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D2.6 Europeana GLAM WIKI event plus report on Public Art project

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REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

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Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Table of Content

1 Introduction

Collaborations between heritage organisations and the Wikipedia community have a great impact on the way contextual knowledge will be added to cultural heritage content. As Wikipedia is the sixth largest website globally with more than 520 million unique visitors every month looking for information, Wikipedia is an important arena for any educational organization to reach the end users.

A first collaboration was initiated by a consortium of US/UK based museums in 2008, within an initiative called "Wiki Loves Art", that aimed to increase the amount of images from museum objects on Wikimedia Commons, the media repository of open content hosted by the Wikimedia Foundation. This has been repeated a number of times since. For a limited time period, participating institutions open their doors for users to take photographs that are subsequently uploaded to Wikimedia Commons. Contextual information is added as these pictures are attached to Wikipedia pages.

There is much to gain in establishing a profound, long-term collaboration between Wikimedia and Europeana. In the fall of 2010, a so-called Wikipedian (i.e. an individual contributing to Wikipedia) joined Europeana as 'Wikipedian in Residence'. One of the results of the residency was a joint research agenda that summarises the most promising areas of collaboration. One of the most promising areas of collaboration would be to "…provide a relationship brokering service between the European Wikimedia Chapters and their local galleries, libraries, archives and museums to help fulfill the mutual mission of sharing cultural heritage."[1].

This will be central to the collaboration within Europeana Awareness. The 19 events that have been organized during the span of the project in cooperation with European GLAMs and Wikimedia Chapters have been a way to test different concepts and see what works and what doesn't and through a series of blog posts, reports, news coverage and presentations spread this knowledge to the wider Wikimedia movement and other GLAMs.

In September 2011 the Wiki Loves Monuments photo contest took place, as the first the pan-European collaboration between Wikimedia Chapters. This was a huge success and quickly became the world's largest photo contest. As part of this project Wikimedia Sverige defined the necessary preconditions for setting up a Europe-wide photo contest to gather content related to Public Art, i.e. sculptures, mosaics, murals, site-specific installations, memorials. The Wikimedia movement's experience from Wiki Loves Monuments made it easier and many things could be adopted from the Wiki Loves Monument contest.

Members of the Council of Content Providers and Aggregators will be encouraged to collaborate

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[1] http://wittylama.com/2010/10/06/europeana-the-meta-glam/

with local Wikimedia Chapters to gather content related to Public Art. The basic concept is that people are invited to upload images of public art under a free license for usage on Wikipedia. As the licences on Wikipedia (both for content as well as the texts) are similar to licences propagated by Europeana, it will be able to include these contributions also in Europeana.

1.1 About Wikimedia Chapters

Wikimedia Chapters have rather special organizational structures. They:

- Are **independent national organizations** that are rather loosely connected with very few shared projects. There is only limited experience, and a lack of best-practices, regarding the organization of IRL-events with multiple Chapters. Events are often organized in a very federate fashion (e.g. Wiki Loves Monument), e.g. volunteers have freedom to interpret things and do their own things.

- Are **volunteer driven.** This mean that: (1) things sometime take more time; (2) the volunteers that Wikimedia cooperate with cannot be forced to do anything, and must like the topic that is proposed (be sure to frame the event and give a context why it is important); (3) the volunteers can quit whenever (e.g. if they get a new job or a new partner); (4) they work with Wikimedia in their spare time so it is central to be clear with what can be offered and what support that can be given, and exactly what is expect so that the volunteers don't feel that the commitment is too large.

- **Sometimes have staff** (many of them hired for the first time in 2013). The staffers might not know the volunteers that well yet. In some Chapters the staff create events and invites volunteers, while in other Chapters the events must be initiated from the volunteers. However, all need to involve their volunteers at some point of the event planning.

- Have their **budgets and priorities set** every year, and usually only for a year's time in advance. (As we in this project had no confirmation that we had specific event money until 21 November 2012 it made it harder to convince some Chapters to organize Wiki Loves Public Art (WLPA) - a concept they had not heard about earlier - as they had a set budget and we could not offer them financial support from the start.

1.2 Wikimedia's Volunteers

There are basically four different groups of volunteers in the Wiki(p|m)edia community that are working rather differently and have to be approached in different ways to attract their attention. Of course some of the volunteers are working in more than one field, but many only attend events within their favourite area. Remember this and design the events to reach as many types as

possible!

1. Wiki(p|m)edia **editors** that are active in writing the encyclopedia and contextualising pictures etc. This can be both old experienced editors, but also new ones that as part of the event are taught how to edit. They can most easily be reached through edit-a-thons, but also in some degree by reaching out to WikiProjects. Most veterans are not doing it for prizes or offline awards, but rather because they want to learn and disseminate their knowledge, but newbies such as students could be triggered by a small prize. (There are a few exceptions to this, for instance an astronomy contest where the winner could name an asteroid attracted a lot of experienced Wikipedians' interests on Swedish Wikipedia.) Some of the writers prefer to work from home and it is often easier to reach them through online events and contests, which can be added as a possibility to any events you organize.

2. Wiki(p|m)edia **photographers** that are focusing on contributing with pictures to Wikimedia Commons. This can be both old experienced photographers, but also new ones that as part of the event are taught how to use Wikimedia Commons. They can most easily be reached through photo scavenger hunts and photo safaris; especially if there is a contest element involved (with a jury) there have been success to reach newbies.

3. Wikimedia **programmers** that are working on improving the MediaWiki or on developing tools. They are most easily reached through hackathons, and thrive on challenges. You need to provide data or interesting challenges for them to work on.

4. **GLAM Wiki(p|m)edians** that are focusing on **outreach activities** and contacting GLAM institutions and other partners. One subgroup of this type is the Wikipedian in Residence, which has closer contact with a specific GLAM institution, often holding editing courses and answering questions on- or off-line. The general GLAM Wiki(p|m)edian group can most easily be reached through GLAM conferences where they can meet GLAM professionals and discuss best practices. They can also be reached through international or national mailing lists. The key here is to offer something that they wouldn't get access to through normal channels, such as behind the scenes viewings of collections etc.

To reach as many volunteers as possible and get the best effect out of this project and reach our deliverables we organized different types of events that focus on the different groups. To inform as many different groups of volunteers about our plans we already in the very beginning of the project started to send out emails to different email list outlining the project and our plans.

As we are dependent on volunteers to engage we also participated at Wikimania 2012 in Washington D.C. This is by far the largest conference for Wiki(p|m)edians in the world with over 1,400 volunteers and staff attending the conference. During the conference we talked and networked with a very large number of volunteers from all over the world and this is a perfect setting to get the information out about our events and to form cooperations as it is some of the most active and dedicated volunteers that travel to attend these events. A few of the volunteers also sent home reports to their national Chapters and told them about our project.

1.3 Overview of the Event Presentations

All the events are presented with the following structure:

Event name, country
- Background (i.e. a brief description of the event), including:
    - the aim of the event
    - about the organizing team
    - about the participating organizations
- Date
- Location
- Impact (sub-headings differs between the types of projects)
    - Participation (Number + description of audience)
    - File usage
    - Writing
    - PR and Dissemination of Results
    - Other
- Connection to Europeana
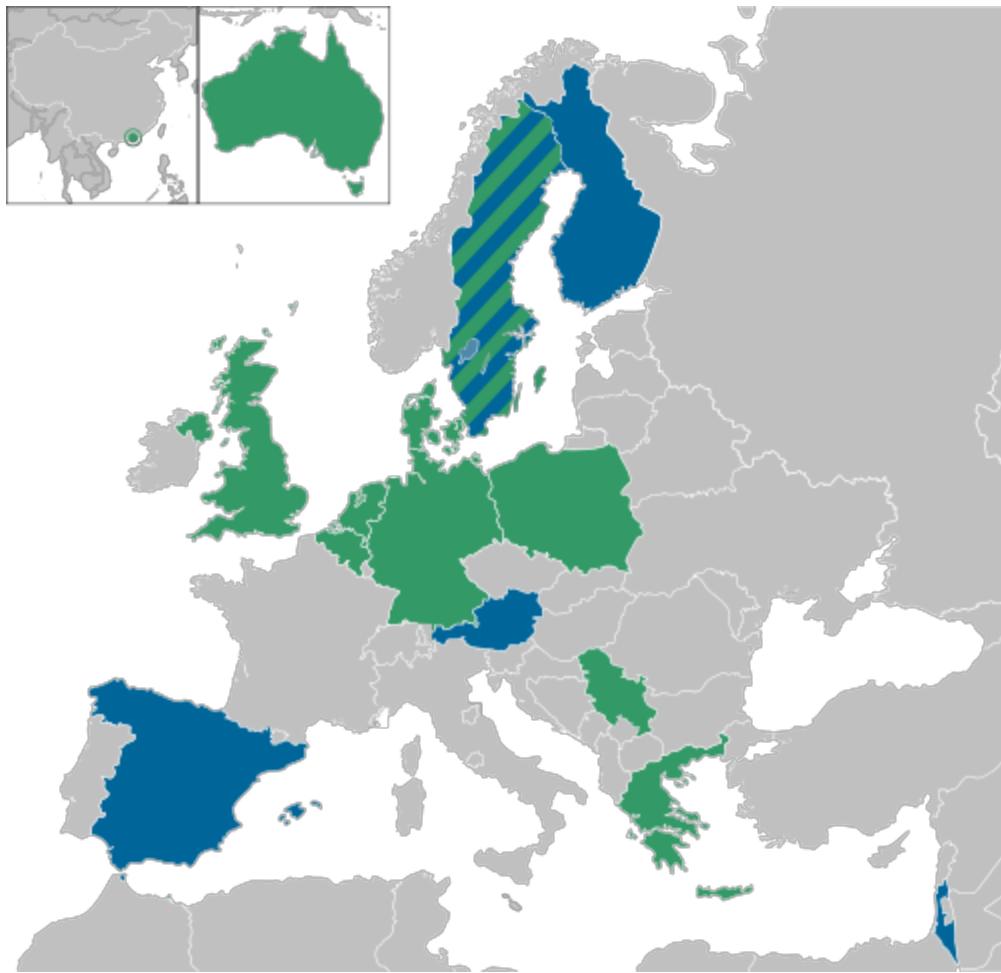
Image 1: The countries participating in the events organized by Wikimedia Sverige, as part of the EAwareness project.

■ *GLAM event*

■ *Wiki Loves Public Art*

Europeana Awareness map.svg. Image by: Lokal_Profil. License: CC-BY-SA-3.0.

2 Edit-a-thons

As part of the project we took part or directly organized twelve (12) edit-a-thons. The work in all of them focused on adding media from Europeana to the Wikimedia projects and hence the majority had a historical theme of some sort that was decided in advance in close cooperation with Europeana. We also tried organizing two sets of parallel edit-a-thons sharing the same theme, during the same day, one about WWI and one about fashion.

Some of the edit-a-thons were done in cooperation with other organizations. An ongoing work went into making the participating GLAMs release material in connection to the events, which to some extent was successful. Some were organized by the Wikimedia Chapters themselves.

These events were organized in order to reach the Wikipedia editors, both new and old. At many of the events we organized presentations about the cooperation were given as part of the introduction.

2.1 WWI Edit-a-thon, Sweden

2.1.1 Background

The **aim** with this edit-a-thon in November 2012 was for it to work as a pilot for a possible series of edit-a-thons in 2013. See Event 7 for the background to the series of edit-a-thons.

To prepare for this event we uploaded pictures on Wikimedia Commons from Europeana's portal regarding WWI. The pictures[2] were used as a base for an edit-a-thon with a slogan that roughly translates to "Come and tell us the stories behind these pictures!", i.e. the goal of the edit-a-thon was to contextualize as many of them as possible. In Sweden the edit-a-thon had university students participating, voluntarily and after class. We did this together with the Humanistiska föreningen på Stockholms universitet (Humanist Association at Stockholm University) and they let us use their facilities for the event and helped us reach out to the students. This helped us keep the direct costs down substantially.

A special focus for this event was on the students taking history classes at Stockholm University. To reach out to the students and other interested people we put up posters and went to the classes to tell the students about the edit-a-thon and had an active presence on social media and blogged about the event. People started right away with writing articles as there was many experienced editors present and people dropped in at different times. Participation for the event was also possible online.

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[2] https://commons.wikimedia.org/wiki/Category:Europeana_1914-1918

Image 2: A poster created for our first event. Affisch skrivstuga WWI.jpg. Image by: John Andersson (WMSE) and LMarianne. License: CC-BY-SA-3.0.

On a Wikipedia page we created a gallery and connected the pictures with a few suggested articles that the participants should create or expand, and in which the picture then could be included as an illustration.[3] The plan was to have 2-4 volunteers present to help the students with practical issues. At the same time there was also a week long online contest[4] on Wikipedia to "help the newbies", so that syntax errors, categories etc. would be fixed right away and that the students can experience the best of Wikipedia and our community, and hopefully fall in love with it. All the participants also had a chance of winning a small prize (a gift card to buy student literature).

2.1.2 Date

The edit-a-thon took place on the **7 of November** (so that Wikipedia's articles would look a bit better for *Remembrance Day*, on Sunday the 11 of November) for 5 hours between 16.00-21.00 o'clock.

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[3] See here for an example:
https://sv.wikipedia.org/wiki/Wikipedia:Skrivstuga/F%C3%B6rsta_v%C3%A4rldskriget#Artiklar_att_jobba_med

[4] http://sv.wikipedia.org/wiki/Anv%C3%A4ndare:John_Andersson_%28WMSE%29/T%C3%A4vling

2.1.3 Location

At Humanistiska föreningen's house *Gula Villan*, Stockholm, Sweden.

2.1.4 Impact

2.1.4.1 Participation

The goal was to have around 10-25 people attending the edit-a-thon as more people could make it messy and hard to have a productive and stimulating environment. In the end 13 people participated. The majority were experienced Wikipedians, but a few new volunteers joined and learnt how to edit. It turned out that the date was not very suitable for many of the students as many had tests during that time.

2.1.4.2 File usage

During the hours in which the edit-a-thon took place pictures were added to 21 articles in many different languages. However, images that were uploaded in preparation for the edit-a-thon (and therefore included in the statistics) were added to articles before the edit-a-thon, and some of them after the edit-a-thon formally ended. The images that we uploaded in preparation for this event were in January 2013 *used* 62 times (meaning that some of the images are used on many different language versions, even though it is the same image).

A total of 20 different images (of the 60 images we uploaded) were, in January 2013, used in encyclopaedic articles.

The articles that have images from Europeana added to them (in all languages) have been viewed 453,047 times in November 2012, 389,122 times in December 2012 (all according to Holger Motskau's statistical tool[5]- that, however, is not working anymore).

As Holger Motskau's statistical tool is broken the BaGLAMa tool[6] is now used. It has statistic available from April 2013. According to BaGLAMa the articles containing the images were between April-October 2013 viewed a total of 2,539,291 times, an average of 362,756 a month!

2.1.4.3 PR and Dissemination of Results

PR before the event: We handed out circa 200 fliers and put up more than 40 posters at Stockholm University with information about the event and the logotypes of the three participating organizations. We created an event page on Wikipedia[7] with the poster as an illustration and Europeana (with links) were mentioned frequently on the page. One magazine wrote about the event in their online issue.

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[5] http://toolserver.org/~prolineserver/glamorous/glamorous.php
[6] http://tools.wmflabs.org/glamtools/baglama.php
[7] https://sv.wikipedia.org/wiki/Wikipedia:Skrivstuga/F%C3%B6rsta_v%C3%A4rldskriget

PR after the event: We wrote a lessons learnt report and blogged about the event.

Dissemination of Results: We created all the necessary material and the structure for the Swedish edit-a-thon to test the concept. This way we would get a lot of edit-a-thons with Europeana's material, on top of the other planned events, with a limited amount of extra work. We could later scale up this event to a serie of multinational events. See Event 9-15.

2.1.5 Connection to Europeana

Pictures from Europeana's portal were used as the base for the edit-a-thon and illustrated the articles written. A presentation about the cooperation was given in the beginning and Europeana's logo was clearly visible in the promotion material.

2.2 Fashion Edit-a-thon no. 1, Sweden

Image 3: One of the participants working on an article. Editing Wikipedia articles (8579423695).jpg. Image by: Erwin Verbruggen. License: CC-BY-SA-2.0.

2.2.1 Background

An *edit-a-thon* and a *digitization station* were organized by Wikimedia Sverige in cooperation with the Nordiska museet (The Nordic Museum), Europeana Fashion, Europeana and Stockholm University (their classes in fashion studies).

The events had fashion as the theme (conveniently the Nordiska museet currently has exhibits on Fashion Through the Years). With this theme we hoped to attract a more diverse group of editors. Currently there is bad coverage on fashion on Wikipedia and also a low percentage of female editors; topics such as this could hopefully help to change these problems. In fact, this indeed turned out to be a highly successful way of reaching more women.

The goal of this event was to include end-users of the Europeana Fashion project, to contribute to the Europeana Awareness project and to contribute to Wikipedia. The edit-a-thon was by invitation only to make it more special for the invited crowd and the participants chosen were able to contribute with exciting content and could spread knowledge about the collections of the Nordiska museet, Europeana Fashion and Wikipedia as a source of information. The theme was fashion, such as clothing, shoes, accessories and hairstyles.

The participants were initially given a shorter presentation on how they could contribute on Wikipedia and how to edit. Staff and volunteers from Wikimedia Sverige supported the participants when they got started editing and contributing.

During the day short lectures were held about Europeana Fashion, about the importance of the cultural heritage for tomorrows research and fashion creators/designers, and about the significance of the Web for spreading knowledge about our cultural heritage.

2.2.2 Date

At 10.00 to 17.00 on Friday the 22 March 2013.

2.2.3 Location

- The workshop(s) preparing the students took place at Stockholm University.
- The edit-a-thon took place at the "*Fatburen*" venue of the Nordiska museet.

2.2.5 Impact

2.2.5.1 Participation

- Many new users participated, and they ended up having a very positive view on our collective work according to our survey. 23 new users created accounts, either at the edit-a-thon, or at the preparatory workshop. Some of the editors sat together and used only one account.
- More women editing Wikipedia (30 women participated).

2.2.5.2 File usage

- The Nordiska museet originally promised to release 1,000 images and prepare them for a batch-upload to Wikimedia Commons. In the end they only released 362 images[8] because of internal problems. Wikimedia Sverige helped them to upload and structure their material on Wikimedia Commons.
- Eight images were released from MoMu[9] and Wikimedia Sverige helped them with

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[8] https://commons.wikimedia.org/wiki/Category:Projekt:_Mode_och_dr%C3%A4kthistoria

[9]
https://commons.wikimedia.org/wiki/Category:Images_from_MoMu_-_Fashion_Museum_Province_of_Antwerp

uploading these. This was their first attempt to release images on Wikimedia Commons. However, they decided to only upload images of a very low resolution.

The pictures were uploaded on Wikimedia Commons before the event so that they easily could be used by the participants.

- Of the 362 images uploaded from the Nordiska museet[10], 57(!) of the images were used on Wikipedia after the event. They are used a total of 72 times on various language versions. The articles where the images from Nordiska museet that were added have been viewed a total of 986,792 times[11], between April and October 2013, an average of 140,970 times/month.
- Also, MoMu initiated contacts with Wikimedia Sverige which was a very positive surprise and Wikimedia Sverige were happy to help (especially as the Belgian Wikimedians are still working on forming a Chapter). Of the eight uploaded photos from MoMu Fashion Museum in Antwerp[12], four of these are used in Wikipedia. They are used a total of 12 times on various language versions. The articles where the images from MoMu - Fashion Museum Province of Antwerp that were added have been viewed a total of 191,004 times [13] between April and October 2013, an average of 27,286 times/month.

2.2.5.3 Writing

A number of suitable articles were connected to the pictures before the edit-a-thon[14] to guide and inspire the participants with subjects to write about. The library at the Nordiska museet provided reference literature during the day.

Ten new articles were created, from biographies to fashion photography and Sami costumes. In total, 67 different articles were edited during the day. Several participants also published their articles some days after the edit-a-thon.

Articles were edited in eight different languages (Polish, German, English, Swedish, Finnish, Spanish, Russian and Italian). Most of the contributions were made to the English and the Swedish Wikipedia.

2.2.5.4 PR and Dissemination of Results

The Nordiska museet's PR section handled most of the external PR while Wikimedia Sverige and Stockholm University promoted the event towards their focus groups. Europeana Fashion

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[10] http://commons.wikimedia.org/wiki/Category:Projekt:_Mode_och_dr%C3%A4kthistoria

[11] According to the BaGLAMa tool http://tools.wmflabs.org/glamtools/baglama.php

[12] http://commons.wikimedia.org/wiki/Category:Images_from_MoMu_-_Fashion_Museum_Province_of_Antwerp

[13] According to the BaGLAMa tool http://tools.wmflabs.org/glamtools/baglama.php

[14] http://sv.wikipedia.org/w/index.php?title=Anv%C3%A4ndare:John_Andersson_%28WMSE%29/Editathon_WWI&oldid=17717183

worked on spreading international awareness about the event.

We handed out a goodie-bag during the event with a Europeana leaflet and information about Europeana Fashion.

To evaluate the event a survey was sent out to all participants. 15 out of 47 participants responded and the result was very positive with all of the respondents showing interest in attending other organized events.

The event led to a lot of social media attention. 13 blog posts, media mentionings and newsletters have been identified[15]. Notable amongst these is our blog post "Modeskrivstuga / Fashion edit-a-thon"[16], at the Wikimedia Sverige blog, which was linked to from *Wikipedia's* Facebook page (with 1.2 million people liking the FB page). The event was also blogged about on the Wikimedia Foundation blog, with thousands of readers.

The event was repeatedly highlighted by Wikimedia Foundation as a successful example on how to decrease the gender gap.

2.2.5.5 Other
The event led to a new, and ongoing, cooperation between Wikimedia Sverige and Stockholm University, Europeana Fashion and MoMu, as well as continued and deepened cooperation with Nordiska museet.

2.2.6 Connection to Europeana

Pictures and other files from Europeana Fashion were used during the edit-a-thon to illustrate the articles and representatives from Europeana Fashion gave a short presentation about Europeana Fashion. A goodie-bag with information was handed out to the participants.

Erwin Verbruggen from Europana Fashion gave a presentation on Europeana Fashion and on what have been done previously during the Wikimedia-Europeana collaboration. A presentation was also given by John Andersson to highlight the focus of the event.[17]

2.3 Collection Days Edit-a-thon, Poland

2.3.1 Background

To remember the events that took place in 1989 and to describe the historical context that have shaped contemporary Poland, volunteers from Poland and Sweden took part in an international

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[15] They are listed here:
https://se.wikimedia.org/wiki/Projekt:Europeana_Awareness/External_communication#Fashion_Edit-a-thon
[16] http://wikimediasverige.wordpress.com/2013/03/27/modeskrivstuga-fashion-edit-a-thon/
[17] http://prezi.com/629dcrwp8hlp/copy-of-fashion-edit-a-thon_stockholm-22nd-of-march-2013/

edit-a-thon on the 9 June in Warsaw, Poland. The edit-a-thon aimed at improving the coverage of the events in 1989 and the Polish history on Wikipedia.

The participants came together to write new, and expand existing, Wikipedia articles in any language of their choice. Images from Europeana's portal and images digitized during the Collection Days were used to illustrate the articles. The event was organized by Wikimedia Sverige, Wikimedia Polska, Narodowy Instytut Audiowizualny (NiNA) and Europeana, and was hosted by Dom Spotkań z Historią.

The memorabilia that was digitized during the Collection Days has a CC-BY-SA license and can therefore be used on Wikipedia. This was exciting for our volunteers as they were the first to use these digitized items and both the environment and the background stories were inspiring.

The goal with the edit-a-thons was, on top of writing articles together and making Wikipedia better, to get new people and new organizations involved in the work of the Wikimedia movement. People that brought their objects to the Collection Days could stop by and learn how to start contributing to Wikipedia.

John Andersson and one volunteer arrived from Sweden on the Friday and participated in the inauguration. After the inauguration they met with the Polish organizers from NiNA. At that time it was decided that the edit-a-thon was to be relocate from the basement to a more prominent place in the main room, where visitors could easily find us and where the internet connection was fully functioning. Arriving on the day before the actual edit-a-thon was crucial for the success as a number of problems could be avoided.

The scanned material needed to be processed by the Polish organizations during the day, before the scans could be upload. All of the images that were suitable for Wikipedia (with a clear license and with metadata ready on the Saturday) were uploaded during the night so that the volunteers would have something to work on in addition to the images uploaded in advance from Europeana's portal.

2.3.2 Date

8-9 June 2013

2.3.3 Location

Dom Spotkań z Historią, Warzaw. Poland.

2.3.4 Impact

2.3.4.1 Participation
As agreed in advance with the Polish organizers a group of six Wikimedian's from Sweden and

Poland participated (until the last few days before the event we were told that six were the absolute maximum that could fit). Also, during the day staff from Europeana learned how to upload images and adding them to a Wikipedia page.

The idea was that the people that brought their material to the Collection Days would be invited to also participate at the edit-a-thon and try to edit. However, the turnout in Warsaw was very low with only around 10 people showing up with their memorabilia during the two days. Because of the low turnout it was the already active volunteers that contributed material to Wikipedia.

Six people participated in the edit-a-thon and a total of 11 at the presentation.

2.3.4.2 File usage

Eight images had been uploaded in advance of the event to make sure that there would be some Europeana material ready from the start. During Saturday night three more images from the Collection Days were uploaded (these were all that we could identify as relevant and that had a clear copyright status). During the Sunday 15 images taken during the first Collection Day by Europeana Staff were uploaded and used in various Wikipedia articles. This added up to a total of 26 images.

Nine of the 26 uploaded images were used. The images are currently used 21 times and the articles containing the images were viewed around 18,199 times in June.[18]

2.3.4.3 Writing

In three languages a total of 9 new articles were created. 15 existing articles were expanded, in five different languages.

2.3.4.4 PR and Dissemination of Results

A press release was prepared and sent to the Polish organizers, but in the end they did not send it out. When asked about the press release they told us that they thought that it was hard enough to communicate about the Collection Days and did not want to confuse people. We considered this very problematic as the edit-a-thon did not get enough room in the external communication during the event, and the fact that this decision was not communicated to us so that we could have sent out a press release by ourselves. That an edit-a-thon was planned could also have been more highlighted in Europeana's communications. The importance of this was discussed with Neil Bates and Michelle van Duijn at the event for future Collection Days edit-a-thons.

The Polish chapter was active with communicating the event to their members and Wikipedia volunteers and also helped translating the entire event page to Polish.[19]

A presentation about our cooperation was given at the beginning of the event.

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[18] http://tools.wmflabs.org/glamtools/baglama.php?group=Europeana+1989&date=201306
[19] https://pl.wikipedia.org/wiki/Wikipedia:Edit-a-thon_-_1989_i_historia_Polski

Social media activity was conducted in order to highlight the ongoing event, when possible using the #Allezculture hashtag.

Blog posts for Europeana, Wikimedia Foundation and Wikimedia Sverige were written.

2.3.5 Connection to Europeana

Images from the Collection Day and Europeana's portal were used as a starting point for the article creation by volunteers.

A presentation highlighting the cooperation between Europeana and Wikimedia was given by John Andersson (with logotypes).[20]

A number of tweets and other social media activity were performed to highlight the ongoing event, using the #Allezculture hashtag.

2.4 1864 Edit-a-thon, Denmark

2.4.1 Background

A dual *edit-a-thon* with the year 1864 as the theme, an important year in Danish history, was organized in Denmark and Sweden. There were two separate edit-a-thons, one in Stockholm and one in Copenhagen focusing on 1864. In Copenhagen this was a larger event with a few participating organizations while the Stockholm event was more low key and aimed at supporting the Danish event. Volunteers from Wikimedia Danmark supported the participants when they started editing and contributing.

In Denmark this was the first edit-a-thon ever and they did it cooperation with the Rigsarkivet (Danish National Archives), Nationalmuseet (National Museum of Denmark), Statens Museum for Kunst (National Gallery of Denmark), Det Kongelige Bibliotek (Royal Library), Hirschsprungs Samling (Hirschsprung Collection), Københavns Museum (Museum of Copenhagen) in Denmark. Wikimedia Danmark contacted Wikimedia Sverige and asked if we would be interested in organizing an edit-a-thon in Sweden in parallel with their event which we were happy to do. Material from Europeana about the Second Schleswig War and 1864 in general was uploaded as part of the preparations.

2.4.2 Date

At the 8 June, from 10-17

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[20] http://prezi.com/qt5fnzgv9zps/collection-day-edit-a-thon-in-warsaw-poland-on-the-9th-of-june-2013/

2.4.3 Venue

- The edit-a-thon in Copenhagen took place in Rigsarkivet's reading room.
- The edit-a-thon in Stockholm took place in Wikimedia Sverige's conference room.

2.4.4 Impact

2.4.4.1 Participation

In Copenhagen they had eight participants and a journalist from Politiken who wrote an article about the Edit-a-thon. In Stockholm two wikipedians were participating at the office and some wikipedians from Catalonia and Germany also joined in remotely and worked with the 1864 theme. In total 14 persons participated (including online participants).

2.4.4.2 File usage

Eight pictures from Europeana were uploaded on Wikimedia Commons before the event so that they could easily be used by the participants. Suggestions were made for connections of the images to both existing and new articles.

Five of these images are now used in six articles in five different languages.

The articles containing the images were shown 1,348 times in June.

2.4.4.3 Writting

During the edit-a-thon a total of eleven articles in three languages were created, some of them as translations from other languages. An additional 13 articles were expanded and had sources added.

2.4.4.4 PR and Dissemination of Results

During the event the hashtag #wiki1864 was used among participants and generated some attention. In Denmark a journalist and photographer from the paper Politiken wrote about the edit-a-thon.[21]

2.4.5 Connection to Europeana

Pictures and other files from Europeana were used during the edit-a-thon to illustrate the articles and to show the end-users what great things one can find at europeana.eu.

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[21] Article in Danish:
http://politiken.dk/kultur/tvogradio/ECE1992455/wikipedia-gaar-til-kamp-mod-redigeringskrig/

2.5 WWI Parallel Edit-a-thons 2013

2.5.1 Background

We had four reasons for holding these events. Firstly, there is always a spike in Wikipedia visitor numbers around the dates of a major event and we wanted Wikipedia's articles about the First World War to be as good as possible in preparation of the centennial anniversaries. Given that many articles were created and improved during the edit-a-thons, we believe this to have been a step in the right direction.

Secondly, we looked at an edit-a-thon as a perfect way of getting representatives from different galleries, libraries, archives and museums (GLAMs) to cooperate with each other and with us, and as a great way of engaging experts. The idea was that this would give us a chance to approach the GLAMs and initiate collaborations to urge them to release pictures from their collections and to work with us in other ways during 2014. As part of the events, several Wikimedia Chapters also initiated new relationships with their local GLAMs.

Our third reason behind hosting the edit-a-thons was that we wanted to increase the use of Europeana's enormous digital collection on Wikipedia, while making the community aware of this partnership and the many similarities between our two organizations. Europeana has thousands of pictures connected to WWI that have the free licenses that enable their use on Wikipedia. It would be a shame not to have these amazing pictures illustrating Wikipedia articles. The pictures come both from the public and from Europeana's vast network of content providers.

During these events, we showed GLAMs why they should use a truly free license (suitable for use on Wikipedia) and what the end users -- Wikimedians -- could do with their content.
The edit-a-thons were very successful with plenty of images from Europeana used and contextualized in our articles. We were all happy to see that volunteers explored Europeana's material themselves and uploaded many more great images during the day. Also, there was a lot of work done in London with bringing more Europeana material to our projects from the British Library.

Finally, we hoped that a series of events across borders would spawn a lot of great press coverage and really show the collaborative strength of our international community. This was partly successful, as a few of the volunteers were interviewed about the events and we also had some nice blog posts written about the event.

2.5.2 Date

The events took place on the 28 of June 2013.

2.5.3 Impact (overall for these seven events)

2.5.3.1 Participation

The participants were mainly already active editors that were drawn to the idea of doing a joint event across borders and to the theme. This made the outcome of the event, per participant, very effective. A total of 65 participants are confirmed to have attended the edit-a-thons

The Europeana Challenge did not have as many participants as expected (8 people participated and we hoped for around 10-15). The ones participating were however very active and productive and on top of writing they uploaded many images.

2.5.3.2 File usage

After these edit-a-thons the Europeana images uploaded are now used on twenty (20) language version of Wikipedia. Images are currently used 89 times and the articles containing the images were viewed around 362,704 times in June[22]. Despite the very large increase of images used this number is down from earlier months

Volunteers started exploring Europeana's portal themselves and uploaded many great images, increasing the number of uploaded images from 69 to 95.[23] Identifying and uploading 26 images is a large amount of work to do and the effort points to a genuine interest in Europeana's material and also an increased ability to use Europeana's portal. This is one of the achievements we are most happy about. Many of the images seem to have been uploaded by the people participating in the Europeana Challenge which is a great outcome for such a contest.

2.5.4 Connection to Europeana

Material from the Europeana 1914-1918 collection was to be the central thing that the event would focus on. Some of the participants also took part in the Europeana Challenge.

2.6 WWI Edit-a-thon Greece (Online)

There is no existing Wikimedia Chapter in Greece, but a number of volunteers decided to organize an online event. They lacked the experience and time to organize a physical meeting and decided that they were more interested in writing and participating in the Europeana Challenge. In the end, the winner of the Europeana Challenge came from the Greek event.

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[22] http://tools.wmflabs.org/glamtools/baglama.php?group=Europeana+1914-1918&date=201306
[23] For the current amount of images, see:
https://commons.wikimedia.org/wiki/Category:Europeana_1914-1918

2.6.1 Impact

2.6.1.1 Participation
Eleven (11) people participated online at the event.

2.6.1.2 Writting
Seventeen (17) articles were created or expanded.

2.6.1.3 PR and Dissemination of Results
Three blog posts were written about the event.

2.7 WWI Edit-a-thon The Netherlands

This was a joint event between Wikimedia Nederland and Huis Doorn.[24] The organizing team had prepared a long list of articles to work on. At the venue the participants were given an exclusive tour of the venue, that had a strong connection to events at WWI.

Image 4: Some of the participants at the Dutch edit-a-thon. Editathon Huis Doorn 29 juni 2013-1.JPG. Image by: Hansmuller. License: CC-BY-SA-2.0.

2.7.1 Venue
Huis Doorn, Amsterdam, the Netherlands

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[24] http://www.huisdoorn.nl/eng/

2.7.2 Impact

2.7.2.1 Participation
Nine (9) people participated at the event.

2.8 WWI Edit-a-thon UK

Wikimedia UK has been positive to the concept from the start and have a budget for these type of event. Wikimedia UK have plans of finding a Wikipedia in Residence at the Imperial War Museum that could work with WWI and WW2 events in the UK.

Their edit-a-thon was a bit different and focused on using Europeana 1914-1918 material that was made available from the British Library. The British Library hosted a workshop to start making some of their material from the Europeana Collections 1914-1918 project publicly available. There was a public talk in the morning, to introduce the collections and the project, and then the participants worked with the material. The focus during the edit-a-thon was on writing articles, selecting and identifying images and OCR/Text analysis.

2.8.1 Venue

The British Library, London

2.8.2 Impact

2.8.2.1 Participation
Twenty (20) people participated at the library.

2.8.2.2 Writting
At least twenty (20) articles were improved and a few ones were created. On top of writing articles they did some work with the material which will also be used for further research!

2.9 WWI Edit-a-thon Sweden

Originally a volunteer from Wikimedia Sverige was going to work on organizing the event, but he got very ill a month before the event and through lack of communication of this the organization lost speed and most of the work had to be done by Wikimedia Sverige's staff a few days in advance of the event. However, there was a real interest from volunteers in Stockholm in participating.

2.9.1 Venue

Wikimedia Sverige's office, Stockholm

2.9.2 Impact

2.9.2.1 Participation

Six (6) experienced Wikipedians participated and were very productive.

2.9.2.2 File usage

Four (4) images were uploaded from Europeana's portal and 22 of the images were added to articles.

2.9.2.3 Writting

More than 20 articles were expanded and two new ones were written.

2.10 WWI Edit-a-thon Belgium

There is no existing Wikimedia Chapter in Belgium, and no ongoing GLAM cooperations. This was the first attempt to organize local events in Belgium and we were happy that we could help facilitate this development. The team eventually found a suitable venue but stated a strong interest in working together with Europeana in the future to initiate cooperations with GLAMs in Belgium where they could organize events.

2.10.1 Impact

2.10.1.1 Participation

7 experienced Wikipedians participated and were very productive.

2.10.1.2 Writting

6+ articles were created during the event with a focus on Belgian subjects related to WWI.

2.11 WWI Edit-a-thon Serbia

Wikimedia Serbia is a new Chapter but the new board wrote to us and told us that they wanted to participate. They managed to work out a plan, actively communicated the event to media and partners and managed to organize one of the larger events.

2.11.1 Impact

2.11.1.1 Participation

Ten (10) people participated (seven at the event, three online).

2.11.1.2 Writting

Fifteen (15) new articles created (some quite large and thorough).

2.11.1.3 PR and Dissemination of Results

The main organizer was contacted by a local TV station, but was unable to give an interview as he was working when they needed it. He was however interviewed by a journalist from Politika, the oldest newspaper in Serbia, and a second news site picked up the story. Finally, a third newspaper wrote a story about the edit-a-thon.

2.12 WWI Edit-a-thon Australia (Online)

The main organizer of the Australian event could in the end not attend herself because of other commitments and the event turned into a virtual one, with the participants being already active volunteers. However, this was the first one of many events that the organizer is planning to organize and it was a motivation to start the work and initiate contacts with local GLAMs.

2.12.1 Impact

2.12.1.1 Participation

Three experienced Wikipedians participated and were very productive.

2.12.1.2 Writting

Two articles were created during the event and one article was improved.

2.13 Fashion Edit-A-Thon no. 2

2.13.1 Background

Fashion is one of Wikipedia's weakest areas in terms of coverage and this edit-a-thon is a first step in changing this. By bringing together experienced Wikipedians with energetic and knowledgeable students and subject matter experts, this event helped to take some further steps with bringing fashion to Wikipedia. The event helped continue the cooperation between Wikimedia Sverige, Nordiska museet, Stockholm University, Europeana and Europeana Fashion that started with the first fashion edit-a-thon in March.

Europeana Fashion had already started talking with Wikimedia Italy and Wikimedia Israel so it was decided that we all should try to coordinate to hold an event during the same week and bind the three events together with an online contest. Hence, at the same week fashion edit-a-thons took place at Nordiska museet in Sweden, at the Rossimoda Shoe Museum in Italy and at the MINERVA Conference in Israel. All the events were united through a one month long contest called the Europeana Fashion Challenge that took place between the 12 November-12 December.[25] The winner of the Challenge received a number of reference books about fashion and textiles donated by ten fashion museums. The idea was to basically have the same concept as the parallel WWI edit-a-thons, but with fashion. This is in line with Wikimedia Foundation's and our movement's goals and hopefully of interest to a lot of Chapters.

Because of Wikimedia Sverige's previous experience we already had good contacts established and images uploaded that could be used again (which is one of the things that take the most time to prepare). This saved a lot of time when organize the second fashion edit-a-thon. Also, to a large extent we were able to once again use the structure of the Europeana Challenge. Hence organizing the fashion edit-a-thon took a lot less time.

2.13.2 Date

12 November 2013 from 08.00 to 16.00.

2.13.3 Location

Nordiska museet, in the room *Fatburen*, Djurgårdsvägen 6-16.

2.13.4 Impact

2.13.4.1 Participation

Earlier in the day there was a derailed train in Stockholm and a subway train was also stopped. This lead to enormous problems with the public transport in Stockholm and most people that had signed up could not make it. Out of the 28 that had signed up only eleven (11) made it there, some of these had however not registered in advance.

2.13.4.2 Writting

Six articles were expanded during the event.

2.13.4.3 PR and Dissemination of Results

A presentation about the cooperation with Europeana and Europeana Fashion was given at the start of the event.[26]

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[25] https://meta.wikimedia.org/wiki/Europeana_Fashion_edit-a-thons/Europeana_Fashion_Challenge/Welcome_to_the_Challenge

[26] http://prezi.com/coecligvpmum/fashion-edit-a-thon-2-stockholm-12-november-2013/

A journalist working for one of Sweden's largest newspaper, Aftonbladet, attended the event and interviewed some of the the participants.

At least five blog posts were written about the event. But due to the nature of parallel edit-a-thon in three countries it is hard to see how many posts that mentioned the Swedish event specifically.

2.13.5 Connection to Europeana

In the presentation Europeana was highlighted and we worked with material from Europeana's portal.

As part of our agreement with the museum some material was released by the museum in advance of the event that will also be included on Europeana's portal.

The Europeana Fashion Challenge put Europeana ones again in the center of our volunteers attention as it is trying new things and it was widely communicated.

3 Conferences

As part of the project we participated in the organization of two conferences and presented the project at another three. The conferences all focused on GLAM-wiki cooperation. The conferences were held to reach the GLAM-wiki volunteer community and to find new ways for GLAM experts and Wikimedians to cooperate by presenting case studies and best practices.

3.1 Digikult Conference, Sweden

3.1.1 Background

Digikult was a two day long cultural heritage conference with a long list of speakers, talking about successful projects in digitization of the cultural heritage and making it accessible for the public, including open data, e-administration and participation from the public. Simultaneously there was a hackathon as an integrated part of the event.

The aim of the event was to share knowledge, get the conversation about digitization started, and show what you can do with various cultural heritage data and content once it is publicly accessible.

The organizers were five organizations: Wikimedia Sverige, Regionarkivet (the regional archive in Västra Götaland), Länsstyrelsen i Västra Götalands län (the county administrative board), Kultur i väst (a regional assembly of cultural institutions) and DigiDel (a national organization to

increase participation on the internet). The core organizing team was Lennart Guldbrandsson from Wikimedia Sverige, Stefan Högberg and Bo Thalén from Regionarkivet, Henrik Zedig and Mats Herklint from Länsstyrelsen (with assistance from PR team representative Linda Carlsson), Per Lekholm from Kultur i väst, and Örjan Hellström from DigiDel.

The hackathon took part in conjunction with this event and the participants worked on the art database that we have initiated as a direct result of this project and the preparation for Wiki Loves Public Art - much of the functionalities developed during the hackathon will most likely not be used for the Wiki Loves Public Art photo contest, but will improve the art database and connect it to other open data sources such as Europeana.

3.1.2 Date

10-11 April 2013.

3.1.3 Location

Länsstyrelsens hörsal (meeting hall of the county administrative board) in Gothenburg, Sweden.

3.1.4 Impact

3.1.4.1 Number of guest attenders + description of audience

The number of attendees were about 100 persons, including 4 participants in the hackathon. They represented many of the largest cultural heritage institutions, county administrative boards across Sweden and other interested parties. This was in other words a professional conference, during workdays.

3.1.4.2 PR and Dissemination of Results

- The hackathon was covered in regional television[27], and a number of blog posts.[28]
- A large number of Swedish GLAM experts got the chance to hear about our ongoing cooperation.

3.1.4.3 Other

- A tool showing historical material on a map was developed. The developers connected Europeana and three other datasets. Regionsarkivet, being very happy with the result, is planning to finance the development of a mobile application based on the work there.

3.1.5 Connection to Europeana

The were two connections to Europeana:
1. Geer Oskam presented Europeana in a talk titled "Europeana, open data and end user engagement" to around 100 attendees. The talk was filmed and published on

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[27] http://www.svt.se/nyheter/regionalt/vastnytt/hitta-kulturarvet-pa-natet
[28] E.g. http://wikimediasverige.wordpress.com/2013/04/24/hackathon-under-kristallkrona/

http://digikult.se.

2. The tool developed at the hackathon used the Europeana database and connected it with three other databases, so that you with a website can find cultural material near you.[29]

3.2 GLAM-WIKI 2013 Conference, UK

Image 5: Geer Oskam (Europeana) at the GLAM WIKI UK 2013 Conference - Flickr - Sebastiaan ter Burg.jpg. Image by: Sebastiaan ter Burg. License: CC-BY-2.0.

3.2.1 Background

GLAM-WIKI 2012 was unexpectedly canceled. Instead a GLAMcamp was organized in which Wiki(p|m)edians met and discussed cooperation with GLAMs and how to organize the GLAM-WIKI conference in 2013 instead.

John Andersson participated during the Sunday and was able to join the organizing team for the GLAM-WIKI 2013 conference. John was involved in outlining the conference, what should be included and whom to invite, and communication (promotion to speakers/attendees). The conference was organized as a cooperation between Wikimedia Sverige, Wikimedia UK, Europeana and the British Library.

As part of the preparations Europeana sent out information about the event to the Europeana network to get as good speakers as possible (which was well aligned with the goal of the event organizing team to make the conference an international one).

Feedback from the participants were overall very positive.[30]

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[29] See http://misc.mickenordin.se/digikult/
[30] See http://upload.wikimedia.org/wikimedia/uk/4/4f/GLAM-Wiki_2013_feedback.pdf

3.2.2 Date

The conference took place 12-13 April.

3.2.3 Location

British Library, London

3.2.4 Impact

3.2.4.1 Participation

Around 150 people attended the conference (consisting of both Wiki(p|m)edians and GLAM professionals).

The most active Wikimedia volunteers from a great number of European countries were present and learned about the Wikimedia-Europeana cooperation and its achievements.

3.2.4.2 PR and Dissemination of Results

The GLAMwiki Toolset team had a great opportunity to spread awareness about their work as the event was well suited for presentations and networking. Many more extremely active Wikimedians now know about the efforts and and have a better understanding of what the tool will be able to do and had an opportunity to give suggestions on how to make it even better.

The conference had plenty of blog posts written about it and a lot of social media attention.

At the conference John Andersson was interviewed by a journalist working for the Museum Practice and Museums Journal about edit-a-thons and the connection to GLAMs[31].

3.2.4.3 Other

A lot of possibilities to talk to active GLAM volunteers about the upcoming WWI edit-a-thons in June and Wiki Loves Public Art. A lot of these showed interest and two countries joined the WWI edit-a-thons as a direct result of the networking during these days. For the WLPA teams this presented an opportunity to discuss the upcoming work and to meet in person.

3.2.5 Connection to Europeana

Europeana was well represented at one of the largest conferences for Wiki(p|m)edians that took place in 2013. We had a joint presentation about the Europeana and Wikimedia cooperation (delivered by Geer Oskam) and one about the GLAMwiki Toolset (by David Haskiya) and Europeana's team led a workshop about the GLAMwiki Toolset.

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[31] http://www.museumsassociation.org/museum-practice/wikipedia

3.3 Wikimania Conference, Hong Kong

3.3.1 Background

After discussions with Europeana it was decided that this event would be very suitable for us to present all of our activities as a final major event for the project. We participated at Wikimania 2013 in Hong Kong (the largest Wikimedia conference of the year, with almost 1,000 participants from more than 90 countries).

Wikimedia Sverige submitted three proposals connected to our cooperation that were all accepted:
- Working with hundreds of GLAMs at once – a Wikimedia-Europeana cooperation[32]
- Wiki Loves Public Art – The next big thing?[33]
- Open Database of Public Art in Sweden[34]

3.3.2 Impact

3.3.2.1 PR and Dissemination of Results

Two scheduled presentations were given which were completely focusing on Europeana[35], one about the project in general and one more detailed focusing on WLPA[36]. Around 25 people listened to each one of the presentations, a total of 50. It is unknown how many additionally viewed the presentations online

Wiki Loves Public Art was shortlisted as one of the coolest new projects within the Wikimedia movement since last Wikimania[37]. Around 30 people listened to this presentation.

After a request from the moderators John Andersson, from Wikimedia Sverige, lead a group in the Future of Wiki Loves Monument workshop at Wikimania focusing on Wiki Loves Public Art as a continuation of the Wiki Loves Monuments contest. Around 30 people participated in the workshop.

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[32]
https://wikimania2013.wikimedia.org/wiki/Submissions/Working_with_hundreds_of_GLAMs_at_once_%E2%80%93_a_Wikimedia-Europeana_cooperation
[33]
https://wikimania2013.wikimedia.org/wiki/Submissions/Wiki_Loves_Public_Art_%E2%80%93_The_next_big_thing%3F
[34] https://wikimania2013.wikimedia.org/wiki/Submissions/Open_Database_of_Public_Art_in_Sweden
[35] https://se.wikimedia.org/wiki/Projekt:Europeana_Awareness/Wikimania-presentation
[36]
https://se.wikimedia.org/wiki/Projekt:Europeana_Awareness/Wiki_Loves_Public_Art/Wikimania-presentation
[37]
https://wikimania2013.wikimedia.org/wiki/Submissions/The_coolest_projects_of_Wikimedia_Chapters_-_be_inspired

The Europeana Awareness project (specifically the Wiki Loves Public Art photo contest) were highlighted in a presentation called "Open Database of Public Art in Sweden"[38] given by André Costa (Wikimedia Sverige), that we worked on. Around 25 people listened to this presentation.

A total of around 135 people listened to the different presentations.

3.3.2.2 Other

A concrete outcome of this event was that four new countries stated their intention to participate in the WLPA photo contest in 2014 (Venezuela, Switzerland, South Africa, the Netherlands). Through the commitment of a volunteer based in Switzerland, there might also be one or more African countries that will have the contest organized (since then Cameroon has been confirmed). Also, a number of people approached us and asked about coming events for next year in line with the Fashion edit-a-thon and the WWI edit-a-thons.

John Andersson and André Costa (Wikimedia Sverige) had a long discussion with Wikimedia Foundation's legal team about the continuation of the WLPA contest and they stated that from their point of view (U.S. and European copyright legislation) this should not be a problem. This confirmation spurred interest from the Dutch Chapter to join in next year.

3.3.3 Connection to Europeana

The cooperation between Europeana and Wikimedia were presented during *three* different talks at Wikimania! This was the grand event where we could spread the word about the cooperation and what has been done and wrap things up, but also build for the future.

3.4 OpenGLAM 2013, Poland

3.4.1 Background

John Andersson was invited by Wikimedia Polska to present as one of the international speakers at the first Polish GLAM conference in Warsaw at the Zachęta — National Gallery of Art. The aim of the conference was to improve the Wikimedia and GLAM cooperation and the idea was that the international speakers would present success stories to inspire the GLAM professionals. A large number of Polish GLAMs were present.

3.4.2 Date

11–12 October 2013.

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[38] https://wikimania2013.wikimedia.org/wiki/Submissions/Open_Database_of_Public_Art_in_Sweden

3.4.3 Location

The Zachęta — National Gallery of Art in Warsaw, Poland.

3.4.4 Impact

3.4.4.1 Participation

Around 50 GLAM professionals and Wikimedians were in the audience.

3.4.4.2 Other

John Andersson further received an invitation to an academic conference in Poland in 2014 to talk about the WWI edit-a-thons.

Contacts were made or improved with several prominent figures within Open GLAM and Wikimedia in Poland.

3.4.4.3 PR and Dissemination of Results

Around 50 people listened to the presentation about Wikimedia Sverige's cooperation with Europeana and our events. The talk was also recorded and broadcasted by wikiradio.org.[39]

3.4.5 Connection to Europeana

The presentation was about our joint projects and the value for Wikimedia Chapters of working with Europeana and the value for GLAMs of working with Wikimedia.

3.5 Wikimedia Diversity Conference 2013, Germany

3.5.1 Background

John Andersson was invited to lead a workshop about thematic edit-a-thons and how Wikimedia Sverige has used them to attract a more diverse user base. At the workshop John shared the experience from the Fashion edit-a-thon (see Event 2).

3.5.2 Date

8-10 December 2013.

3.5.3 Location

GLS Campus Berlin, Berlin, Germany.

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[39] http://prezi.com/4yx2leb2rxnd/?utm_campaign=share&utm_medium=copy&rc=ex0share

3.5.4 Impact

3.5.4.1 Participation

At the conference there were around 80 people present and around 40-50 people took part in the workshop that was lead by John Andersson.

3.5.4.2 PR and Dissemination of Results

A blog post was published about the event on the blogs of Wikimedia Sverige, Wikimedia Foundation and Wikimedia Deutschland, in Swedish, English and German respectively.

3.5.5 Connection to Europeana

The workshop focused on our fashion edit-a-thon and the outcomes from that.

4 Hackathons

As part of the project we participated in the organization of one hackathon and participated in another one. The work focused on the GLAMwiki Toolset and the WLPA tools. This was done to reach the Wikimedia developer community and to find help for technical issues that we had encounter. Despite a limited participation these events managed to create and improve some great tool which e.g. really helped increase the speed of organizing the edit-a-thons.

4.1 THATcamp Hackathon, UK

4.1.1 Background

A hackathon was organized in connection to the GLAM-WIKI 2013 conference, on Sunday April 14. The hackathon was a separate event with a separate booking. The hackathon had a number of development themes with a connection to Europeana.

The day was organized in cooperation between Wikimedia Sverige, Wikimedia UK, Europeana, THATcamp and the British Library.

4.1.2 Date

14 of April.

4.1.3 Location

British Library, London

4.1.4 Impact

4.1.4.1 Participation

Around 70 people attended the unconference (consisting of both Wiki(p|m)edians and GLAM professionals). Around five people showed up at the hackathon.

4.1.4.2 Other

Wikimedians discussed the GLAMwiki Toolset and how to improve GLAM-WIKI collaborations further.

A lot of possibilities to talk to active GLAM volunteers about the upcoming WWI edit-a-thons in June and Wiki Loves Public Art. A lot of them showed interest and two countries joined the WWI edit-a-thons as a direct result of the networking during these days.

4.1.5 Connection to Europeana

We organized a hackathon with a Europeana theme (e.g. GLAMwiki Toolset, Europeana's API etc.). Discussions took place on how to improve the GLAMwiki Toolset. Two volunteer developers worked most of the day to create a upload tool.

4.2 Wikimedia Hackathon Netherlands 2013, The Netherlands

4.2.1 Background

We decided to participate at the hackathon in Amsterdam the 24–26 May 2013 as this is the biggest Wikimedia Hackthon there is.

We worked on developing tools for the Wiki Loves Public Art photo contest and on informing other developers about our project and plans. Europeana also participated with a group that worked on the GLAMwiki toolset so there was a strong Europeana presence at the event.

This was an opportunity for both seasoned and new developers, as well as people working for Wikimedia Foundation, to come together and hack on anything related to MediaWiki or one of the Wikimedia projects such as tools, pywikipedia, gadgets, extensions, templates, etc.

The hackathon was organised by Wikimedia Nederland with support from the Wikimedia Foundation. Various Wikimedia chapters (and Wikimedia Foundation) members participated along with several individual developers.

4.2.2 Date

24–26 May 2013.

4.2.3 Location

Stayokay Hostel Amsterdam Zeeburg, Amsterdam, the Netherlands

4.2.4 Impact

4.2.4.1 Participation

Approx 150 attendees in total. Mainly developers of MediaWiki and Wikimedia related tools. Of those, approximately 10 people were involved in our work somehow. André Costa (Wikimedia Sverige) and one other developer were directly involved in the hacking. The remaining were involved in discussions regarding the various challenges encountered during WLPA 2013 and how to best coordinate efforts to mitigate these for WLPA 2014 giving plenty of valuable ideas and inputs.

4.2.4.2 Other

- Bug-fixing of tool for uploading Europeana material to Wikimedia Commons. This tool has since been used for uploads involved in the preparation of various Europeana edit-a-thons. Fixing this tool was of great importance in the preparation of the following edit-a-thons, saving a considerable amount of time and increasing the likeliness that volunteers also will start uploading images from Europeana in advance of the GLAMwiki toolset.
- Further development of WLPA material and tools needed for Sweden's participation in WLPA 2014. Tools that will be valuable for future rounds of the photo contest.
- Discussions related to WLPA 2013 and the various challenges faced by the different countries due to differences in copyright legislation and the availability of official records. Also discussions relating to what may be done differently for 2014 and whether the tools developed as part of Wikimedia Sverige's "Open Database of Public Art in Sweden" could be used by other countries in order to facilitate the preparation of their datasets.

4.3 Connection to Europeana

- Preparation of tools needed to make the overall project successful. This work make it much easier for volunteers to use Europeana's material.

5 The Wiki Loves Public Art (WLPA) Contest

A photo contest was a way to reach volunteer photographers and the active community on Wikimedia Commons, involve them and make them aware of the ongoing cooperation and Europeana's interest in the work done by the Wikimedia community. As part of this local photo events were organized and many collaborations were initiated with national heritage institutions.

5.1 Background

Image 6: The official logo for the contest. Wikilovespublicart 4.svg. Image by: AlphaZeta. License: CC-BY-SA-3.0.

Art plays a central role in all societies and cultures and is an integrated part of what makes us human and to better understand art is to better understand ourselves. As art to a large extent is something you experience visually, photos make the encyclopedic articles on Wikipedia much more valuable. When on Wikipedia everybody can experience the local artworks online for free. This is also well inline with Europeana's strategy to: "Cultivate new ways for users to participate in their cultural heritage". Working together on such a high profile event is also a great way to strengthen the bonds between the Wikimedia movement and Europeana.

It is important to note that the public art collection in many countries are very poorly documented and often not digitized, despite the fact that many artworks each year are moved, vandalized, destroyed or stolen. Hence, there is a need to document and share the artworks for a wider audience and for the future. There is a deadline!

As quality cameras become more and more commonplace the public can step in and help to digitize the public art collections and enhance the knowledge. The Wikimedia movement has experience in organizing contests such as this and has a global network in place to reach out to people.

The idea, based on the experience of WLM, is that the national coordinators will take charge in the different countries and develop the local rules and infrastructure, with help and support from the international coordinator. In that sense the structure of the contest will be very federated. Exactly what is included in the contest will differ between the countries. E.g. some countries will have a large amount of objects that they will include and others will have rather limited lists, perhaps only of a specific type of artwork, or in a certain geographical area.

The stated goal in the project plan was to initially focus on five European countries under the lead of Wikimedia Sverige. The first step was to investigate the possibility of organizing the contest in France, Germany, the Netherlands, Poland, UK and Sweden and coordinate the work with the Wikimedia Chapters.

In the beginning of the project all of the Chapters were contacted to make them aware of the project and the idea of organizing another "Wiki Loves" contest. Information about the contest was also sent out on a lot of different mailing lists. Finally Wikimedia Sverige distributed information material about the project in general and WLPA in particular during Wikimania to everybody interested. There was also an increasingly active involvement from national coordinators (see below), on outreach towards the Wiki(p|m)edia community by writing about this on relevant Wiki pages and user discussion pages.

This way of spreading information however meant that a lot of people also outside the six focus countries received information about the contest and a few quickly wrote back and asked about more information. As the main work will have to be done by volunteers in the different countries we believe that we should not only accept but embrace the fact that there will be other countries that will join the contest already in the beginning. Our belief is that saying no to volunteers, when they contact us and show interest for participating, would be very bad for the project. This could turn them into vocal critics of the project if we are unlucky. From the start we were in fact very much hoping that this would turn into a pan-European, or even a global contest already from the start and for these reasons we have been very positive towards everybody's involvement and participation!

The replies and response were positive to the idea, but a significant amount of the volunteers stated that they were worried about the legal unclarities with Freedom of Panorama etc. These unclarities were, coupled with a lack of official data and sometimes just a full volunteer schedule, what prevented many countries from participating.

As part of the project a Communication plan was finalized in September 2012 on how we should reach out to different groups that are interesting for our project, in order to make it easier for volunteers to help out with the communication of the project.

5.1.1 The Chosen Month

We decided to organize the contest in May 2013. The benefits with May were that it is not too close to Wiki Loves Monuments that took place in September 2013, the weather should still be decent outside (we wanted the pictures to look as nice as possible!), and the time until May would hopefully give us enough time to organize everything.

The problem with the timing is that a lot of students (who make up a large part of the organizers of Wiki Loves Monuments) have a very busy month in May. We did also considered organizing WLPA in either April or June. However, April has the problem that the weather is bad in large parts of Europe and that we would have had one month less left to organize everything. In addition at least in Sweden (and most likely the other countries as well) June would not work very well since a lot of people take their summer vacation already by then and all the GLAMs that we might cooperate with would most likely be running at half speed that month (at least for the second half of June). Also as mentioned earlier we believe that we should not put WLPA too close to Wiki Loves Monuments as we think that some of the organizers will work with both.

Another thing that we had to find a way to organize is that when receiving data about public artworks, we had the problem of the extremely large lists and how to divide these lists into reasonable, yet logical sizes. A list should preferably only have a couple of hundred items on it (a page on Wikipedia cannot be larger than 2MB). But as there might be several thousands of public artworks in a single city, this create problems as the areas have to be very, very small and this makes it hard to navigate between them. As most countries seem to lack any national registry we picked a few pilot cities in each country to start with.

To gain complete coverage without a single national database is not doable, and we organized a pilot version in most of the participating countries with a smaller set of data (for example in one or a few smaller geographical areas). New sets of data can then be added if the contest is organised again in 2014.

Image 7: The winning image from the photo contest in 2013. Ricardo Bofill (Ricard Bofill Leví), Les quatre barres de la senyera catalana 8 DSC09517.jpg. Image by: Coldcreation. License: CC-BY-SA-3.0-ES.

5.1.2 Impact

All in all more than 9,250 images were uploaded as part of the contest by 225 uploaders, of which 57 percent were first time contributors. At least 25 more participated in our events in Sweden but did not upload images in time during the contest month. The reason for this is unknown.

The articles with photos from the contest have been shown a total of 1,353,909 times between May-October 2013, an average of 225651.5 times/month[40]. Nearly half of them in May alone, when an image from the contest was highlighted on Catalan Wikipedia's main page.[41]

A significant amount of blog posts and media mentions were produced before, during and after the contest. This was by far the event that had most pieces written about it.

A number of presentations were given at events within the Wikimedia sphere about the successful outcome of the contest and what we could learn from it.

5.2 Participating Countries

In the end, the countries that had suitable legislation and volunteers with an interest and/or sufficient amount of time to organize the contest turned out to be others than the ones we originally aimed for. Only Sweden was amongst the originally contacted countries, but five countries were still reached. This change however had the great benefit that even more Wikimedia Chapters, from more countries, ended up working with us as part of the project and learnt about Europeana's interest and will to work with us. In the end Sweden, Spain, Austria, Finland and Israel joined the contest in 2013.

5.2.1 Sweden

Swedish legislation turned out to be hard to interpret and in the second half of 2013 Wikimedia Sverige therefore commissioned a legal expert to look into this matter and give us some guidance for what we could do with the contest in 2014. In 2013, this uncertainty together with the fact that there were no national database of public artworks existing, the Swedish team decided to focus on artworks available in Swedish (art) museums.

In Sweden *nine* museums took part in the contest and we organized five meetups/photo safaris where a lot of first time contributors showed up. Many of them did not upload their images in time for the contest but still appreciated the opportunity to come and talk to us about Wikimedia's different projects and learn about the possibilities.

We decided that for the future we wanted to have the artworks outdoors included as well and decided to create an Open Database of Public Art in Sweden. A spin-off project from the Europeana Awareness project. To build the database we applied and received funding from Vinnova, Sweden's Innovation Agency, which mean that we could create a much bigger and more valuable database than would otherwise have been possible.

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http://tools.wmflabs.org/glamtools/baglama.php?group=Images+from+Wiki+Loves+Public+Art+2013&date=201306

[41] The image can be seen here:
https://upload.wikimedia.org/wikipedia/commons/2/2f/Corbero%2CXavier_Familia_BCN_artpublic_08019-938-1.JPG

The team contacted the umbrella association for all municipalities in order to get them to release their databases under a free license. They were positive to the cooperation and helped us reach the municipalities and regions. We also initiated cooperations with other organizations in Sweden that have databases about artworks, such as Statens Konstråd (The National Public Art Council Sweden) and around 50 municipalities. Currently we have 25 datasets in the database.

However the need for, and usefulness of, such a database goes beyond the WLPA contest. For example, tourists or schools could use an open database to identify local art or art elsewhere in Sweden by a local artist. Researcher could use it to look at trends in public art. Reporters could use it as an investigative tool when looking at local government spending. Adjoining municipalities could pool their resources when negotiating services such as restoration and maintenance of artworks.

5.2.2 Spain

Amical Wikimedia joined the contest and organized WLPA in Barcelona. They had a close cooperation with the city, that amongst other things highlighted the contest on their website. At the end of the contest 6,080 images had been submitted by 58 photographers, an astonishing 77.33 percent of the many artworks in Barcelona were photographed, many of them with multiple images (close ups, different angles etc.).

5.2.3 Austria

Wikimedia Austria joined early as the team quickly came to the conclusion that Austria's Freedom of Panorama rules were suitable for the contest (i.e. it is possible to take picture of artworks that are in the public space). The team quickly identified suitable lists of artworks and set up a team working with organizing the event, a website and other necessary parts. Their team also developed a nice statistical tool for the contest[42].

The contest in Austria took place in the cities of Vienna and Linz and with the 2410 images that were uploaded, by 108 photographers, as much as 84.35 percent(!) of all artworks in the two cities were photographed.

As they had the largest group of participants we asked them to outline the reason for their great success. The team stated that the main reason was their active work with communication. They:
- had a sitenotice (that got people to visit their local website);
- sent out press release (paid and free) with good response from the media;
- created a flyer (starting with the award presentation ceremony of Wiki Loves Monuments last year, and updated and adopted for external local events like 'Linuxtage' and internal community meetings);

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[42] http://stats.wlpa.at/

- participated at social media (facebook, twitter, member mailing list, website of the chapter, member wiki);
- set up stable website with all necessary information;
- created maps on the local website for WLPA;
- answered quickly and friendly to emails from potential participants;
- had an active community (watching the lists on wikipedia and the contributions on commons);
- also supported photographers (it was possible to borrow equipment and be reimbursed for traveling costs).

5.2.4 Finland

Wikimedia Suomi's board decided in late February that they would join the contest in 2013 with old public domain artworks outdoors, because of strict Freedom of Panorama rules in Finland. The team made an incredible job with identifying all the artworks created by artists that had been dead for 70 years. In ten cities 76 artworks were identified and 76.32 percent of them were photographed by 15 contestants at the end of the contest.

5.2.5 Israel

In Israel the contest was lead by a the Israel Museum in Jerusalem that had a database of public works of art. With the international teams help they used it as a base for their lists and could successfully take part in the contest, despite the short time they had at their disposal. They also organized a guided tour at an sculpture park and at the end they had 17 photographers submitting 315 photos to the contest, covering a full 36.78 percent of all listed public works of art. The Israeli website (with the instructions how to participate) was compromised as some hackers attacked it and the site had to be blocked for a day.

5.3 In 2014

The Open Knowledge Foundation (OKF) has expressed interest in working together with us in organizing both events and WLPA. As part of their work is focused towards making institutions release their data under free licenses and as OKF has staff in U.K., the Netherlands, Germany and soon also in Finland, it might be possible to refer some of the questions in those countries to them and hence releave the volunteers of some of the workload (e.g. if the institutions are asking questions about what they can do and how they should do it). We will continue the discussion with the Open Knowledge Foundation and send them more concrete suggestion on how they could help out later on when we know more about the involvement of our volunteers.

Since December volunteers from the following countries have stated an interest in working with the organization of Wiki Loves Public Art in 2014:
- Sweden;
- Austria;
- Switzerland;

- Hungary;
- Israel;
- Cameroon;
- India;
- Venezuela; and
- possibly South Africa.

6 Other Achievements

Thanks to the help of a volunteer, Laura Tuononen, who works with our social media outreach, we have created a Twitter account @wikieuropeana[43], where we currently have 416 followers and where we have produced more than 450 tweets.

With help from Laura Tuononen, who has extensive media experience, we have also created a communication outline for this project.[44] This document will make it easier for volunteers to communicate their achievements in a better and more synchronised way, both regarding our GLAM events and the WLPA photo contest.

At Wikimania 2012, the largest conference for Wikimedians in the world with around 1,400 participants, we handed out around 200 fliers with information about the project, with Europeana's logotype on it, and talked about the projects with many dozens of people.

A direct effect of WLPA in Sweden was that one volunteer was inspired to increase the article about Skoklosters slott to such an extent that it was crowned as a Featured article on Swedish Wikipedia.[45]

John Andersson helped with the draft and work on a handbook on how to organize Fashion edit-a-thons together with Europeana Fashion. This will help to make the project scale in the future, benefiting both Europeana and Wikimedia.

At the *WikiCon Conference* the German speaking Wikimedia volunteers and Chapters meet to share their best practice and experiences. One volunteer from Austria presented about WLPA and Wikimedia Sverige supported him with material. Hopefully this will increase the number of participating countries and volunteers for 2014's photo contest.

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[43] https://twitter.com/wikieuropeana

[44] The communication outline can be found here: http://se.wikimedia.org/wiki/Fil:Europeana_Awareness_Communications_strategy.pdf.

[45] https://sv.wikipedia.org/wiki/Skoklosters_slott

We submitted information about Europeana and Europeana's API to a September 2013 hackathon in Denmark, where we participated. A developer, Kim Bach, built an "Europeana openSearch API Hack"[46] (written in client side JavaScript using the zRSS jQuery tool).

6.1 Events That Were Initiated but Cancelled in the End

Our first WWI edit-a-thon in Leuven in June was cancelled as we did not manage to get enough volunteers interested. The work had started only weeks before.

After having a very hard time getting volunteers interested in participating Sandra Fauconnier, board member in Wikimedia Nederland, decided not to organize a WW2 event in January when originally planned. Because of perceived legal unclarities (regarding the right to take photos of the WW2 monuments) the event was cancelled in the end.

A WWI edit-a-thon on the 29th was also planned in Germany, but was cancelled by the local organisers as they did not manage to get enough participants interested.[47]

Our participation at a conference in Vilnius had to be cancelled as we could not offer enough money for volunteers to travel there to participate. The work with this event had only just started so it was not a major problem cancelling it when Wikimedia Foundation clarified that volunteers from other non-FDC[48] Chapters could not receive funding for a Wikimedia Sverige lead project, as Wikimedia Sverige has received a FDC grant already (even though this was a new unexpected opportunity that we had not been able to budget for).

7 Lessons learned

Within this project Europeana has worked directly with Wikimedia in order to invite volunteers to work with Europeana's material and also to increase cooperation between the national Wikimedia chapters. This initiative has been done together with Wikimedia Sverige and this it the first time that Wikimedia Sverige has cooperated with Europeana. There have been a lot of valuable lessons to learn for both organizations regarding for example how to cooperate more smoothly in the future.

7.1 A Positive Experience

After this cooperation it is very clear that Wikimedia and Europeana shares many ideals:

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[46] http://hack4dk.kimbach.org/example_mobile.html (e.g. try searching for an artist like Lars von Trier)
[47] https://meta.wikimedia.org/wiki/World_War_I_edit-a-thons/Germany
[48] The Funds Dissemination Committee (FDC) is presented here: http://meta.wikimedia.org/wiki/FDC_portal

- Both organizations want open and rich metadata. Work is ongoing to connect this to Wikimedia Commons;
- Both want GLAMs to be online and connected so that knowledge is freely accessible;
- Both are working hard to get proper licensing on files for a better spread of content;
- Both Wikimedia and Europeana have a multilingual approach and a large geographical spread and want's to keep it that way.

The five things we have found most positive about working closely with Europeana when organizing events are:
1. That this project gave us the time and opportunity to work with the material on Europeana's portal and work on integrating the two projects (a very worthwhile effort);
2. Valuable help with finding GLAM partners to work with;
3. The spread of wiki-related information about the events through many official channels;
4. The internationally oriented focus of the cooperation and the fact that Europeana have material from all European countries. This led to an increase in intra-chapter cooperations which is extremely valuable and can spur more European cooperations in the future;
5. The possibility of attending Europeana's events and meet and network with GLAM professionals.

This applies to edit-a-thons, conferences and Wiki Loves Public Art. We however had a more limited success with organizing the hackathons.

Through the edit-a-thons we started working with some of the GLAMs, which might not have happened otherwise, and thanks to a good and rewarding cooperation there are plans to organize events with some of the same organizations again. E.g. Wikimedia Sverige are talking with Europeana Fashion, Nordiska museet and Stockholm University to continue organizing fashion edit-a-thons also in 2014; we hope to continue working with the museums that we collaborated with in Sweden during WLPA (especially to organize WLPA again with them in 2014); and hopefully there will be other Chapters organizing edit-a-thons in connection with the 1989 Collection Days (a blog post was written with lessons learned,[49] to make it easier for them to do that).

The cooperation with many chapters have been excellent, productive and very joyful. These new inter-Chapter cooperations are great and very valuable. Wikimedia Sverige is working much more closely with some of the other Chapters today thanks to this project and has a much deeper knowledge and understanding of them.

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[49] https://blog.wikimedia.org/2013/07/08/collection-days-edit-a-thon-warsaw-poland/

7.2 What the Issues Were There and What Solutions Exists

These are some general issues that we have reflected upon during the course of the project so far that we think could be interesting for other chapters to think about when designing projects together with Europeana, because we really think that this should be done more! We believe that these lessons are also of interest for GLAMs that would like to cooperate with the Wikimedia movement.

7.2.1 Issue 1: Different types of organizational structures

- As many large institutions Europeana is:
  - Structured top-down;
  - Focusing on big and long-term projects;
  - Planning far ahead;
  - Mainly using paid staff;
  - Often using hard deadlines.
- The Wikimedia movement is however:
  - Structured bottom-up;
  - Often focusing on small scale projects (as volunteers have to be able to do it in their free time) and more or less separated projects;
  - Organic, things happen when someone decides to do it;
  - Dependent on volunteers for many tasks (Chapters have a rather small staff), and the volunteers won't know if they have time to help out until closer to events;
  - Good at mobilizing people but it usually happens just a few weeks before the event;
  - Built on the idea that many people chip in (often without asking) with small contributions (which creates a lot of work to get an overview and correct reporting).

Solutions:
- When working together the project design should ideally be flexible enough to make adjustments when volunteers join in or fall off unexpectedly (this is impossible to plan for).
- Do not limit the work to Chapters in certain countries, as there might not be any interested volunteers active there presently. Instead the goal should be on a certain amount of countries, and not specify which ones.
- Inviting chapters to becoming members of the Europeana Network, so both movements can learn from each other.

7.2.2 Issue 2: Hard to find existing projects to cooperate on with other chapters (especially as the events have to include an Europeana angle)

- There has not been that much cooperation before between chapters (i.e. a lack of experience and best practices).
- Chapters work very differently.
- Even well structured chapters don't know exactly what they will be doing until a few months ahead.
- There is no real structured effort to list events that are taking place in one place. Hard to identify the ones that you would like to work on. Finding events therefore to some degree depends on pure luck, on Google translate and if people in your network remember to mention the event to you.
- Adding Europeana's material before using it on Wiki-related projects takes a lot of time.

Solutions:
- On top of trying to attach your project to existing events and creating a Europeana angle (which we tried to do during the first months), it could also be beneficial to spend some time in the beginning to really outline a suitable project in detail and then present it to the Chapters. If its not clear what you expect and what you want, volunteers will sometime be scared off (as they don't know how much work it will take);
- Relevant Europeana projects/events that take place in Europe where we might tag along should be identified from the very start (as they are planned well in advance). Europeana could actively sought to help facilitate new projects between Wikimedia Chapters and GLAMs (i.e. invite them when there is an interesting opportunity);
- Build up a personal network in the Wikimedia community for the people that are working to build bridges between the organizations. One way this could be done is through participation at different Wikimedia events. Hence, there needs to be a travel budget available for this.

7.2.3 Issue 3: Risk of chapters and volunteers thinking that we demand too much

- It is hard to keep the balance between leading a project and facilitating it. With the first technique Wikimedians may be scared of, if there are too many demands, and with second one they may not be engaged enough.
- Because of the specific goals for the project (Europeana needs to be mentioned to raise awareness) we had to be able to offer something that was relevant for the Wikimedia Chapters in exchange, which sometimes was hard because of a rather limited event budget.

Solutions:

- As mentioned before, one way could be to give the Chapters and volunteers a ready made concept to discuss. Making it clear to the Chapters exactly what can be offered from the start.
- To be able to do this a well defined event budget and a clear mandate on how to use it is crucial to have from the very start of the project. In this project there were many unclarities which made it hard to get things going at the beginning of the project.
- Be clear about what we want so that Chapters and volunteers can make an informed decision. Be specific about what is demanded for the cooperation to be considered a success. In future projects this should be discussed and defined properly already in the beginning of the project.
- The event budget should be rather large so that we can offer serious support if we want to take part in larger events. This budget is ideally provided by both the Wikimedia Chapters and Europeana.

7.2.4 Issue 4: Reporting

- Chapters should be aware that in any EU project there is a lot of time-consuming reporting involved. Initially Wikimedia Sverige did the mistake of thinking that this could be done on a volunteer basis. This assumption had to be corrected later after the responsible volunteer decided to step back because of the heavy workload.

Solutions:
- Paid Wikimedia staff should have the coordinating role and volunteers the supporting role, not the opposite.
- A clear timeline for when (internal) reports etc. should be handed in should be set out from the start.

7.2.5 Issue 5: Image uploads

- The manual identification and uploading of the images from Europeana has taken very much time.
- Wikimedia Sverige's experience is that the Europeana portal is not very user friendly and that it may be hard to find suitable images there. For example there are so many scanned pages from books to sort through when trying to identify images suitable to upload for an event.

Solutions:
- When the GLAMwiki Toolset is ready, this should be less problematic.
- All scanned book pages should be tagged somehow so that it's possible to remove them from the search. (It's a bit unclear were suggestions like this should be sent, but perhaps you can forward this suggestion to the right person).
- Involving the GLAMs in the process of content curating. They know which material is worth highlighting and which is central to a particular topic.

7.2.6 Specific issues with organizing Wiki Loves Public Art (WLPA) compared to Wiki Loves Monuments

- A lot of things have been possible to reuse thanks to great documentation about WLM.
- Compared to Wiki Loves Monuments much more resources were needed to gather datasets for WLPA. The datasets are, among other things, needed in order for us to make it easy for the participants to find and identify objects to photograph and to get an overview of what we have and what we are lacking:
  - There are rarely national databases, instead datasets exists on regional or municipal level;
  - Lists are often not structured properly, or structured very differently. A lot of manual work is needed;
  - However, arguably this work itself has a value as the contacts with administrative entities make them start thinking about open data and the Wikimedia projects.
- Judicial uncertainties when it comes to artworks which was a bit intimidating for some of the volunteers/Chapters.
  - There is an ongoing discussion on Wikimedia Commons, regarding whether European law needs to be taken into consideration or not as Wikimedia Commons is located on U.S. servers. From these discussions and email correspondence with Wikimedia Foundation legal team we have drawn the conclusions that the images will not be deleted before a formal DMCA takedown request have been submitted (in accordance with U.S. law), i.e. we don't intend to self-censor ourselves unnecessarily.
  - There is a lack of case law regarding Freedom of Panorama in many countries, or at least limitations or possible limitations of what can be photographed. There are many grey areas.
  - This is closely connected to what seem to be outdated laws in many countries, where it is okay to take photographs and put them in books that you sell, but not ok to put the same images online. Again, grey areas without case law.
  - In countries without Freedom of Panorama we have to figure out which artists are alive and which have been dead for 70 years or morte. This is non-trivial.

Solutions:
- We expanded the contest to also include artworks in museums to make it possible for more countries to join. Some countries focus on only old (Public Domain) artworks outdoors. It is therefore important that we are clear about what can be photographed when inviting participants. This approach might however make the focus of the contest less clear.
- The contest could be a way to point out and make people aware of weird, counterintuitive or outdated laws.
  - For example in Finland they have created lists of the artworks outdoors that are Public Domain and will invite people to take photos of those. This is a way for

them to get attention to the lack of Freedom of Panorama in Finland (as applied to artworks). A great example to get the media's attention. This is however a long term work.

We consider WLPA 2013 to be very successful but at the same time this year should still be seen as a pilot and Wikimedia Sverige strongly believe that WLPA should happen again in 2014. The reason is that more participants and countries are likely to join next year. To not organize the contest again would therefore be a waste of resources considering that much of the necessary infrastructure is now in place and there are already five teams that know what to do, and hence can help new countries.

7.3 What Should We Do in the Future? An Analysis of the Wikimedia-Europeana Cooperation

Based on the experiences from Wikimedia Sverige's work within the Europeana Awareness project we would like to recommend that the following events and projects get support and active involvement from Europeana in the future.

Most of the things we tried together were successful and should be repeated also in the future in one form or another. We do not however recommend the organization of hackathons in the form that was done in this project. Perhaps it could be done with a focus on inviting GLAM developers instead or included in Europeana's other hackthons as a small part.

These suggestions are based on the success that similar events had in reaching end users and that they in a good way would deepen the cooperation between our respective organizations - bringing many mutual benefits.

We have also added a few suggestions for other new possibilities that have arisen during the project.

7.3.1 Wikimedia Edit-a-thons Day

Based on the success on the first WWI edit-a-thon that had seven participating countries – with a lot of content being produced and with a substantial use of Europeana's images and a good amount of media attention (compared to what is common when we organize edit-a-thons) – we strongly suggest that this activity is something that should take place again.

At the edit-a-thons most of the participants were experienced writers on Wikipedia so they did not directly increased the number of volunteers, but because of this they were also very productive with a lot of text and images being added at each of the edit-a-thons.

Next year we already have plans for another WWI edit-a-thon to coincide with the centenary in 2014. However, it would indeed be possible to create a yearly "*Wikimedia edit-a-thons day*" where chapters and other partners together decide the year's topic and find a suitable day. A portal could easily be created (on meta.wikimedia.org) to coordinate the preparations.

It is important that the day has a connection to a specific date (e.g. because of a historical event) and that it is during a weekend to make it possible for volunteers to participate (this make it important to give an early heads-up to GLAMs so that they can schedule it).

A integrated contest with some interesting prize could help to attract more new contributors to get involved.

There are a number of benefits of continuing with this type of event:
1. **Volunteers and Wikimedia Chapters loved the concept**, and at different events many came up and thanked Wikimedia Sverige's staff and volunteers for organizing the parallel edit-a-thons;
2. **It was a hugely successful way to reach end users**, as many millions of Wikipedia readers now have seen and enjoyed the Europeana material in Wikipedia's articles.
3. **Rapid increase of the article quality** on important topics on Wikipedia, where people will turn to find important information. Every time there is a major event and media reports about it there is an increase of people reading the article on Wikipedia. Many topics of this type can be identified well in advance;
4. **International cooperation**, chapters and GLAMs will work together to improve a topic across borders which will help increase neutrality – especially if there is a focus on translation and e.g. immigrants are involve in the edit-a-thons;
5. **Increase regular cooperation between Chapters**, the more events we have together, the better we will know and understand each other which hopefully will help to trigger more cooperation in the future;
6. **Small chapters' GLAM cooperation can be kick-started**, thanks to the involvement and expertise from larger chapters and from Europeana;
7. **Can be used to convince GLAMs to do image donations**, as they want to look good and see an immediate value. It can kick-start internal discussions;
8. **New and exciting every year(s)**, as the topics will change at least bi-annually;
9. **A lot of media attention**, based on the large amount of partners, the easy and changing concept and the possibility to coordinate the work with external communication (i.e. writing more professional press releases etc.);
10. **Rather easy to do (can be made as big as you like)**, an edit-a-thon can be very small and take place in someone's apartment or just online, or it can be very grand and take place in a major GLAM institution with experts from many partner organizations and a preceding image donation. It fits any chapter's abilities and should make more volunteers interested in participating;
11. **Not another photo contest**, i.e. we can reach another group (the writers) and improve Wikipedia rather than Wikimedia Commons.

The downsides are:
1. **Coordination take more time and someone has to step up to do it**, Wikimedia Sverige has experience and a willingness to take on a leading role;
2. **Picking topics can be hard**, and there is a chance some people will be unhappy with the focus;
3. **A lack of material on Europeana**, as the material might not have the right license or the meta data might be poor (making it harder to connect the Europeana material to suitable articles);
4. **A prize is needed**, in order to have an associated challenge/contest (it can be done without a prize, but if chosen carefully it adds another dimension to the competition);
5. **Wikimedian's are generally bad at planning in advance** as they are usually busy people doing this in their spare time. All partners need to understand, accept and plan for that. I.e. involve more volunteers and GLAMs sometime will have to take on a coordinating role when the chapters lack.

Suggestions for the future to make it as good as possible:
1. **Volunteers need to be interested in the topics**, so a discussion has to take place on what to focus on. The volunteer teams need to be given time and opportunity to work;
2. **Funding needs be secured**, with at least one month of staff time per year for Wikimedia Sverige's staff as well as money to cover the cost of a prize (preferably for one or two years to giv the event a solid foundation thus making it as easy as possible to be taken over by a volunteer). This will help preventing the volunteers from overstretching their capacities and burn out, and to be sure that coordination take place. Working with many organizations at ones take more coordination efforts;
3. **An evaluation of each year's efforts** needs to be done and the structure that have been put in place for this needs to be improved (in line with reporting to Wikimedia Foundation) and made even easier so that the volunteers will actually fill it out;
4. **A meeting between the organizing teams** would help facilitate a better external communication and sharing of best practises;
5. **A multilingual website** should be created to make it easier for people to find out about the edit-a-thons.
6. **More external communication from the participating teams** about the event(s) and cooperations with local organizations will enable more participants to be reached. Together with Europeana a more clear communication plan could be developed for any future similar contest;
7. **The prize could be a grant for an upcoming Wikimedia even**, to keep the people participating involved and active in the future, and hence better further the goals of the movement.

7.3.2 Thematic Edit-a-thons

We organized a number of one-off edit-a-thons (in the same way as Europeana Fashion has been working with European Chapters). These are very good events in which to get new volunteers to learn editing. However, we have come to the conclusion that, in order to increase the editor retention rate and save time when organizing the events, a short series of edit-a-thons (three to four) with the same or similar theme is much to prefer.

Depending on what topic that is chosen there might be more or less hard to get active Wikipedians to participate with article writing. However, in our experience many of the active volunteers will still be interested in supporting the events and help the beginners when they have problems. As underrepresented groups can be reached with certain topics this is a good way to increase diversity.

There are a number of benefits to continuing with this type of events:
1. **Easy to connect to specific material on Europeana**, as the topic can simply be picked based on what is available at Europeana's portal. This way Europeana will continue to build it's presence on Wikipedia and more and more volunteers will find the way to Europeana's material;
2. **It was a hugely successful way to reach end users**, as many millions of Wikipedia readers have now seen and enjoyed the Europeana material through Wikipedia's articles.
3. **An improvement of a specific topic** in many language versions of Wikipedia, as volunteers from all over the world will work on the articles during a day;
4. **Small chapters or active volunteers in different countries might be helped** if Europeana actively supports and gives advice (the Fashion Edit-a-thon Handbook, developed jointly by Wikimedia Chapters and Europeana Fashion, could be adopted and translated);
5. **Can be used to convince GLAMs to open up their image archives**, as they want to look good and can see an immediate value. It can also kick-start internal discussions about licensing, how to reach end-users and so forth;
6. **The cooperation becomes ongoing with the other organizations**, which saves time as new organizations don't have to be taught how Wikimedia and Wikipedia works;
7. **The retention rate is higher** and the next time the volunteers take part they will be more productive and already know how to use both Wikipedia/Wikimedia Commons and Europeana's portal.
8. **Specific groups can be targeted**, depending on the focus which can be used to e.g. change the gender imbalance on Wikipedia.

The downsides are:
1. **There needs to be enough partners to support the events**, as some themes might lack active editors on Wikipedia (i.e. work needs to be done to get an influx of new editors to these projects);

2. **The cost of identifying chapters** for each event and an administrative cost of transferring money to cover direct costs etc.;
3. **No real international focus/cross-border cooperation built in**, as each chapter works by themselves with national GLAMs;
4. **Easier to work with the larger chapters**, as they have the experience to process external funds and hence there is a risk that smaller chapters are left out. There are signs that this has happened in projects of this type.

Suggestions for the future to make it as good as possible:
1. **Retention rates have increased when volunteers are invited to a series of similar events**, rather than one-offs;
2. **These thematic edit-a-thons can easily be combined with the *Wikimedia Edit-a-thons Day*** (see above) to kick-start the work.

7.3.3 Conferences

We had a number of great Wikimedia-GLAM conferences organized during the year with a lot of interest from Chapters and GLAMs. This is a great way for the two groups to meet and share experiences. Europeana's presence at these events gives them an increased weight and credibility. Arguably this increases the likeliness for GLAMs to prioritize participation.

There are a number of benefits to continuing with this type of events:
1. **It is a great way to present shared values and ideas**, as dozens or even hundreds of people will hear about the work at the same time, whilst still being a well targeted group;
2. **Find new volunteers that would like to cooperate on a project**, as you can talk and have in-depth discussions. Our experience is that if you have a clear idea about what you need help with, this is a very suitable arena for communicating it;
3. **Easy to internationalize**, as people from all over can participate and share experiences that are relevant to similar work;
4. **Very important for people to meet and talk in person**, in order to create well functioning networks and alleviating tensions which may building up through miscommunications. This facilitates future cooperations between organizations;
5. **A lot of exposure on social media**, as many participants tweet, facebook and blog about it before, during and afterwards.

The downsides are:
1. **Hard to measure the outcome**, as a lot of focus is on changing peoples minds and to create networks;
2. **Costly to get people to participate**, as they have to be present in person (travel and accommodation).

Suggestions for the future to make it as good as possible:

1. **Hand-outs about Europeana should be created**, as Wikimedians are different in the sense that we read everything that we get our hands on;
2. **Source material about Europeana** should be available at the conferences, to make it easier to expand articles about Europeana;
3. **Record and make presentations available online**, to let people that can't participate in person have a chance to learn;
4. **Don't try to squeeze in an edit-a-thon or hackathon on top of a conference**, as people are busy and tired anyway. The focus should be on getting the conference as good as possible;
5. **Make it easy to increase the social presence** of the participants. Create a Facebook page, a Twitter hashtag etc. Europeana's expert communication team might be able to help coordinate these efforts to some degree.

7.3.4 Wiki Loves Public Art

Wiki Loves Public Art took place in five countries with varied success. Large cities in Austria and Spain with a lot of artworks that had complete lists nearly got all of the works photographed! While Finland struggled (with many lists created, but very few works of art to photograph in each city) as did Israel, with national lists, but a low participation. In Sweden a lot of new cooperations with art museums were initiated as no lists of outdoor artworks existed. The Swedish contest open doors for cooperations, but limited the amount of people who could take part.

Chapters from a lot of countries globally have shown interest and a very positive attitude towards the contest and the Wikimedia-Europeana cooperation.

A very large amount of work had to be done to get things off the ground this first time. However a large amount of the material can be reused for future photo contests.

There are a number of benefits to continuing with this event:
1. **The Wikimedia volunteers have already shown a great interest** and put a lot of hard work into organizing the contest. A number of volunteers have contacted Wikimedia Sverige throughout the year to discuss the possibilities of organizing this in their own countries;
2. **A proven concept with a lot of interest from volunteer photographers**, as hundreds of people uploaded images;
3. **A great value for Wikipedia**, as an image of a piece of art really says more than a thousand words;
4. **A good way to reach out to GLAMs and new contributors**, as the concept is straightforward and we now have a good deal of the infrastructure in place;
5. **A real need to digitize**, as the artworks are not well protected in many countries and are subsequently moved, lost, vandalized or stolen. There is a deadline!;
6. **A lot of attention from media and blogs**. Now when the concept is established we expect that this attention will increase further;

7. **The project increases the understanding amongst public servants of the need to keep their data in order and of the interest from the public in data created by local authorities**. This type of data is a concrete and apolitical thing to ask for and will get them thinking about the importance of open data. I.e. the project has positive "side effects" that makes it bigger than just getting images;
8. **The contest can be self-subsistent**, when more countries join as more chapters and volunteers will chip in resources, time and good ideas. Not surprisingly, support for a second year is greatly needed.

The downsides are:
1. **Hard to get lists**, as the official data often has low quality, varying structure and the authorities often don't know how to hand it over to us. This can cause stress amongst the volunteers but the teams which were involved during 2013 have a lot of experiences to share;
2. **A lot of preparations**, every time a new country joins a lot of additional efforts are needed from the international team. Even if there is sufficient documentation, a structured FAQ and an institutional memory (amongst the volunteer community) there are always unique issues which appear for each new country.
3. **There is another contest being organized internationally next year called Wiki Loves Earth**, which is competing with us for the interest of the volunteers. However, a number of chapters have stated that they will prioritize the work on Wiki Loves Public Art;
4. **Limiting Freedom of Panorama laws in countries** which stopped some countries from participating.

Suggestions for the future to make this as good as possible:
1. **An international coordinator and tech coordinator are needed**, and Wikimedia Sverige has experience and interest in holding this role again in the future. Around three (3) months of work is expected to be needed for these tasks. Without a coordinator the international contest will not work and many countries will have a hard time being able to join without support. Wikimedia Sverige's volunteer board has already agreed on funding towards some of the cost;
2. **Awareness about the contest is needed from the general public**, and Europeana's communication team is perfectly placed to help with that.

7.3.5 GLAMwiki toolset

The toolset needs to be finished as uploading and identifying material was the most time consuming part of many events.

There are a number of benefits to continuing with this project:
1. **It will save a lot of time**, when organizing events etc. the images will already be available;
2. **Work is already ongoing;**

3. **It has already spurred some chapter cooperation**, as Wikimedia Nederland, Wikimedia UK, Wikimedia France, Wikimedia CH are working together with Europeana;
4. **Wikimedia's GLAM volunteers have showed a great deal of interest** for the project.

The downsides are:
1. **Development is still needed**;
2. **The project is already running late**, based on the original plan;
3. **It has been hard to muster interest from the Wikimedia developer community**, to e.g. participate in hackathons.

Suggestions for the future to make it as good as possible:
1. **Contact other chapters for their endorsement**, and help with specific limited tasks;
2. **Looking for extra funding** from the Wikimedia Foundation.

7.4 Other Great Opportunities for Cooperation in the Future

7.4.1 Wikimaps

Wikimaps is a new project initiated by Wikimedia Suomi (Finland) with the aim to collect old maps in Wikimedia Commons, georeference them via crowdsourcing and then publish them through a web mapping environment. From there the work can progress to the storing and usage of historical geodata. In the project the team involved in Wikimaps is working on collecting and creating tools for geographic content creation, and work with GLAM partners in creating workshops, events and projects.

Mapathon, where the maps are prepared could be organized in the same way as edit-a-thons have been organized.

There are a number of benefits with this project:
1. **The project is already active**, currently coordinated by Wikimedia Suomi with a lot of volunteer interest.
2. **Already has an international dimension through the Wikimaps Nordic project**, which is a cooperation between Nordic Wikimedia Chapters and national GLAMs;
3. **Easy to scale**, to also include other countries;
4. **The material is very visual and easy to "sell"**, as it is easy to explain and looks attractive;
5. **Possibly good for European business**, as companies can more easily create e.g. new prints, books, apps or art based on the maps;
6. **Clear international/European links and a focus on our shared history**, which is in line with the Wikimedia movement's global focus and on Europeana's supranational focus;

7. **A very clear example of the benefits of a cooperation between Wikimedia and Europeana/GLAMs**, as GLAMs have the material but need a way to show it and reach the public which Wikimaps should be able to provide (with the development going into it);
8. **A stated interests from European GLAMs**, the project is already officially endorsed by a number of important GLAMs;
9. **Huge growth potential**, as there are a many hundreds of thousands of maps which can be digitized.

The downsides are:
1. **The concept has not been implemented in practise yet**, and there might be unforeseen problems. A strong team consisting of Wikimedians and GLAM professionals that is cooperating would help to avoid mistakes;
2. **A lot of technical infrastructure needs to be developed**, for it to be truly valuable. The current team is very strong, but more expertise can and should be added from the GLAMs;
3. **Costs and coordination at many levels**, with development, digitization, enrichment of metadata by volunteers etc. There is a lot to do and, although the team is strong and experienced, Europeana's experience and network would enrich the team further.

Suggestions for the future to make it as good as possible:
1. **Co-write a major European wide application**, with one of the Nordic Wikimedia Chapters as the main coordinator. This would help to scale up the project to become EU wide.

7.4.2 CatApp

This is a new app idea that will use crowdsourcing to help GLAMs improve their metadata. The concept is to make a user-friendly and intuitive interface for adding categories to media. This will enhance their searchability and also put them in a taxonomy which in itself can be interesting. We are investigating ways to make a gamified version, to make it appealing to people outside the core Wikimedia community (which will serve as beta testers for the basic functionality).

In the first step metadata will be added on Wikimedia Commons, but creating a way for the metadata to flow back to, and enrich, the source (where Europeana is a key player) is on the roadmap. We believe this possibility of exporting the enhanced metadata to be important since it will make Wikimedia Commons more relevant as the gathered knowledge can be distributed to all interested stakeholders. This is at the core of our mission.

8 Europeana Network Proposed Taskforce on Wikimedia Relations

In 2014 - if accepted by the Europeana Network officers - a Europeana Network Proposed Taskforce[50] will investigate the current relationships of Europeana and Europeana-related projects within the Wikimedia ecosystem. The task force will start with gathering a collection of tasks that involve a relation with Wikimedia from the respective project DoWs, including an inventory of points of contact. Resulting from this, different types of relationships with Wikimedia will be described, including best-practices and lessons learned. The final deliverable of the Taskforce will provide recommendations on how the Europeana Network can effectively make use of existing and future Wikimedia relationships.

As discussed at the 2013 AGM, the Taskforce will be chaired by Maarten Brinkerink (Netherlands Institute for Sound and Vision) and Alex Hinjo (Europeana Foundation). It's membership will include representatives from Athena Research Centre, University of Rome, Heidelberg University, FRD, Sound and Vision, Europeana, MDR partners, and several Wikimedia chapters with a relation to Europeana.

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[50] http://pro.europeana.eu/web/guest/network/task-forces