the context of Content Moderation.
- Attend events! Roundtable discussions, conferences, etc so that Wikimedia is seen as a thoughtleader and relevant actor to involve in policy discussions. Let your presence and positions be known.
- Choose your battles - be strategic about which policy discussions you choose to engage in.

Fail-a-thon

Question 3: What advocacy strategies have you applied in the face of 'opponents' or 'enemies'?

- Know your enemies well…and what their core motives are or their positions towards Wikimedia - you might just find that you could win a frenemy or a valuable source of information (even if they don't publicly come out as part of the same side as you).
- Build a STRONG NARRATIVE. Have very clear points about why XYZ topic matters for Wikimedia and be prepared to debunk opposing narratives or falsehoods as soon as they come out. Everytime something comes out, you should be able to not only oppose or correct it, but also use the opportunity to reframe the discussion and draw it back to your core position. You want your position to become well known. Be disciplined about rebuttals - always respond (don't let false information float around out there), and always bring it back to your point.
- Amplify your narrative (your core position) at every chance. You need it to dominate.
- Leverage your allies
- Have a PRESENCE in the rooms and discussions where it matters - get private conversations with key stakeholders and decision makers, have a loud enough voice and visible/public enough presence that you get invited to the importance discussions. Be PUBLICLY known and be IN THE ROOM.

Fail-a-thon

Question 4: What would you describe as your biggest challenge when working in advocacy?

- Explaining the Wikimedia model to debunk myths and misconceptions and emphasize why community-governed online spaces are important to preserve. This helps Wikimedia and allies promoting Wiki's position gain respect and be seen as unique from other stakeholders that are part of the conversation (such as other tech platforms that are not community-governed).
- ACCESS is difficult to gain, especially to higher-up decision making **places** (like parliament or special committees) and senior **people**.
- STAMINA is hard to maintain. Policy advocacy can't rest on the shoulders of one individual Wikimedian, you need to start training someone as backfill who is familiar with the issue at hand and is also part of the networks that you are building so they can step in when required. You don't want your advocacy work to start and stop with one person who holds all of the institutional knowledge. You also need to find a way to keep momentum going even when an issue drags on for 12 years.
- WIDE Alliance network. You want loose and wide networks, not just narrow and deep networks. It is particularly useful to work with unlikely allies.
- EXPERTISE on the "right" topics is important to have access to - part of this challenge is not just securing the expertise or finding a way to build it for yourself, but also being able to identify which issue areas are important to focus on in the first place.

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Interactive Workshop

1. Presentation: Writing a Policy Paper in 8 Easy Steps
2. Split into 3 Groups
3. Choose a Topic
4. What is Your Central Argument?
5. Create an Outline for Your Policy Paper

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Writing a Policy Position Summary in 8 Easy Steps

Every opportunity for policy advocacy is unique, and your strategy should be tailored to the specific circumstances of each issue, audience, and opportunity.

You don't necessarily need to say anything new- what's important is making a convincing argument.

Writing on policy can come in my formats: blog posts, opinion pieces, white papers, letters to policymakers, summary documents, etc.

Today we'll focus on how to write a brief "policy position summary" intended to familiarize an external audience, like a policy maker, with the issue, how it affects Wikimedia projects, and what our recommendations are.

These steps, however, can be applied to many formats for writing about policy.

Writing a Policy Position Summary in 8 Easy Steps

1.
Identify & research your topic

2.
Identify your audience

3.
Develop your argument

4.
Determine your medium

5.
Draft your paper, include recommendations

6.
Proofread, factcheck, refine, and revise

7.
Share with your audience

8.
Follow up

Writing a Policy Position Summary in 8 Easy Steps

Step 1

Identify & research your topic

Are there any bills or new regulations being considered?

Is there a new technology, challenge, trend, etc. that may have an impact on your community or Wikimedia projects more broadly? What will that impact be?

What are others saying about this topic? Have others in the movement written on it? Can they help?

What is your unique point of view as a Wikimedian in your context?

What are policy makers saying or asking? What can they do? What do you want them to know?

What do you want policy makers to do?

Writing a Policy Position Summary in 8 Easy Steps

Step 2

Identify your audience

Who do you want to influence? Be specific.

What do they have the ability to do?

What is their position on this topic?

Have the written or spoken about this before?

Are they an ally? Do they understand Wikimedia projects?

How can you reach this audience?

- **Submitting an analysis through formal channels?**
- **Sending a letter?**
- **Traditional media? Share a blog?**

Writing a Policy Position Summary in 8 Easy Steps

Step 3

Develop your argument

What is your unique perspective as a Wikimedian?

What do you have to offer to the debate that others do not?

What is the primary argument you want your audience to understand?

What are 3 ideas that support your argument?

What data and facts can support your arguments?

Writing a Policy Position Summary in 8 Easy Steps

Step 4

Determine your medium

How can you best reach your audience?

Are there upcoming opportunities to submit policy recommendations? What is the best timing?

Could you contact the policy makers or their offices directly?

If you will publish your paper in the media or in a blog, make sure it's where your audience goes to for information.

Writing a Policy Position Summary in 8 Easy Steps

Step 5

Draft your paper, include recommendations

Start with an outline. Include your bottom line up front (BLUF).

Clearly state your argument and supporting arguments. Support them with facts and data. Cite your sources.

Write clearly in language that will be familiar to your audience.

Make concrete recommendations your audience can act upon to create the desired outcome.

Make your paper easy to read: formatting is everything.

Formal processes can include specific criteria (format, length, etc.). Follow these closely.

Example: Formatting Your Document

Overview of the organization and WM Projects (if appropriate)

Citation needed: Hyperlinks to key sources

Photos can increase visual appeal

Plenty of breaks & white space to break up text

Propper branding

Clear division of sections & sub-sections

Clear, concrete recommendations

Bullets to simplify text

Introduction

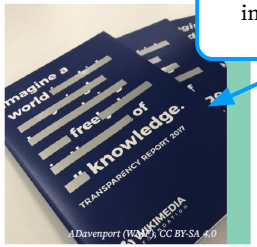
About the Wikimedia Foundation

The Wikimedia Foundation is the nonprofit organization that hosts Wikipedia and other free knowledge projects. The vision of our free knowledge movement is a world in which every single human being can freely share in the sum of all knowledge. To this end, we support a vibrant community of more than 300,000 volunteers around the world, who contribute to the Wikimedia projects by adding, editing, and verifying content in over 55 million articles across 300 languages, all for free and without ads.

About the Wikimedia Projects

Wikipedia and other Wikimedia projects provide free access to neutral, well-sourced information about science, culture, history, and more encyclopedic subjects. The information in question is added, organized, and edited by a decentralized community of volunteers who engage in open debate to reach consensus around content decisions and policies. Volunteers address most everyday content issues on the Wikimedia projects, such as intentional vandalism or edits that do not meet Wikipedia's reliability and neutrality standards, without interference from the Foundation. This unique community-led governance and content moderation model has allowed the Wikimedia projects to achieve the prominence and high quality they have now, and the volunteer-led, distributed decision-making that occurs on the Wikimedia projects is a manifestation of the ideals of online participation and expression.

The Wikimedia model is unique and allows editors and volunteers to work together towards the creation of a shared knowledge. We believe that this model should be protected and supported, as well as other community-based models of information sharing. However, these are often unknown by governments and agencies drafting policies and tech regulation.



ADavenport (WMF), CC BY-SA 4.0

Internet-related policy development should not only be consistent with universal human rights standards, but also developed and implemented through a multi-stakeholder model and be grounded in a transparent and accountable process, with meaningful participation of different stakeholders, who can best advocate for alternative models of positive internet developments. For this reason, we appreciate the United Nations initiative to develop a Global Digital Compact through a multi-stakeholder process, and welcome the opportunity to submit our input.

The Wikimedia community experiences the consequences of technology regulation everyday, and sometimes faces unintended consequences of misguided policies alongside harms caused by laws that are inconsistent with human rights standards. With these concerns in mind, the Foundation's Global Advocacy team, composed of experts in technology policy and regulation, has worked to collect input that reflects and highlights both the Wikimedia model explained above and the experience of our global communities and volunteers.

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5. Digital commons as a global public good

Core Principles

Wikimedia projects' content, be it text, images, data, or other, is created and developed under a Creative Commons open license and is, by definition, part of the digital commons. Informational resources and technologies are open to all, and these are designed to be used by the same communities that have created them. Everyone, everywhere, can access, reuse and/or remix them with attribution, and participate in their development in order to advance toward the Foundation's goal of joining in the sum of all knowledge.

This vision and the openness of Wikimedia projects makes their resources and content a global public good. Everyone, not only the Wikimedia volunteer community, can use and develop them, as well as further develop the community-led policies that sustain them. Minorities and historically-excluded communities are especially encouraged to join in these efforts.

Digital commons such as Wikimedia projects are essential to provide wide access to accurate information, which in turn is fundamental for the development of the SDGs by supporting digital public goods that can be used by all.

As more services and information sources move online, having access to digital public squares and digital repositories of knowledge and memory is increasingly a prerequisite for participation in public life. The ability to access and share knowledge can create social good and promote social equity, but barriers to access often mirror [illegible]isting inequities instead.

[illegible]e need a robust public [illegible]structure that supports [illegible]global public goods, since [illegible]haring information helps [illegible]mise of the internet as a digital public good. Such an information

ment in easy and tion, but e and sm and academia. This support extends to legal structures and open and free licensing of many different types of information.

Key Commitment/ Pledges/Actions

Digital commons such as Wikipedia and other Wikimedia projects should be supported because they are global public goods, and contribute to the development of the SDGs.

- Governments and international organizations should protect and support the right of communities to create and maintain online platforms dedicated to public information and other digital public goods.
- Governments and international organizations should work through multi-stakeholder processes to develop standards and definitions for what constitutes a digital public good, ensure the right to expression online is protected, and that people are not punished for accessing or sharing factual information.
- Governments should balance intellectual property rights interests with the right to information, and ensure the continued existence of a robust public domain.
- Governments and international organizations should invest in and promote the creation and distribution of content that is relevant to local and communities in a variety of languages.
- Governments and international organizations should support and invest in a variety of knowledge production and preservation organizations and institutions.
- Governments and international organizations should create policies that

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Writing a Policy Position Summary in 8 Easy Steps

Step 6

Proofread, factcheck, refine, and revise

Proofread your document multiple times at multiple stages. Ask a colleague or your team to also proofread it for content, grammar, tone, style, etc.

Factcheck everything. Using factually incorrect information can undermine your argument.

How can you strengthen your argument? Is there a way to make it easier to understand?

Revise your paper based on the feedback you receive.

Writing a Policy Position Summary in 8 Easy Steps

Step 7

Share with your audience

Share your paper with your audience!

Publish it. Post it. Retweet it. Amplify it.

Are there any allies that can help amplify your ideas? Ask them to share it with their networks!

Are you submitting it through a formal process? Follow the directions very closely.

Are you sending it to a policymaker or their office? Include multiple staff members and offer to speak to them in-person.

Writing a Policy Position Summary in 8 Easy Steps

Step 8

Follow up

Always follow up on your paper- don’t hit send and then forget about it!

Can you offer policymakers a briefing on your paper?

How is your paper being received and shared? Do you have any data available to evaluate?

What future events, debates, etc. can you use to share your ideas?

Who else in the movement might benefit from this work?

Topic 1: Copyright

Copyright is a system of temporary exclusive rights that is limited by exceptions & limitations and the expiration of these rights.

Exceptions & limitations as well as the term of copyright determines what content we can include in our projects.

Content whose rights are expired is thought to enter the public domain, but the latter is not well defined and protected.

Copyright law also mandates that the community and the service provider also remove infringing content, usually once aware of their existence. Some legislative proposals are asking for a more active policing role by the service provider, which might disrupt community moderation processes if adopted.

Topic 2: Global Digital Compact

The Global Digital Compact is a UN-led initiative that invites governments, civil society, the private sector, academia and individuals to contribute to discussions about issues such as digital connectivity, avoiding Internet fragmentation, providing people with options as to how their data is used, application of human rights online, and promoting a trustworthy internet by introducing accountability criteria for discrimination and misleading content.

The Global Digital Compact is expected to "outline shared principles for an open, free and secure digital future for all" in a document adopted by the UN. Key aspects will include connectivity, digital commons, human rights online and data protection.

We believe that Wikimedia can have a meaningful contribution to the discussions and can have a impact on the final document. We also believe that having some of our core principles and beliefs established at this level can help Wikimedians in their local work.

Topic 3: Surveillance/Privacy

Privacy enables people to engage and share knowledge freely, without fear of someone watching their online lives.

Wikimedia defends everyone's right to privacy and to contribute anonymously to our projects.

Wikimedia also challenges mass surveillance practices, whether imposed by governments or private businesses.

Yet, many legislative proposals, for instance ones that target terrorist content or child abuse metrials, suggest to use mass surveillance technologies to protect society and its members.

The business models of most of the dominant online platforms are built in a way that they track users across the internet.

Politicians are regularly proposing to impose some sort of compulsory online ID/registration system for online platforms that would make anonymous contributions impossible.

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Your Assignment

Split into 3 groups. Using these 8 steps:

- **Choose a topic to write a policy paper about**
- **Identify your audience and propose a medium to reach them**
- **Develop a central argument and supporting arguments**
- **Create an outline for your policy paper**

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Pick one person from your team to present on your policy paper. Tell us who are targeting, through what medium, and what your central and supporting arguments are.

Any questions? Ideas? Observations?

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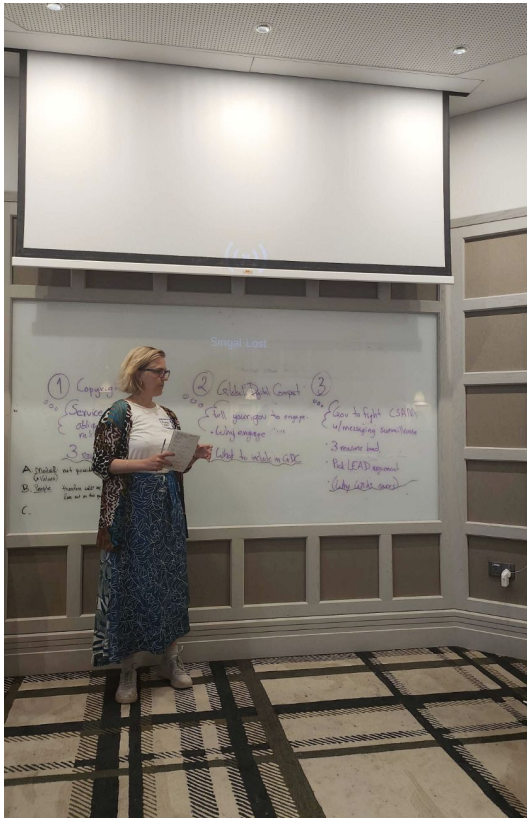
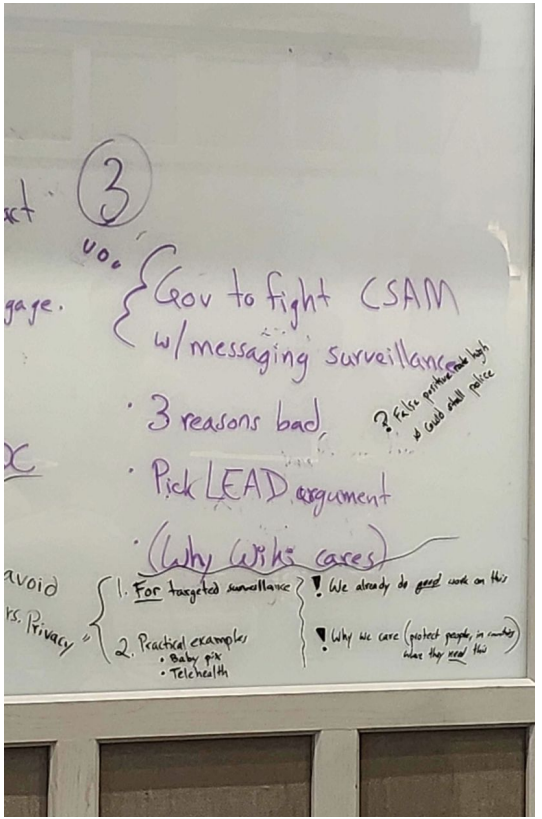
Workshop - Presentations





Presentation - Topic 1, Copyright

Scenario: The government is planning to introduce a service provider obligation to prevent re-uploads. Come up with three arguments for why this is a bad idea.

Arguments
This group based their arguments off of the Wikimedia Foundation Global Advocacy framework to protect the people, the model and the values of the Wikimedia movement.

- We cannot comply
- Here are the reasons why
    a. **The model:** non-profit user led, generated and curated content. It is impossible for us to review in the way that you want us to. (why is that worth preserving)
    b. **The values**: it violates our values - an online world where volunteer driven models that is integral, foundational part of our movement. You can't professionalize our movement.
    c. **The people:** We provide a public good, by providing free access to knowledge. You will be harming this public good to the detriment of your own country and the cultural interests and education of your people (here you can contextualize)
        i. North Macedonia: Ethnic group identity and language that needs to be preserved.
        ii. Indonesia: Education
            1. ~~Want every platform to register to the ministry, and if they do not then they can't operate in indonesia (which means wiki would not be accessible)~~.
        iii. South Africa:multicultural country, need to enable each culture to contribute knowledge online in order to be represented and preserved

Presentation - Topic 2, Global Digital Compact

Scenario: Tell your government to engage in the Global Digital Compact discussions. Explain to them why they should engage and what positions they should include in their submission.

Arguments

- Stakeholder engagement process has concluded; collecting feedback to inform Global Digital Compact draft, which is then debated and voted on by governments
- Challenge: policymakers are unaware of this process because national matters often take precedent; however they're now aware of it and the national government is eager to contribute
- This presents an opportunity for chapters to present themselves as experts to their governments and to shape their responses and positions
- Tell governments that Wikipedia is a social good, but requires an environment to thrive- don't give yourself away to big tech!
- What to include: don't have a fragmented internet, focus on the global digital commons (identified a gap here, which presents an opportunity for WMDE to encourage the German government to step up and fill this gap); highlight weak position on encyrption
- Convince governments that engaging can raise their profile and get them invited to subsequent discussions

Presentation - Topic 3, Privacy/Anti-Surveillance

Scenario: The government wants to fight child sexual abuse material (CSAM) online. To do so, they plan to introduce a new legislation that allows surveillance of all private messages that take place online. Come up with three arguments for why this is a bad idea, and pick a lead argument.

Arguments

- Agreed on 2 arguments and 2 clarifications
- Before technical arguments are made, need to reaffirm that WMF, T&S, and volunteers are already doing a lot of work to protect children
- Explain why we care, since we don't offer such a service: it protects users in many parts of the world where end to end encryption keeps them safe
- Argue for targeted surveillance instead of blanket surveillance, like phone tapping; require authorities to demonstrate probably cause
- Argue that the law would harm end to end encryption, following up quickly with an argument for personal privacy to protect children or to share medical images privately
- [Extra argument, experimental] False positives rate would be too high, create extra burdens for law enforcement, stall response to real issues; this is a challenge because it's hard for us to argue for how people can do their jobs better

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Thank You!