



europeana  
fashion

---

# WIKIPEDIA REPORT II

Deliverable 6.6

---

**CIP ICT PSP 2012 – Call 5**

Objective 2.1: Aggregating content for Europeana

Project Number: 297167

**Project start - end date (duration)**

01/03/2012 - 28/02/2015 (36 months)

Name of Lead Contractor for this Deliverable: Netherlands Institute for Sound and Vision (NISV)

Author: Erwin Verbruggen



Co-funded by the European Commission within<sup>1</sup>  
the ICT Policy Support Programme

Connected to:



---

## DOCUMENT INFORMATION

---

Deliverable number: D6.6

Deliverable title: Wikipedia Report II

Contractual date deliverable: M36

Actual date of deliverable: April 02, 2015

Author(s): Erwin Verbruggen

Participant(s): John Andersson, Virginia Gentilini, Shani Evenstein, Brigitte Jansen, Gregory Markus, Jesse de Vos, Dejan Sandic, Ivana Madzarevic, María José Pacheco, Vasia Pierrou.

Workpackage: WP6

Workpackage title: Awareness, Dissemination and Network Activities

Workpackage leader: Fondazione Rinascimento Digitale (FRD)

Dissemination Level: P (Public)

Version: Review version

Keywords: international cooperation, glamwiki, edit-a-thon, contextualisation, event management, community outreach, knowledge management

---

## HISTORY OF VERSIONS

---

Version	Date	Status	Author (Partner)	Description/Approval Level
V0.1	2015-03-30	For review	Erwin Verbruggen (NISV)	To be reviewed by Marco Rendina
V1.0	2015-04-02	Final	Erwin Verbruggen (NISV)	Updated with feedback from Marco Rendina, John Andersson, Virginia Gentilini, Federica Rossi, Jesse de Vos, Rubén Ojeda, Pepa Pacheco, Dejan Sandic.



---

## EXECUTIVE SUMMARY

---

This document describes the collaboration of the Europeana Fashion consortium with local Wikimedia volunteer chapters in setting up a GLAM-Wiki collaboration, in the form of a series of *fashion edit-a-thons*.

Edit-a-thons are events where people with little experience in editing Wikipedia articles come together to improve a particular topic on the online encyclopaedia. In doing so, they collectively learn how to work on the MediaWiki platform according to the standards and morals of the Wikipedia community.

The fashion edit-a-thons organised by Europeana Fashion and its partners brought the fashion community together with experienced Wikimedia volunteers to collaborate on both historical and contemporary fashion topics.

This document describes the outcomes of this series of fashion edit-a-thons, which produced a total of twelve edit-a-thons in nine countries. It indicates the impact of the series on local content owners, students, Wikipedia volunteers and the creative community. It also evaluates the effort and puts them in the wider perspective of collaborations between digital collection holders, Europeana and the Wikipedia community.



---

TABLE OF CONTENTS

---

<b>Document Information</b> .....	<b>2</b>
<b>History of Versions</b> .....	<b>2</b>
<b>Executive Summary</b> .....	<b>3</b>
<b>Table of Contents</b> .....	<b>4</b>
<b>1 Introduction</b> .....	<b>5</b>
<b>2 Fashion on Wikipedia: Update of the situation</b> .....	<b>7</b>
<b>3 The Edit-a-thons in Europeana Fashion: Overview of the work done</b> .....	<b>9</b>
3.1 Set up of the Series.....	9
3.2 Unfruitful attempts.....	10
3.3 Special Activities.....	10
<b>4 Edit-a-thon reports</b> .....	<b>15</b>
4.1 Stockholm Edit-a-thons.....	15
4.2 Utrecht & Amsterdam Edit-a-thons.....	19
4.3 Antwerp Edit-a-thon.....	23
4.4 Stra Edit-a-thon.....	26
4.5 Tel Aviv Edit-a-thon.....	29
4.6 Paris Edit-a-thon.....	31
4.7 Belgrade Edit-a-thon .....	34
4.8 Madrid Edit-a-thon .....	37
4.9 Athens Edit-a-thon .....	40
<b>5 Evaluation &amp; lessons learned</b> .....	<b>43</b>
5.1 Review of KPIs.....	43
5.2 Finances.....	44
5.3 Lessons learned .....	45
<b>6 Conclusion</b> .....	<b>46</b>
<b>7 List of Publications</b> .....	<b>48</b>
<b>8 Terms and definitions</b> .....	<b>49</b>
<b>9 References</b> .....	<b>50</b>
<b>Annex I: Fashion Edit-a-thon Handbook</b> .....	<b>51</b>



In Europeana Fashion, the Netherlands Institute for Sound and Vision was in charge of task 6.4, "Collaboration with Wikipedia". Together with the consortium partners and external parties, it organised a series of edit-a-thons throughout the project.

An edit-a-thon is "a scheduled time where people edit Wikipedia together, whether offline, online, or a mix of both; typically focused on a specific topic, such as science or women's history."<sup>1</sup> Edit-a-thons improve the online encyclopaedia and can be a good way to help new Wikipedians learn to edit. The edit-a-thons are of great interest to the Wikipedia community because fashion knowledge is underrepresented on Wikipedia.

The *fashion edit-a-thons* help educate a group of people with great expertise on the topic how to share that knowledge on the Wikipedia platform. Fashion is a highly popular topic by means of which the community attracts possible new volunteers who previously didn't know too much about editing on Wikipedia. Last but not least, Wikipedia is suffering a much-reported gender imbalance<sup>2</sup> and is therefore keen on cooperating on topics that can draw in more women to participate in its global community.<sup>3</sup>

For Europeana Fashion, the interest is mutual, for the following reasons:

- Fashion knowledge is underrepresented on Wikipedia. Edit-a-thons are a means to improve public knowledge about the history and cultural relevance of fashion through Wikipedia, one of the top-10 most visited websites in the world;
- Edit-a-thons are a means of promotion in communities that encourage visitors to the website to join forces and knowledge in engaging with the Europeana Fashion topics and content;
- Both to content partners and other institutions they are an example case of how content that is made available online can be contextualized and reused for knowledge sharing and education;
- They connect different communities both within and outside of the fashion domain and bring them together around a shared passion.

Within the consortium, the edit-a-thons intend a double effect. On the level of outreach, an edit-a-thon requires a certain investment from the project partner that is largely not foreseen in their working budgets. The events are a good way of promoting the partner institution and bringing it in contact with different local communities.

On the level of collections management, the Wikimedia Commons platform has a strict policy as to the licenses that it allows media objects to appear on the encyclopaedia. Learning about free licenses urges partners to think about the levels of accessibility they can allow to their collections and the

---

<sup>1</sup> "Wikipedia: How to Run an Edit-a-Thon," *Wikipedia, the Free Encyclopedia*, July 11, 2013,

<sup>2</sup> Torie Bosch, "Kate Middleton's Wedding Gown and Wikipedia's Gender Gap.," *Slate: Future Tense*, July 13, 2012, [http://www.slate.com/blogs/future\\_tense/2012/07/13/kate\\_middleton\\_s\\_wedding\\_gown\\_and\\_wikipedia\\_s\\_gender\\_gap\\_.html](http://www.slate.com/blogs/future_tense/2012/07/13/kate_middleton_s_wedding_gown_and_wikipedia_s_gender_gap_.html).

<sup>3</sup> Although of course we consider fashion to be a domain that attracts interest and is home to professionals from all genders.



levels of spreadability<sup>4</sup> they intend to support. Likewise, the edit-a-thons support specific use cases for making museum collections more visible and support the public task of the museums themselves.

This document relates to the communication actions undertaken for the project, as described in deliverables D6.1<sup>5</sup> and D6.3<sup>6</sup> and is a follow-up to the first Wikipedia Report, D6.4.<sup>7</sup> In this report, we describe the collaboration of the Europeana Fashion consortium with local Wikimedia volunteer chapters in setting up the series of fashion edit-a-thons. Chapter 2 gives a brief overview of the dispersed nature of fashion topics on the largest Wikipedia languages. Chapter 3 gives a high level overview of how the series of fashion edit-a-thons was set up. Chapter 4 gives a detailed report per country of the collaborations and the individual events. Chapter 5 reports and evaluates the effort in numbers. Chapter 6 concludes the work by placing it in the broader GLAM-Wiki context. Chapter 7 lists all the publications & presentations that are not related to one specific sub-task or edit-a-thon. Chapter 8 is a reference for the terms and definitions and chapter 9 holds the references used in writing this report, which is appended with the Fashion Edit-a-thon handbook as published in 2014.

---

<sup>4</sup> Henry Jenkins, Sam Ford, and Joshua Green, *Spreadable Media: Creating Value and Meaning in a Networked Culture*, vol. 1 (New York: NYU Press, 2013).

<sup>5</sup> Dieter Suls, *D6.1 Communication Plan I*, Europeana Fashion Deliverable 6.1, (May 2012).

<sup>6</sup> Gabriëlle Lucille de Pooter, *D6.3 Communication Plan II*, Europeana Fashion Deliverable 6.3, (September 2013).

<sup>7</sup> Erwin Verbruggen, *D6.4 Wikipedia Report I*, Europeana Fashion Deliverable 6.4, (September 9, 2013), <http://www.europeanafashion.eu/download/deliverables/Deliverable%206.4%20-%20Wikipedia%20Report%20I.pdf>.



Europeana Fashion is a consortium with 22 partners in 12 European countries, who represent the leading European institutions and collections in the fashion domain. Its multilingual thesaurus has been made available in 11 languages: English, Dutch, Hebrew, French, Spanish, Italian, German, Portuguese, Greek, Swedish and Serbian. These languages contain 7 of the largest Wikipedia projects, with more than 1,000,000 articles each. The Portuguese, Serbian (a Wikipedia project separate from the slightly larger Serbo-Croatian one), and Greek Wikipedias all contain more than 100,000 articles.

No	Language	Wiki	Articles	Active Users
01	English	en	4,751,919	141,655
02	Swedish	se	1,960,349	3,188
03	German	de	1,828,517	21,282
04	Dutch	nl	1,816,067	4,511
05	French	fr	1,603,764	17,699
09	Italian	it	1,180,678	8,474
10	Spanish	es	1,166,082	19,056
14	Portuguese	pt	868,761	6,750
25	Serbian	sr	316,670	940
39	Hebrew	he	167,354	2,388
49	Greek	el	119,540	1,030

Table 1 Overview of active languages in the Europeana Fashion consortium on Wikipedia<sup>8</sup>

Wikipedia has a few ways to track the quality of its articles and focus on specific projects. It also has various ways to order subjects, which makes it a challenge to get a clear picture of the state of a specific topic – articles can be grouped into several categories, lists, and navigation templates.<sup>9</sup> The English Wikipedia contains a topic index of fashion articles,<sup>10</sup> which can pertain to navigation templates titles *Textile arts*, *Historical clothing*, *Clothing*, *Design* and *Media Culture* and to categories

<sup>8</sup> Data coming from “List of Wikipedias,” [https://meta.wikimedia.org/wiki/List\\_of\\_Wikipedias](https://meta.wikimedia.org/wiki/List_of_Wikipedias), Wikipedia, the Free Encyclopedia, March 16, 2015

<sup>9</sup> “Wikipedia:Categories, lists, and navigation templates,” [https://en.wikipedia.org/wiki/Wikipedia:Categories,\\_lists,\\_and\\_navigation\\_templates](https://en.wikipedia.org/wiki/Wikipedia:Categories,_lists,_and_navigation_templates), Wikipedia, the Free Encyclopedia, March 18, 2015

<sup>10</sup> “Index of fashion articles,” [https://en.wikipedia.org/wiki/Index\\_of\\_fashion\\_articles](https://en.wikipedia.org/wiki/Index_of_fashion_articles), Wikipedia, the Free Encyclopedia, March 14, 2015



such as *Lingerie*, *20th-Century Fashion* or *Traditional footwear*. The English Wikipedia also keeps an overview of fashion designers per country.<sup>11</sup>

A Fashion Portal<sup>12</sup> was set up on the English language Wikipedia in 2006. It was mostly inactive between November 2010 and January 2013. The related WikiProject Fashion<sup>13</sup> aims to expand Wikipedia's fashion coverage and is therefore much in line with the aims and goals of our series of edit-a-thons organised from 2013 to 2015. It was set up in 2009 and updated as recently as December 2014 and provides an overview of fashion articles, assessed by quality by means of the Wikipedia Release Version Tools.<sup>14</sup> It indicates the presence of 4,630 assessed articles (out of 5,507), of which 60 are assessed as good and up, 522 have B- and C- status, 2,112 have start quality and 1,425 stub quality.<sup>15</sup> Needless to say, this doesn't indicate the absence of specific topics on Wikipedia, but assesses those articles that are present.

On the Swedish Wikipedia, the category *Mode* has 11 sub-categories and 87 loose articles. Related categories are *Industri*, *Hushåll*, *Kultur* and *Klädedräkternas historia*. The German Wikipedia features fashion as a sub-topic of *Design* and keeps a draft list of fashion related-topic on this subdomain.<sup>16</sup> A separate portal features the rich topic as a portal for *Frauen* under the title *Abschnitt Mode und Schönheitsideale*.<sup>17</sup> The category *Mode* (itself a sub-category of *Alltagskultur*) holds 9 subcategories and 25 articles.<sup>18</sup> A dedicated project keeps track of *Textilverarbeitung und Kleidung*<sup>19</sup> where a quality overview and list of articles to be worked on is kept. The Dutch language Wikipedia, like the English, has a dedicated portal to feature fashion related articles,<sup>20</sup> which was activated in 2009 and actively kept up-to-date until 2011, most recently updated in December 2014. A project page to keep track of work that needs doing was set up doing the most recent edit-a-thon in Amsterdam.<sup>21</sup>

These snippets of information indicate that, on the four largest Wikipedias, the topic is in varying states of organisation and completeness.

---

<sup>11</sup> "List of fashion designers," [https://en.wikipedia.org/wiki/List\\_of\\_fashion\\_designers](https://en.wikipedia.org/wiki/List_of_fashion_designers), Wikipedia, the Free Encyclopedia, March 18, 2015

<sup>12</sup> "The Fashion Portal," Wikipedia, the Free Encyclopedia, March 18, 2015, <https://en.wikipedia.org/w/index.php?title=Portal:Fashion&oldid=651985938>.

<sup>13</sup> "WikiProject Fashion," *Wikipedia, the Free Encyclopedia*, December 18, 2014, [https://en.wikipedia.org/w/index.php?title=Wikipedia:WikiProject\\_Fashion&oldid=638668921](https://en.wikipedia.org/w/index.php?title=Wikipedia:WikiProject_Fashion&oldid=638668921).

<sup>14</sup> "Wikipedia Release Version Tools, Section F," <https://tools.wmflabs.org/enwp10/cgi-bin/pindex.fcgi?sec=F>, Wikimedia Tool Labs, December 6, 2014.

<sup>15</sup> "Fashion articles by quality and importance," <https://tools.wmflabs.org/enwp10/cgi-bin/table.fcgi?project=Fashion>, Wikimedia Tool Labs, March 29, 2015. An overview of articles ranked by quality can be found at: [https://en.wikipedia.org/wiki/Category:Fashion\\_articles\\_by\\_quality](https://en.wikipedia.org/wiki/Category:Fashion_articles_by_quality).

<sup>16</sup> "Portal:Design/Modedesign," <https://de.wikipedia.org/wiki/Portal:Design/Modedesign>, Wikipedia, April 2, 2014.

<sup>17</sup> "Portal:Frauen/Abschnitt Mode und Schönheitsideale,"

[https://de.wikipedia.org/wiki/Portal:Frauen/Abschnitt\\_Mode\\_und\\_Sch%C3%B6nheitsideale](https://de.wikipedia.org/wiki/Portal:Frauen/Abschnitt_Mode_und_Sch%C3%B6nheitsideale), Wikipedia, December 9, 2011.

<sup>18</sup> "Kategorie:Mode," <https://de.wikipedia.org/wiki/Portal:Design/Modedesign>, Wikipedia, March 27, 2014.

<sup>19</sup> "WikiProjekt Textilverarbeitung und Kleidung,"

[https://de.wikipedia.org/wiki/Wikipedia:WikiProjekt\\_Textilverarbeitung\\_und\\_Kleidung](https://de.wikipedia.org/wiki/Wikipedia:WikiProjekt_Textilverarbeitung_und_Kleidung), Wikipedia, May 30, 2014.

<sup>20</sup> "Portaal:Mode," <https://nl.wikipedia.org/wiki/Portaal:Mode>, Wikipedia, December 24, 2014.

<sup>21</sup> "WikiProject:Mode," <https://nl.wikipedia.org/wiki/Wikipedia:WikiProject/Mode>, Wikipedia, March 27, 2015





## 3.1 SET UP OF THE SERIES

At the outset of the project, we planned to hold edit-a-thons in at least five countries as a means to develop case studies for the exploitation of fashion content on-line. The collaboration aimed to stimulate and develop synergies and collaborations between fashion content holders and the creative community. Specifically, we invited consortium members to contribute sample content to Wikimedia Commons and subsequently host a number of GLAM-Wiki events. The events then were planned to be a catalyst to gather contextual information to objects from the contributing organizations and raise interest in the Europeana Fashion content and in Europeana more in general.

As part of the project we took part in or directly organized twelve edit-a-thons in nine countries. The work in all of them focused on asking museum partners to open their doors to invite in would-be editors of Wikipedia, attract Wikipedia volunteers to help organize the event, add media from Europeana Fashion content partners to the Wikimedia Commons platform and subsequently use these images for relevant articles on Wikipedia. When after the first few edit-a-thons we felt comfortable with the formula, we also tried organizing a parallel set of edit-a-thons sharing the same theme with an additional online challenge, and explored the possibilities of hosting a GLAM-Wiki collaborative event in the framework of a larger cultural or fashion-related festival.

Some of the edit-a-thons were held in cooperation with other organizations. These events were organized in order to both reach specialists from the fashion domains, students and existing Wikipedia editors, with the stress on a particular target group shifting from event to event. At almost all of the events we organized presentations about the cooperation as part of the introduction.



Image 1 Overview of the edit-a-thons organised

## 3.2 UNFRUITFUL ATTEMPTS

In order to produce the twelve edit-a-thons successfully, several partnerships were kick-started. Unfortunately, despite the enthusiasm of all partners involved, not all of them made it to fruition. In the cases of Germany and (associate partner country) Poland, scheduling issues prevented the establishing of a successful event. The strength of certain Wikimedia chapters has throughout the course of the project varied in different countries. In the case of Portugal, for example, the volunteers involved in Wikipedia were simply overburdened to take on another activity that didn't speak to their personal interests. In the UK, partner V&A has had a strong involvement in explaining the rights status for images usable on the free encyclopedia via open licenses, and a strong track record in organising GLAMwiki events. The edit-a-thon format, however, was in their case not suited to their needs at this particular time. In Austria, we attempted to organise an edit-a-thon and a reuse workshop in the context of a fashion festival, which due to production challenges fell through. In The Netherlands, finally, the format as programmed in the context of a festival fell through due a lack of interest from the audience.

## 3.3 SPECIAL ACTIVITIES

### 3.3.1 Wikimedia Commons

As part of the preparation of any edit-a-thon event, content partners were asked to provide a selection of materials that they selected to be published on Europeana Fashion to Wikimedia Commons.

Wikipedia articles require content to be published there in order to be embeddable. All materials on Wikimedia Commons require to be published under an open license.<sup>22</sup>

The category now holds 1,987 media files uploaded by partner museums. Additionally, 289 photographs illustrate the series of edit-a-thons that took place across Europe.<sup>23</sup>



Image 2 Stockholms mode-journal- Tidskrift för den eleganta världen 1847, illustration nr 2.jpg is the most used image from the collection. It illustrates 13 articles in as many languages.

<sup>22</sup> Heather Caven and Roxanne Peters from V&A, Gabriëlle Lucille de Pooter from MoMu and Erwin Verbruggen from Sound and Vision presented on the various licensing requirements at the all-partner meeting in Florence, on April 16, 2013.

<sup>23</sup> "Category:Europeana Fashion Edit-a-thons," [https://commons.wikimedia.org/wiki/Category:Europeana\\_Fashion\\_Edit-a-thons](https://commons.wikimedia.org/wiki/Category:Europeana_Fashion_Edit-a-thons), Wikimedia Commons, March 4, 2015



- Nordiska Museet has provided 1,442 images, thanks to Wikimedia Sverige, who provided much preparatory work under the collaboration with the Europeana Awareness project.<sup>24</sup>
  - For the first edit-a-thon in 2013, Nordiska museet originally foresaw the release of 1,000 images.<sup>25</sup> In the end they only released 363 images<sup>26</sup> because of internal reasons. Wikimedia Sverige helped them to upload and structure their material on Wikimedia Commons.
  - For the third edit-a-thon at Nordiska, the museum uploaded 1,051 fashion plates<sup>27</sup> and 28 fashion photographs from the exhibition Folkhemmet's mode, on display at Nordiska museet in 2015.<sup>28</sup>
- For the first edit-a-thon in Stockholm MoMu, with assistance from Wikimedia Sverige, also released eight images as a test case.
  - At the time of the Antwerp edit-a-thon, the museum added 25 images with a larger resolution, totalling 33 images on Wikimedia Commons.<sup>29</sup>
- Centraal Museum Utrecht provided 8 fashion-related images from its collections during the edit-a-thon that took place there.
- The Netherlands Institute for Sound and Vision selected 33 openly licensed newsreel films for the category.
- Museo Rossimoda della Calzatura provided 27 images of different shoe types for the edit-a-thon focusing on footwear.<sup>30</sup>
- The Shenkar Archive provided 6 images of bags and dresses for the edit-a-thon in Tel Aviv.<sup>31</sup>
- The Museum for Applied Arts uploaded a sample set of 5 images for the edit-a-thon in Belgrade
- The Peloponnesian Folklore Foundation, in the framework of an on-going collaboration with the digitisation company PostScriptum, released 143 images<sup>32</sup> in February 2015.

In total 153 different images from the category are currently being used on diverse article pages throughout the encyclopaedia, or 7.70% of the collection. Up until February 2015, all the Wikipedia articles that used one or more media items from the Europeana Fashion category on Wikimedia Commons together gathered 6,531,721 page views. Of those images, the largest image use could be found on:

<sup>24</sup> John Andersson, *D2.6 Europeana GLAM WIKI Event plus Report on Public Art Project*, December 16, 2014.

<sup>25</sup> "Commons: Nordiska Museet," [https://commons.wikimedia.org/wiki/Commons:Nordiska\\_museet](https://commons.wikimedia.org/wiki/Commons:Nordiska_museet), Wikimedia Commons, September 26, 2014

<sup>26</sup> "Projekt: Mode och dräkthistoria,"

[https://commons.wikimedia.org/wiki/Category:Images\\_from\\_Nordiska\\_museet/Fashion\\_plates](https://commons.wikimedia.org/wiki/Category:Images_from_Nordiska_museet/Fashion_plates), Wikimedia Commons, April 4, 2014.

<sup>27</sup> "Category:Images from Nordiska museet/Fashion plates,"

[https://commons.wikimedia.org/wiki/Category:Images\\_from\\_Nordiska\\_museet/Fashion\\_plates](https://commons.wikimedia.org/wiki/Category:Images_from_Nordiska_museet/Fashion_plates), Wikimedia Commons, March 25, 2015.

<sup>28</sup> "Category:Images from Nordiska museet/Fashion photos,"

[https://commons.wikimedia.org/wiki/Category:Images\\_from\\_Nordiska\\_museet/Fashion\\_photos](https://commons.wikimedia.org/wiki/Category:Images_from_Nordiska_museet/Fashion_photos), Wikimedia Commons, March 25, 2015.

<sup>29</sup> "Category:Images from MoMu - Fashion Museum Province of Antwerp,"

[https://commons.wikimedia.org/wiki/Category:Images\\_from\\_MoMu\\_-\\_Fashion\\_Museum\\_Province\\_of\\_Antwerp](https://commons.wikimedia.org/wiki/Category:Images_from_MoMu_-_Fashion_Museum_Province_of_Antwerp), Wikimedia Commons, April 10, 2013.

<sup>30</sup> "Category:Images from Museo Rossimoda della calzatura,"

[https://commons.wikimedia.org/wiki/Category:Images\\_from\\_Museo\\_Rossimoda\\_della\\_calzatura](https://commons.wikimedia.org/wiki/Category:Images_from_Museo_Rossimoda_della_calzatura), Wikimedia Commons, November 28, 2013.

<sup>31</sup> "Category:Shenkar Archive," [https://commons.wikimedia.org/wiki/Category:Shenkar\\_Archive](https://commons.wikimedia.org/wiki/Category:Shenkar_Archive), Wikimedia Commons, November 20, 2013.

<sup>32</sup> "Category:Collection of the Peloponnesian Folklore Foundation,"

[https://commons.wikimedia.org/wiki/Category:Collection\\_of\\_the\\_Peloponnesian\\_Folklore\\_Foundation](https://commons.wikimedia.org/wiki/Category:Collection_of_the_Peloponnesian_Folklore_Foundation), March 05, 2015.



- The English Wikipedia (38 pages make use of 36 images from the category);
- The Dutch Wikipedia (39 pages make use of 20 images from the category);
- The Swedish Wikipedia (50 pages make use of 89 images from the category).

Italian Wikipedia had 9, German Wikipedia 5 and the Spanish Wikipedia 4 pages that used images from the category. In total, the images are currently in use on 238 pages in 37 different languages. Wikipedia Outreach and Wikipedia Meta together use another 85 images.

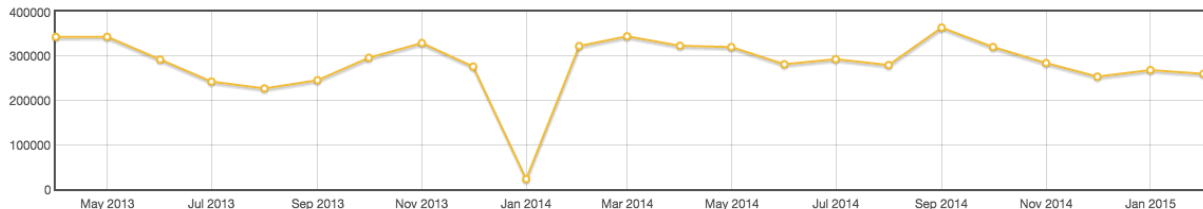


Image 3 23 Months have a data point, with 6,531,721 page views in total.<sup>33</sup>

In December 2014, the Royal Museums of Art and History in Brussels and MoMu – Fashion Museum Province of Antwerp asked Hungarian fashion student David Ring from the Antwerp Fashion Department to make drawings that illustrate the concepts available in the fashion thesaurus. In order for everyone to be able to enjoy and re-use these drawings, the project, together with Wikimedia Belgium, made 244 of these drawings available on Wikimedia Commons under a Public Domain license.<sup>34</sup>

## Publications

- De Pooter, Gabriëlle Lucille. “350 Fashion Illustrations in Public Domain.” *Europeana Fashion Project Site*, December 16, 2014. <http://blog.europeanafashion.eu/2014/12/16/350-fashion-illustrations-in-public-domai/>.

### 3.3.2 Online Challenge

In collaboration with Europeana Awareness and Wikimedia Sverige, we decided to gather momentum in November 2013 by coordinating a combination of parallel events taking place during the same week, with a common focus and a coordinated effort to bind the three events together with an online contest.

Hence, in the same week fashion edit-a-thons took place at Nordiska museet in Sweden, at the Rossimoda Shoe Museum in Italy and at the Herklein University in Israel. All the events were united through a one-month long contest called the *Europeana Fashion Challenge* that took place between November 12 and December 12, 2015. The winner of the Challenge received a number of reference books about fashion and textiles donated by ten fashion museums.

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 organising the second fashion edit-a-thon. Also, to a large extent we were able to use the existing template of the Europeana Challenge.

<sup>33</sup> Data source: Magnus Manske’s BaGLAMa tool at <https://tools.wmflabs.org/glamtools/baglama2/#gid=22>

<sup>34</sup> “Category:Europeana Fashion - MoMu - thesaurus drawings,”

[https://commons.wikimedia.org/wiki/Category:Europeana\\_Fashion\\_-\\_MoMu\\_-\\_thesaurus\\_drawings](https://commons.wikimedia.org/wiki/Category:Europeana_Fashion_-_MoMu_-_thesaurus_drawings), Wikimedia Commons, November 21, 2014.



The person who made the largest contributions in any language combination and gathered the highest points of all the participants won the Fashion Book Bundle, which consisted of fashion books from our partners Nordiska museet, Museo Rossimoda della Calzatura, Peloponnesian Folklore Foundation, MoMu – Fashion Museum Province of Antwerp, Wien Museum, Les Arts Décoratifs, Centraal Museum, Museo del Traje, Museum of Applied Art Belgrade and MUDE- Museo do Design e da Moda. Participants in the challenge edited 18 different articles.



Image 4 The challenge prize. Photo by Brigitte Jansen - CC BY-SA 3.0

## Publications

- Andersson, John. "Europeana Fashion Edit-a-thons/Europeana Fashion Challenge/Welcome to the Challenge - Meta," October 29, 2013. [https://meta.wikimedia.org/wiki/Europeana\\_Fashion\\_edit-a-thons/Europeana\\_Fashion\\_Challenge/Welcome\\_to\\_the\\_Challenge](https://meta.wikimedia.org/wiki/Europeana_Fashion_edit-a-thons/Europeana_Fashion_Challenge/Welcome_to_the_Challenge).
- Daley, Beth. "Become Wikipedia's Best Fashion Editor." *Europeana Blog*, November 20, 2013. <http://blog.europeana.eu/2013/11/become-wikipedias-best-fashion-editor/>.
- Jansen, Brigitte. "Fashion Is a Challenge." *Sound and Vision Research & Development Blog*, November 6, 2013. <http://www.beeldengeluid.nl/en/blogs/research-amp-development/201311/fashion-challenge>.
- ———. "The Europeana Fashion Challenge." *Europeana Fashion Project Site*, October 31, 2013. <http://blog.europeanafashion.eu/2013/10/31/europeana-fashion-challenge-edit-a-thon-israel-sweden-italy-t/>.
- Jansen, Brigitte, and Gregory Markus. "Europeana Fashion Edit-a-Thons." GLAM Newsletter. *Wikimedia Outreach*, November 30, 2013. [https://outreach.wikimedia.org/wiki/GLAM/Newsletter/November\\_2013/Contents/Netherlands\\_report](https://outreach.wikimedia.org/wiki/GLAM/Newsletter/November_2013/Contents/Netherlands_report).
- "Online Europeana Fashion Challenge Op Wikipedia." *Wikimedia Nederland*, December 3, 2013. <http://www.wikimedia.nl/nieuwsbericht/online-europeana-fashion-challenge-op-wikipedia>.
- "Postanite Modni Urednik Na Wikipediji - Nacionalna I Sveučilišna Knjižnica U Zagrebu." *Nacionalna I Sveučilišna Knjižnica U Zagrebu*, November 27, 2013. <http://www.nsk.hr/postanite-modni-urednik-na-wikipediji/>.
- "Sweden / Stockholm: 'Fashion Edit-a-Thon.'" *Modem Mag*, November 12, 2013. <http://www.modemonline.com/modem-mag/article/2503-sweden--stockholm-fashion-edit-a-thon>.



### 3.3.3 Handbook

After setting up seven edit-a-thons in five countries in one year's time, the project bundled its experiences in a handbook for organizing fashion edit-a-thons. It was directed towards galleries, libraries, archives and museums and open to improvement from the community.

The handbook primarily compiled what we have learned from running these events. It was reviewed and amended by the Europeana network and the Wikimedia community and provides an overview of the Wikipedia organisation's structure, the basics of hosting an edit-a-thon, ways to ensure a successful edit-a-thon, how to measure success, tips for getting content on Wikimedia, event promotion, as well as a suggested day programme, a 3-month preparation agenda and relevant resources. The aim was to create a reference guide that any GLAM institution hoping to hold an edit-a-thon could utilize.

The handbook was widely disseminated in the GLAM and Wikipedia communities and served as a valuable aid in organising the later events in the fashion edit-a-thon series. The final result can be found as an attachment to this report.

#### Publications

- De Pooter, Gabriëlle Lucille. "Europeana Fashion Publishes Edit-a-Thon Handbook." *Europeana Fashion Project Site*, April 9, 2014. <http://blog.europeanafashion.eu/2014/04/09/europeana-fashion-published-edit-a-thon-handbook-gla/>.
- Markus, Gregory. "A Guide to Editing Fashion on Wikipedia." *Europeana Professional*, April 9, 2014. <http://pro.europeana.eu/blogpost/a-guide-to-editing-fashion-on-wikipedia>.
- ———. "Bring in the Fashion (Handbook)." *Sound and Vision Research & Development Blog*, April 7, 2014. <http://www.beeldengeluid.nl/en/blogs/research-amp-development/201404/bring-fashion-handbook>.
- ———. "Europeana Fashion Edit-a-Thon Handbook for GLAMs." *OpenGLAM*, April 22, 2014. <http://openglam.org/2014/04/22/europeana-fashion-edit-a-thon-handbook-for-glams/>.
- ———. "Europeana Fashion Handbook to Bring Wiki and GLAMs Together." *Wikimedia Blog*, April 9, 2014. <https://blog.wikimedia.org/2014/04/09/europeana-fashion-handbook-to-bring-wiki-and-glams-together/>.
- ———. "Wiki Edit-a-Thon Handbook." GLAM Newsletter. *Wikimedia Outreach*, April 30, 2014. [https://outreach.wikimedia.org/wiki/GLAM/Newsletter/April\\_2014/Contents/Special\\_story](https://outreach.wikimedia.org/wiki/GLAM/Newsletter/April_2014/Contents/Special_story).
- Price, Gary. "Best Practices: Europeana Fashion Publishes an Edit-A-Thon Handbook For GLAMs." *LJ INFOdocket*, April 9, 2014. <http://www.infodocket.com/2014/04/09/best-practices-europeana-fashion-publishes-an-edit-a-thon-handbook-for-glams/>.



The following section details each of the edit-a-thons, as held chronologically per country they were held in.

#### 4.1 STOCKHOLM EDIT-A-THONS

##### 4.1.1 Report

The Nordiska Museet was home to three edit-a-thons during the course of the Europeana Fashion project. Well acquainted with the Wikipedia culture, the museum started a partnership with the world's second-largest Wikipedia in 2010. The collaboration materialised in large file provisions to Wikimedia Commons and three successful events at the museum. Registration was handled through a separate Eventbrite page and all three events were daylong activities whereby lunch was provided.

##### 1) March 22, 2013

The first edit-a-thon was held on March 22, 2013 and was the biggest edit-a-thon to date for Wikimedia Sverige, with 47 participants. This edit-a-thon was organized in collaboration with content partner Nordiska Museet, Wikimedia Sverige, Europeana, Europeana Fashion and the Centre for Fashion Studies at Stockholm University.

In preparation for the event, the organisers held a workshop about editing in Wikipedia with the fashion students so that the actual edit-a-thon could, after some short presentations, get right down to the business of writing fashion-related articles. To keep up interest, and blood sugar, snacks and lunch were served throughout the day. We also took breaks and got inspired with a guided tour of the Nordiska museets's fashion exhibitions, such as one on the power of fashion Modemakt. In the end, the productive day came together with a drink with wine and canapés. Almost all the participants stayed until the drink, and several didn't leave until 8 p.m., when the guards wanted to close the museum. At that point the event had lasted for almost 10 hours.

##### 2) November 12, 2013

The second edit-a-thon was held in the same week as the ones in Stra, Italy and Tel Aviv, Israel. The Stockholm event, however, suffered from severe public transport issues in and around the city due to a train derailment. Most of the people who signed up could not make it. Out of the 28 that had signed up only 11 made it there, some of which had not registered in advance. The focus for this edit-a-thon was specifically on footwear.

##### 3) March 26, 2015

On Thursday March 26, 2015, Nordiska museet (Content Partner) and the Armémuseum (Associated Partner) of the Europeana Fashion project co-organised a third fashion edit-a-thon together with Wikimedia Sverige and Europeana Fashion. Students, fashion bloggers, curators working with fashion or costumes and other interested writers were invited to participate in this edit-a-thon. Participants were offered a special tariff in the museum shop: buy three books on fashion, jewellery or textiles and pay for two



## 4.1.2 Outcomes

Topic	Date	Result
<b>Participants</b>	2013-03-22	<ul style="list-style-type: none"> <li>• 47 participants registered their attendance</li> <li>• 30 were women (64%)</li> <li>• 23 new users created accounts</li> <li>• Some of the editors sat together and used only one account.</li> </ul>
	2013-11-12	<ul style="list-style-type: none"> <li>• 11 participants registered their attendance</li> </ul>
	2015-03-26	<ul style="list-style-type: none"> <li>• 28 participants registered their attendance; 21 writers and several speakers from different GLAM institutions.</li> </ul>
<b>Article creation</b>	2013-03-22	<ul style="list-style-type: none"> <li>• Ten new articles were created, from biographies to fashion photography and Sami costumes. <ul style="list-style-type: none"> <li>○ In total, 67 different articles were edited during the day.</li> <li>○ Several participants also published their articles some days after the edit-a-thon.</li> <li>○ Articles were edited in eight different languages (Polish, German, English, Swedish, Finnish, Spanish, Russian and Italian).</li> <li>○ Most of the contributions were made to the English and the Swedish Wikipedia.</li> </ul> </li> </ul>
	2013-11-12	<ul style="list-style-type: none"> <li>• Six articles were expanded during the event.</li> </ul>
	2015-03-27	<ul style="list-style-type: none"> <li>• Eight new articles were created</li> <li>• 26 articles were expanded or otherwise improved</li> </ul>

The events 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.

## 4.1.3 Feedback from participants

John Andersson from Wikimedia Sverige recalled after the first edit-a-thon how many of the participants came up to them and thanked them for a nice event, telling him how proud they felt when pressing save and publishing their first edits on Wikipedia.



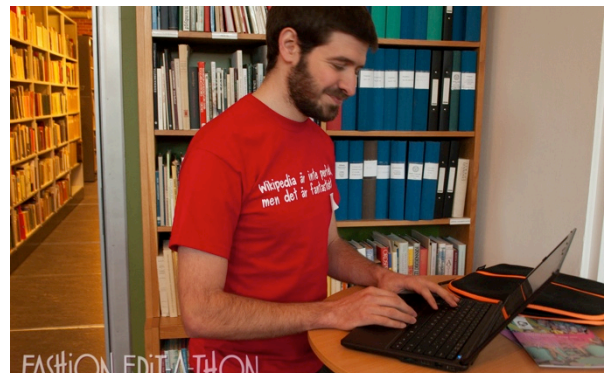
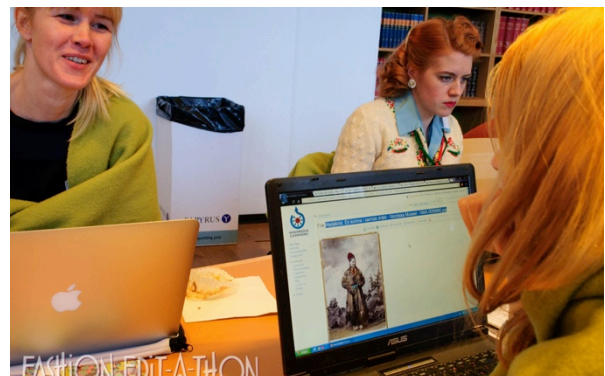


## 4.1.4 Publications & Presentations

- Ambrosiani, Aron. "Skrivstuga/Fashion." *Wikipedia*, March 6, 2015. <https://sv.wikipedia.org/wiki/Wikipedia:Skrivstuga/Fashion>.
- Andersson, John. "Copy of Fashion Edit-a-thon\_Stockholm 22nd of March 2013." March 22, 2013. [https://prezi.com/629dcrwp8hlp/copy-of-fashion-edit-a-thon\\_stockholm-22nd-of-march-2013/](https://prezi.com/629dcrwp8hlp/copy-of-fashion-edit-a-thon_stockholm-22nd-of-march-2013/).
- ———. "Modeskrivstuga / Fashion Edit-a-thon." *Wikimedia Sverige*, March 27, 2013. <https://wikimediasverige.wordpress.com/2013/03/27/modeskrivstuga-fashion-edit-a-thon/>.
- ———. "Skrivstuga/Mode." *Wikipedia*, February 21, 2013. <https://sv.wikipedia.org/wiki/Wikipedia:Skrivstuga/Mode>.
- ———. "Skrivstuga/Mode 2." *Wikipedia*, November 5, 2013. [https://sv.wikipedia.org/wiki/Wikipedia:Skrivstuga/Mode\\_2](https://sv.wikipedia.org/wiki/Wikipedia:Skrivstuga/Mode_2).
- ———. "Taking Fashion to Wikipedia | OpenGLAM," March 29, 2013. <http://openglam.org/2013/03/29/taking-fashion-to-wikipedia/>.
- ———. "Wikimedia Sverige Hosts First Fashion Editathon." *Wikimedia Blog*, April 17, 2013. <http://wikimedia.wpengine.com/2013/04/wikimedia-sverige-hosts-first-fashion-editathon/>.
- De Pooter, Gabriëlle Lucille. "Europeana Fashion Edit-A-Thon 22 March 2013 in Stockholm." *Europeana Fashion Project Site*, March 11, 2013. <http://blog.europeanafashion.eu/2013/03/11/europeana-fashion-edit-a-thon-wikimedia-sverige-nordiska-centre-for-fashion-studies-stockholm-university-22-march-2013/>.
- "EDIT-A-THON on the Theme of Shoes, Fashion and Costume History." *Eventbrite*, November 12, 2013. <http://www.eventbrite.com/e/edit-a-thon-on-the-theme-of-shoes-fashion-and-costume-history-tickets-8813536525>.
- "Fashion Edit-a-thon at / Skrivstuga Med Mode Som Tema På Nordiska Museet- Eventbrite." *Eventbrite*, March 22, 2013. <http://www.eventbrite.com/e/fashion-edit-a-thon-at-skrivstuga-med-mode-som-tema-pa-nordiska-museet-tickets-4766439549>.
- Haxpett. "Kalmar #Blogg100/49 | Haxpett – #Hashtag," March 13, 2013. <https://haxpett.wordpress.com/2013/03/13/kalmar-blogg10049/>.
- "Inbjudan till En Skrivstuga På Temat Skor." *Nordiska Museet*, November 2013. <http://www.nordiskamuseet.se/inbjudan-till-en-skrivstuga-pa-temat-skor>.
- Leinmark, Petra. "Skrivstuga Om Mode (with Images, Tweets)." *Storify*, November 12, 2013. <https://storify.com/nordiskamuseet/skrivstuga-om-mode>.
- Linnea. "Edit-a-thon På Nordiska Museet." *Röda Tråden*, March 23, 2013. <https://rodatraden.wordpress.com/tag/edit-a-thon/>.
- Nilsson, Caroline. "Skrivstuga: Tema Mode." *MODS Magazine*, March 17, 2013. <http://modsmagazine.se/news/skrivstuga-tema-mode/782/>.
- Oskam, Geer. "Europeana and Wikimedia Partnership Update." *Europeana Professional*, April 22, 2013. <http://pro.europeana.eu/web/guest/pro-blog/-/blogs/europeana-and-wikimedia-partnership-update>.
- Sundell, Carolina. "Edit-a-thon – Wikipedia♥Fashion @Nordiska - PKHuset." *PKHuset*, March 25, 2013. <http://www.pkhuset.com/bloggar/edit-a-thon-wikipedia%E2%9D%A4fashion-nordiska/>.
- Verbruggen, Erwin. "All the World's Fashion Knowledge." Europeana Fashion project website. *Europeana Fashion Blog*, April 4, 2013. <http://www.europeanafashion.eu/2013/04/04/europeana-fashion-edit-a-thon-nordiska-museet-sweden-wikimedia-wikipedia/>.
- ———. "Modekennis Op Wikipedia." *Sound and Vision Research & Development Blog*, April 8, 2013. <http://www.beeldengeluid.nl/blogs/research-and-development/201304/modekennis-op-wikipedia>.
- "Wikipedia EDIT-A-THON (Skrivstuga) on the Theme of Fashion and Costume History." *Eventbrite*, March 26, 2015. <http://www.eventbrite.com/e/wikipedia-edit-a-thon-skrivstuga-on-the-theme-of-fashion-and-costume-history-tickets-16016343314>.



## 4.1.5 Event Pictures



Photos by Erwin Verbruggen - Own work. Licensed under CC BY-SA 3.0 via Wikimedia Commons.



### 4.2.1 Report

#### 1) May 13, 2013

On Monday 13 May 2013, forty fashion enthusiasts gathered at Centraal Museum for our second fashion edit-a-thon, co-organised by the Netherlands Institute for Sound and Vision and Wikimedia Netherlands with support from the Dutch fashion project ModeMuze. Attendees came from museums such as the Amsterdam Museum and the Fries Museum; from fashion projects, like In-Fashion and ModeMuze; from fashion association The Dutch Costume Society and from The New Institute. We also welcomed journalists, writers, students and people with a personal interest in fashion.

The full-day event started with a crash course on editing the global cooperative encyclopedia. After Wikimedia Netherlands got everybody up and running, we spent the entire day writing on Wikipedia, interspersed with breaks, some networking and a guided tour of the Centraal Museum by curator Ninke and project coordinator Ykje. Topics included designers such as Fong-Leng, Iris van Herpen, Dirk van Saene and techniques like corded quilting. We had writers from Australia, Poland and the UK as well as a strong presence of Dutch newcomers to the platform.

#### 2) March 27, 2015

The second edit-a-thon was more focused in nature. Organised by ModeMuze, with support from the Netherlands Institute for Sound and Vision and with budget from Wikimedia Netherlands, the event took place on a Friday afternoon at the Amsterdam Museum. Participants had been invited based on earlier experiences, with a special invite to Esther Doornbusch, who has blogged about her experiences as a museum professional with the Dutch Wikipedia community. After the first fashion edit-a-thon in The Netherlands, many articles were erased without much feedback due to writing style and other compliants – a trait that we focused on at this edit-a-thon by making use of a dedicated template that showed the article was being worked on<sup>35</sup> and by reaching out to the existing Wikipedia volunteers.

By keeping the team small and limiting the time span to an afternoon, the intention was to be as productive as possible. The ModeMuze team prepared a list of fashion designers that needed improvements or even articles on the Dutch language Wikipedia. Participants then selected their article of focus in advance. Literature, drinks and guidance were foreseen by the Amsterdam Museum. Wikimedia volunteer Romaine provided a WP:Start template to guide first-time users through the process of getting started on Wikipedia.

---

<sup>35</sup> “Sjabloon:Wikicursus,” <https://nl.wikipedia.org/wiki/Sjabloon:Wikicursus>, Wikipedia, May 21, 2013.



## 4.2.2 Outcomes

Topic	Date	Result
<b>Participants</b>	2013-05-13	<ul style="list-style-type: none"> <li>40 participants took part in the edit-a-thon</li> </ul>
	2015-03-27	<ul style="list-style-type: none"> <li>12 participants</li> </ul>
<b>Article creation</b>	2013-05-13	<ul style="list-style-type: none"> <li>More than 25 articles were written or edited                             <ul style="list-style-type: none"> <li>Attendees worked on Dutch, English and Polish articles</li> </ul> </li> </ul>
	2015-03-27	<ul style="list-style-type: none"> <li>6 articles newly created</li> <li>5 articles improved</li> </ul>

## 4.2.3 Feedback from participants

The first edit-a-thon yielded more results than new information and new Wikipedians. In personal interviews, attendees mentioned how they learned more about copyright and intellectual property. Some indicated they could see themselves using Wikimedia in their personal or professional research. Attendees also expressed they now felt more confident to update inaccuracies on Wikipedia if they would come across them. And, they said it was a great opportunity to meet people from the fashion community. The second edit-a-thon provided a feedback form by means of a Google Form, which was still being processed at the time of writing of this report.



Image 5 WP:Start template developed to aid first-time users of Wikipedia during an edit-a-thon

## 4.2.4 Publications

- De Pooter, Gabriëlle Lucille. "Bringing Fashion to Wikipedia - Europeana Fashion Edit-a-Thon 13 May." *Europeana Fashion Project Site*, May 9, 2013. <http://blog.europeanafashion.eu/2013/05/09/bringing-fashion-to-wikipedia-edit-a-thon-centraal-museum-utrecht-european/>.
- ——. "Wikimedia Fashion Edit-a-Thon in Utrecht." *MoMu Blog*, May 11, 2013. <http://blog.momu.be/2013/europeana-fashion/wikimedia-fashion-edit-a-thon-in-utrecht/>.
- De Pooter, Gabriëlle Lucille, and Sarah Knuvelde. "Fashion Community Unites at the Centraal Museum Fashion Edit-a-Thon." Europeana Fashion project website. *Europeana Fashion Blog*, May 15, 2013. <http://www.europeanafashion.eu/2013/05/15/fashion-edit-a-thon-europeana-centraal-museum-utrecht-wikimedi/>.
- "Europeana Fashion Edit-a-Thon." *Centraal Museum Utrecht*, April 12, 2013. <http://centraalmuseum.nl/nieuws/Europeana-editathon/>.
- Hoicatherine. "Cursussen/Europeana Fashion Editathon Utrecht 2013 - Wikimedia." *Wikimedia Nederland*, May 13, 2013. [https://nl.wikimedia.org/wiki/Cursussen/Europeana\\_Fashion\\_Editathon\\_Utrecht\\_2013#Wie\\_doet\\_mee.3F\\_Meld\\_je\\_aan.21](https://nl.wikimedia.org/wiki/Cursussen/Europeana_Fashion_Editathon_Utrecht_2013#Wie_doet_mee.3F_Meld_je_aan.21).
- Knuvelde, Sarah. "Fashion Community Unites at the Utrecht Edit-a-Thon." *Sound and Vision Research & Development Blog*, May 15, 2013. <http://www.beeldengeluid.nl/en/blogs/research-and-development/201305/fashion-community-unites-utrecht-edit-thon>.
- "Onderwijsprogramma:Amsterdam Museum/Europeana Fashion Edit-a-Thon (maart 2015) - Wikipedia." Accessed March 27, 2015. [https://nl.wikipedia.org/wiki/Onderwijsprogramma:Amsterdam\\_Museum/Europeana\\_Fashion\\_Edit-a-thon\\_\(maart\\_2015\)](https://nl.wikipedia.org/wiki/Onderwijsprogramma:Amsterdam_Museum/Europeana_Fashion_Edit-a-thon_(maart_2015)).
- Ter Burg, Sebastiaan. "Europeana Fashion Edit-a-Thon Amsterdam Maart 2015 - Wikimedia," January 27, 2015. [https://nl.wikimedia.org/wiki/Europeana\\_Fashion\\_edit-a-thon\\_Amsterdam\\_maart\\_2015](https://nl.wikimedia.org/wiki/Europeana_Fashion_edit-a-thon_Amsterdam_maart_2015).
- Tjurina, Natalia. "Europeana Fashion Editathon." *Flanders Fashion Institute*, May 8, 2013. <http://www.ffi.be/nl/blog/201305/europeana-fashion-editathon>.
- ——. "Europeana Fashion Editathon." *Flanders Fashion Institute*, May 8, 2013. <http://www.ffi.be/nl/blog/201305/europeana-fashion-editathon>.
- "Wikipedia:Wikiproject/Mode - Wikipedia." Accessed March 27, 2015. <https://nl.wikipedia.org/wiki/Wikipedia:Wikiproject/Mode>.



## 4.2.5 Event Pictures



Photos by Sebastiaan Ter Burg - Own work. Licensed under CC BY-SA 3.0 via Wikimedia Commons.



### 4.3.1 Report

On September 23, 2013, fashion enthusiasts, Wikipedians, archivists and students met at MoMu – Fashion Museum Province of Antwerp in Belgium to improve and expand fashion knowledge on Wikipedia. The event was co-organised by Europeana Fashion partner MoMu and Wikimedia Netherlands (as an official Belgian chapter was only recognised later).

This third Europeana Fashion edit-a-thon focused on the theme of Belgian fashion. The Flemish Fashion Institute (FFI) and researcher Sarah Heynssens had prepared a helpful list of Belgian Fashion topics that deserve more attention on the Dutch-language Wikipedia. The list included names of Belgian fashion designers, brands, organizations, and jewelers. MoMu library staff was at hand to provide additional information sources. Wikimedia volunteer Romaine had created a dedicated WP:Start template to guide first-time users through the process of getting started on Wikipedia.

After a meet-and-greet breakfast, the morning started with a brief introduction on MoMu’s collections and how it contributes to Europeana Fashion by Gabriëlle de Pooter. Romaine from Wikimedia Netherlands then gave a detailed overview of the world of Wikipedia. All participants received a tour of the *Happy Birthday Dear Academie-50 years Fashion Department* exhibition.

### 4.3.2 Outcomes

Topic	Date	Result
<b>Participants</b>	2013-09-13	<ul style="list-style-type: none"> <li>25 participants took part in the edit-a-thon</li> </ul>
<b>Article creation</b>	2013-09-13	<ul style="list-style-type: none"> <li>More than 15 articles were written or edited on the Dutch-language Wikipedia</li> </ul>

### 4.3.3 Feedback from participants

Many participants noted that they wanted to add more to their articles and planned on finishing up at home or the next day.



#### 4.3.4 Publications

- Catherine. "Fashion Geeks Unite!" *Belmodo.tv*, August 22, 2013. <http://belmodo.tv/mode/cult-update/2013/08/22/fashion-geeks-unite/>.
- De Pooter, Gabriëlle Lucille. "MoMu to Organise next Fashion Edit-a-Thon." *Europeana Fashion Project Site*, August 14, 2013. <http://blog.europeanafashion.eu/2013/08/14/europeana-fashion-edit-a-thon-momu-fashion-museum-antwerp-wikipedia-wikimedia/>.
- "Europeana Fashion Edit-a-Thon." *Eventbrite*. Accessed March 26, 2015. <http://www.eventbrite.com/e/europeana-fashion-edit-a-thon-tickets-7253699009>.
- "Europeana Fashion Edit-a-Thon MOMU Op 23/09/2013." *Nederlandse Kostuumvereniging*, July 26, 2013. <http://kostuumvereniging.nl/europeana-fashion-edit-a-thon-momu-op-23092013/>.
- Flamée, David. "Putting Belgian Fashion on Wikipedia." *MoMu Blog*, August 26, 2013. <http://blog.momu.be/2013/europeana-fashion/europeana-fashion-puts-belgian-fashion-on-wikipedia/>.
- Ho, Christin. "EVENT. Edit-a-Thon in MoMu Antwerpen Op Maandag 23 September." *ELLE.be*, September 11, 2013. <http://www.elle.be/nl/6276-event-edit-a-thon-momu-antwerpen-maandag-23-september.html>.
- Markus, Gregory. "Belgium Momentum: Third Fashion Edit-a-Thon at the MoMu Fashion Museum in Antwerp." *Europeana Fashion Project Site*, September 24, 2013. <http://blog.europeanafashion.eu/2013/09/24/belgium-momentum-third-fashion-edit-a-thon-at-the-momu-fashion-museum-in-antwerp-2/>.
- ———. "Belgium Momentum: Third Fashion Edit-a-Thon in Antwerp | Beeld En Geluid." *Sound and Vision Research & Development Blog*, September 24, 2013. <http://www.beeldengeluid.nl/en/blogs/research-and-development/201309/belgium-momentum-third-fashion-edit-thon-antwerp>.
- ———. "Upcoming! Europeana Fashion Wiki Edit-a-Thon in Antwerp | Beeld En Geluid." *Sound and Vision Research & Development Blog*, September 16, 2013. <http://www.beeldengeluid.nl/en/blogs/research-and-development/201309/upcoming-europeana-fashion-wiki-edit-thon-antwerp>.
- Romaine. "Wikipedia:GLAM/MoMu Fashion Edit-a-Thon 2013 - Wikipedia." *Wikipedia:GLAM. Wikipedia*, August 13, 2013. [https://nl.wikipedia.org/wiki/Wikipedia:GLAM/MoMu\\_Fashion\\_edit-a-thon\\_2013](https://nl.wikipedia.org/wiki/Wikipedia:GLAM/MoMu_Fashion_edit-a-thon_2013).





### 4.3.5 Event Pictures



Photos by Christin & Monica Ho - Own work. Licensed under CC BY-SA 3.0 via Wikimedia Commons.



Co-funded by the European Commission<sup>25</sup> within the ICT Policy Support Programme

Connected to:



### 4.4.1 Report

The edit-a-thon at the Museo Rossimoda della Calzatura welcomed 80 students from the University of Venice IUAV and the University of Padua in the morning for a guided tour of the Shoe Museum and a general presentation of Wikipedia. Volunteers from Wikimedia Italy assisted in setting up the event, clearing and uploading the museum's images to Wikimedia Commons and guiding the students.

During the afternoon, 40 students remained to work on the edit-a-thon. The focus of the edit-a-thon was on footwear, fashion history and shoes produced in Italy. The students who participated were divided into groups of five. With the right books and resources at their disposal, they worked on articles that were assigned to them. It would have been easier to simply tell the students to edit articles of their choosing, but suggesting a topic with a guided path proved more effective, even if it did require more prep work. Wikipedia volunteers tried to have students work on existing articles. If the right articles didn't already exist, they created them in advance by making sure there was a source for every line, and always a stub template present.

### 4.4.2 Outcomes

Topic	Date	Result
<b>Participants</b>	2013-11-14	<ul style="list-style-type: none"> <li>40 students from University of Venice IUAV and University of Padua</li> </ul>
<b>Article creation</b>	2013-11-14	<ul style="list-style-type: none"> <li>4 new articles created and 9 articles improved</li> </ul>

### 4.4.3 Feedback from participants

A SurveyMonkey questionnaire was sent to all participants, with responses from three participants collected. All three respondents enjoyed the event much (4/5), had never before written anything on Wikipedia, and none continued writing on Wikipedia, indicating a lack of time as a main reason for not doing so. The opinions were more divided on the level of assistance during the event (neutral to good (3-4/5), the clarity of directions (2-3-5/5), the interest in fashion as a topic (3-4-5/5), the amount of learning about fashion (3-4/5) and whether the event increased their interest in fashion (2-3-5/5).



#### 4.4.4 Publications

- Aubrey. "Italy Report: Bibliothackathon and Shoes." GLAM Newsletter. *Wikimedia Outreach*, October 31, 2013. [https://outreach.wikimedia.org/wiki/GLAM/Newsletter/October\\_2013/Contents/Italy\\_report#Europeana\\_Fashion\\_editathon](https://outreach.wikimedia.org/wiki/GLAM/Newsletter/October_2013/Contents/Italy_report#Europeana_Fashion_editathon).
- Gentilini, Virginia. "Progetto:GLAM/Europeana Fashion Editathon 2013 - Wikipedia," October 21, 2013. [https://it.wikipedia.org/wiki/Progetto:GLAM/Europeana\\_Fashion\\_Editathon\\_2013](https://it.wikipedia.org/wiki/Progetto:GLAM/Europeana_Fashion_Editathon_2013).
- ———. "What I learned at the Europeana Fashion Edit-a-Thon 2013." *Wikimedia Blog*, December 6, 2013. <http://blog.wikimedia.org/2013/12/06/europeana-fashion-ediathon-2013/>.
- "GLAM/Newsletter/September 2013/Contents/Netherlands Report - Outreach Wiki." Accessed March 26, 2015. [https://outreach.wikimedia.org/wiki/GLAM/Newsletter/September\\_2013/Contents/Netherlands\\_report#Wiki\\_Loves\\_Monuments.3B\\_ECNC\\_photo\\_competition.3B\\_Europeana\\_Fashion\\_Edit-a-thon\\_Antwerp.3B\\_Fourth\\_Dutch\\_Wikipedian\\_in\\_Residence.3B\\_Wiki\\_loves\\_libraries\\_workshop.3B\\_10\\_years\\_of\\_CC\\_licenses](https://outreach.wikimedia.org/wiki/GLAM/Newsletter/September_2013/Contents/Netherlands_report#Wiki_Loves_Monuments.3B_ECNC_photo_competition.3B_Europeana_Fashion_Edit-a-thon_Antwerp.3B_Fourth_Dutch_Wikipedian_in_Residence.3B_Wiki_loves_libraries_workshop.3B_10_years_of_CC_licenses).
- Jansen, Brigitte. "Europeana Fashion Organises Three Fashion Edit-a-Thons." *Europeana Fashion Project Site*, October 31, 2013. <http://blog.europeanafashion.eu/2013/10/31/europeana-fashion-challenge-edit-a-thon-israel-sweden-italy-t/>.



## 4.4.5 Event Pictures



14-24 | 11 | 2013

**SETTIMANA DELLA  
CULTURA D'IMPRESA**

Più Cultura più Impresa



GIOVEDÌ **14** NOVEMBRE

ORE 10.00 - 16.00

---

**Villa Foscari Rossi**  
Via Doge Pisani, 1/2  
Stra (VE)

---

**Il Museo Rossimoda della Calzatura, in collaborazione con European Fashion Project, Wikimedia Italia, Università di Padova e Università Iuav di Venezia, ha il piacere di invitarla a**

### Fashion Editathon

Una maratona di scrittura di voci su Wikipedia dedicate al mondo della calzatura, in contemporanea con eventi analoghi a Gerusalemme e a Stoccolma.

La giornata prevede la visita guidata al Museo Rossimoda della Calzatura e, in collaborazione con wikipediani volontari, una presentazione dei principi di base dell'enciclopedia libera online, oltre ad un laboratorio pratico di scrittura e modifica di voci esistenti.

Evento su invito

Per informazioni  
[info@villafoscarini.it](mailto:info@villafoscarini.it)  
[www.museodellacalzatura.it](http://www.museodellacalzatura.it)  
 Tel. 049 9801091



CONFINDUSTRIA  
XII Settimana della Cultura d'Impresa

**ROSSIMODA**  
VENEZIA 1947

I  
-  
U  
-  
A  
-  
V







Photos by Nicolò Caranti - Own work. Licensed under CC BY-SA 3.0 via Wikimedia Commons.



Co-funded by the European Commission within the ICT Policy Support Programme

Connected to:



### 4.5.1 Report

The edit-a-thon in Tel Aviv on November 20, 2013, was organised by Wikimedia Israel and Federazione Rinscimento Digitale in collaboration with EVA/MINERVA and hosted by the Holon Institute of Technology.

Wikimedia Israel provided two introductory lectures about Wikipedia in the week before the edit-a-thon: one at the EVA / Minerva conference in Jerusalem and the other at the Shenkar College for Design. The day of the edit-a-thon was divided into two parts:

1. Editors from the He-Wiki were invited to come and contribute.
2. While they started, another group of people interested from the general public (fashion bloggers, fashion students) had a practical workshop on how to edit wikipedia. When they finished, they joined the experienced editors and worked together on expanding articles or writing new ones.

Shenkar College donated 680 photos, but due to technicalities they did not find their way online before the edit-a-thon. Wikimedia Israel contacted most of the GLAMs in Israel that are involved in Fashion, worked on releasing items to commons and created a list of articles that need expansion or are needs to be written. Some of these partnerships were really new, and the edit-a-thon was an accelerator for these emerging collaborations.

### 4.5.2 Outcomes

Topic	Date	Result
Participants	2013-11-20	• 13 participants
Article creation	2013-11-20	

### 4.5.3 Feedback from Participants

The small but dedicated and high quality group that participated indicated they would like to continue meeting.

### 4.5.4 Publications

- Chen, David. "ויקיפדיה של הבינלאומי האופנה מרתון – בישראל לראשונה: יותר אופנתית להיות הופכת העברית ויקיפדיה." Wikimedia Israel, November 13, 2013. <http://www.wikimedia.org.il/%d7%95%d7%99%d7%a7%d7%99%d7%a4%d7%93%d7%99%d7%94-%d7%94%d7%a2%d7%91%d7%a8%d7%99%d7%aa-%d7%94%d7%95%d7%a4%d7%9b%d7%aa-%d7%9c%d7%94%d7%99%d7%95%d7%aa-%d7%90%d7%95%d7%a4%d7%a0%d7%aa%d7%99%d7%aa-%d7%99/>.
- "Wikipedia: Wikipedia Projects / Glam / Fashion - Wikipedia." Accessed March 26, 2015. [https://he.wikipedia.org/wiki/%D7%95%D7%99%D7%A7%D7%99%D7%A4%D7%93%D7%99%D7%94:%D7%9E%D7%99%D7%96%D7%9E%D7%99\\_%D7%95%D7%99%D7%A7%D7%99%D7%A4%D7%93%D7%99%D7%94/%D7%92%D7%9C%D7%90%D7%9D/%D7%90%D7%95%D7%A4%D7%A0%D7%94](https://he.wikipedia.org/wiki/%D7%95%D7%99%D7%A7%D7%99%D7%A4%D7%93%D7%99%D7%94:%D7%9E%D7%99%D7%96%D7%9E%D7%99_%D7%95%D7%99%D7%A7%D7%99%D7%A4%D7%93%D7%99%D7%94/%D7%92%D7%9C%D7%90%D7%9D/%D7%90%D7%95%D7%A4%D7%A0%D7%94).
- "ישראל ויקימדיה עמותת | נמצא לא העמוד" Accessed March 30, 2015. <http://www.wikimedia.org.il/events/fashion%20Israel>.



## 4.5.5 Event Pictures



ישראל-איטליה-שבדיה

# מרתון האופנה הבינלאומי של ויקיפדיה

אתם חיים אופנה? נושמים עיצוב? חובבי כתיבה?  
רוצים לקחת חלק בכתיבת האנציקלופדיה הגדולה והחשובה בעולם?  
בואו לקחת חלק במרתון כתיבה והרחבת הערכים בוויקיפדיה בתחום האופנה והעיצוב  
כחלק מהפרויקט הבינלאומי של "יורפאנה אופנה".



**יום חמישי, 14.11.13, 18:00**  
**המכון הטכנולוגי חולון (HIT).**

18:00: התכנסות ורישום

18:15: מרקו רנדונה, מתאם פרויקט יורופאנה-אופנה  
(הרצאה באנגלית)

19:00: איך לשנות את העולם בנעלי בית?  
הרצאת מבוא על ויקיפדיה

חלק ב':  
יום רביעי, ה-20.11 החל משעה 17:00.  
המכון הטכנולוגי חולון (HIT).  
סדנת עריכה למתחילים ומרתון עריכה בוויקיפדיה.



Photos: Hugo Maertens, Bruges; museo della calzatura collection. CC-BY-SA 3.0

מספר המקומות מוגבל. להרשמה ללא עלות ולפרטים נוספים:  
[www.wikimedia.org.il/events/fashion](http://www.wikimedia.org.il/events/fashion)



Photos by Yair Talmor and Shani Evenstein - Own work. Licensed under CC0 via Wikimedia Commons.



Co-funded by the European Commission within  
the ICT Policy Support Programme

Connected to:



### 4.6.1 Report

Paris, breeding ground of legendary couturiers like Yves Saint Laurent and Christian Dior, was the location for an edit-a-thon on March 22nd, 2014. A varied group of 34 fashion-experts, enthusiasts, students and designers joined forces to write new fashion-related articles and improve existing ones on Wikipedia. The meeting took place in the beautiful library of Les Arts Décoratifs in the heart of Paris.

Participants were welcomed with a small and tasty French breakfast. Alessandra Arezzi Boza, Communication Director at Europeana Fashion, started the day with a presentation, in which she gave an overview of Europeana Fashion, its goals and achievements and the consortium of partners involved. After this informative talk, participants were welcomed to the library, where a selection of books and other sources had been made available.

A week earlier, participants followed a workshop on how to use and contribute to Wikipedia. Those who took part in this workshop went straight to work, writing on designers, certain types of dress and historical time-periods. Some active contributors to the French Wikipedia were present to assist. They helped participants who could not be at the workshop and introduced them to the ins and outs of Wikipedia. In the break after lunch there was opportunity to see the exhibition *Dries Van Noten - Inspirations*.

### 4.6.2 Outcomes

Topic	Date	Result
<b>Participants</b>	2014-03-22	<ul style="list-style-type: none"> <li>• 30 participants dedicated a full day to editing and creating fashion-related articles on Wikipedia.               <ul style="list-style-type: none"> <li>○ 22 first-time editors created new accounts just before or during the event.</li> </ul> </li> </ul>
<b>Article creation</b>	2014-03-22	<ul style="list-style-type: none"> <li>• The group created 14 new articles</li> <li>• 22 articles were expanded and more than 200 edits made by new editors</li> </ul>

### 4.6.3 Feedback from participants

At the end of the day, over bubbly drinks, we evaluated the day. Some found the learning curve for writing on Wikipedia a bit steep and would have appreciated another short workshop at the start of the day. Nearly half of the participants indicated that they would again write on Wikipedia in the future. They really enjoyed the co-operative nature of the day, the atmosphere and the opportunity to exchange knowledge.



#### 4.6.4 Publications

- De Pooter, Gabriëlle Lucille. "Fashion Edit-a-Thon Les Arts Décoratifs 22 March 2014." *Fashion, Textile & Costume Librarians*, February 26, 2014. <https://arlisftc.wordpress.com/2014/02/26/fashion-edit-a-thon-les-arts-decoratifs-22-march-2014/>.
- ———. "Fashion Edit-a-Thon Les Arts Décoratifs Paris 22 March," February 26, 2014. <http://blog.europeanafashion.eu/2014/02/26/fashion-edit-a-thon-les-arts-decoratifs-22-marc/>.
- De Vos, Jesse. "Fashion Edit-a-Thon at Les Arts Décoratifs." *Sound and Vision Research & Development Blog*, April 1, 2014. <http://www.beeldengeluid.nl/en/blogs/research-amp-development/201404/fashion-edit-thon-les-arts-d%C3%A9coratifs>.
- ———. "Fashion Edit-a-Thon at Les Arts Décoratifs." *Europeana Fashion Project Site*, April 3, 2014. <http://blog.europeanafashion.eu/2014/04/03/fashion-edit-a-thon-at-les-arts-decoratifs-pari/>.
- "Fashion Editathon Invitation," February 2014. <http://www.lesartsdecoratifs.fr/IMG/pdf/157-invitation-A5-EDIT-A-THON.pdf>.
- Muthalay, Susan. "Come, Write about Fashion for Wikipedia." *Europeana Blog*, February 28, 2014. <http://blog.europeana.eu/2014/02/come-write-about-fashion-for-wikipedia/>.
- "Projet:Fashion Editathon." *Wikipédia*, February 19, 2014. [https://fr.wikipedia.org/w/index.php?title=Projet:Fashion\\_Editathon&oldid=112633709](https://fr.wikipedia.org/w/index.php?title=Projet:Fashion_Editathon&oldid=112633709).





## 4.6.5 Event Pictures



Photos by Jesse de Vos and Aurélie Champ - Own work. Licensed under CC BY-SA 3.0 via Wikimedia Commons.



Co-funded by the European Commission within the ICT Policy Support Programme

Connected to:



### 4.7.1 Report

Designers, fashion bloggers, academics, students and fashion lovers gathered at the Museum for Applied Art in Belgrade (MAA) on October 18, 2014 for their edition of the fashion edit-a-thon. It attracted 40 participants, from design students and their professors to Jelena Karakaš, topics editor of ELLE Serbia, and designers Ashok Murty and Valentina Obradović. This mix of participants also made the event a great opportunity to exchange knowledge and network.

Together, the new editors worked on improving and adding nearly 20 fashion-related articles in Serbian under the guidance of Wikimedia Serbia. To take a break from writing and to thank participants for their time and energy, MAA also offered a lunch and a tour of the museum.

### 4.7.2 Outcomes

Topic	Date	Result
<b>Participants</b>	2014-10-18	<ul style="list-style-type: none"> <li>40 participants</li> </ul>
<b>Article creation</b>	2014-10-18	<ul style="list-style-type: none"> <li>Participants worked on close to 20 fashion-related articles in Serbian</li> </ul>

### 4.7.3 Feedback from participants

28 participants filled out a feedback form. When asked if they enjoyed the workshop, the average response was 4.4/5. When asked if they were already familiar with Wikipedia, the participants scored an average of 3.4/5 (5 being 'very much so'). When asked whether the instructions were clear, the average response was 4.2/5. The quality of the assistance during editing received a 4.7/5.

The question whether participants were planning on editing Wikipedia in the future scored a 3.6/5. A 4.9/5 score reflected the high interest in fashion of the participants – who did not have that much to learn about it at the workshop: how much they learned during the event scored a still very positive 3.8. The question whether the workshop increased the participant's interest in fashion scored a 3.9/5. When asked what they would change about the set-up of the event, some of the responses were:

- It was good and relaxed
- Wonderful lecture and operating instructions, as well as help people from Wikimedia. Truly a wonderful experience. I would like to take part in many Wikimedia workshops.
- The lecture did not help much, but while I edited the article, I enjoyed the assistance from the girls working in Wikimedia, which really helped
- Like we had professional help, which helped us a lot. The presentation of Commons and making the article on Wikipedia is not as clear.
- I enjoyed throughout the workshop and gained new experiences. It's like a good change, of learning at home on Saturday.
- I enjoyed the atmosphere, the work and the presence of a fashion designer and journalist.

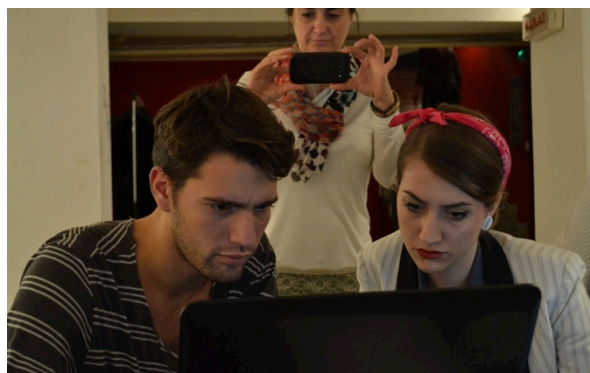


#### 4.7.4 Publications

- De Pooter, Gabriëlle Lucille. "Edit-a-Thon in Serbia!," November 7, 2014. <http://blog.europeanafashion.eu/2014/11/07/edit-a-thon-in-serbia/>.
- "Draginja Maskareli." *Agitpop*. B92, November 30, 2014. <http://agitpop.me/?01AC6A39>.
- "Jugoeksport, Tepeluk I Pafte." *Agitpop.me*, October 21, 2014. <http://agitpop.me/?00835BA6>.
- Kaplani, Tina. "A Gde Je Tu Moda?" *Muzeji Rade*, October 20, 2014. <http://muzejirade.com/2014/10/20/a-gde-je-tu-moda/>.
- Madzarevic, Ivana. "Edit-a-Thon: Topics Related to Modern and Historical Fashion in Serbia." *Wikipedia: Live*, October 7, 2014. [https://sr.wikipedia.org/wiki/%D0%92%D0%B8%D0%BA%D0%B8%D0%BF%D0%B5%D0%B4%D0%B8%D1%98%D0%B0:%D0%A3%D0%B6%D0%B8%D0%B2%D0%BE/%D1%81%D1%83%D0%B1%D0%BE%D1%82%D0%B0,\\_18.\\_%D0%BE%D0%BA%D1%82%D0%BE%D0%B1%D0%B0%D1%80\\_2014./en](https://sr.wikipedia.org/wiki/%D0%92%D0%B8%D0%BA%D0%B8%D0%BF%D0%B5%D0%B4%D0%B8%D1%98%D0%B0:%D0%A3%D0%B6%D0%B8%D0%B2%D0%BE/%D1%81%D1%83%D0%B1%D0%BE%D1%82%D0%B0,_18._%D0%BE%D0%BA%D1%82%D0%BE%D0%B1%D0%B0%D1%80_2014./en).



## 4.7.5 Event Pictures



Photos: Courtesy of Tina Kaplani (All rights reserved), Ivana Madzarevic (CC-BY-SA) and the Muzej primenjene umetnosti (MAA) (All rights reserved).



### 4.8.1 Report

Museo del Traje, together with enthusiasts from Spain's Wikimedia, organised the ninth Fashion Edit-a-thon on the premises of DIMAD Central de Diseño at Matadero Madrid. The Spanish fashion community had already expressed its disappointment with the lack of quality information available in Spanish online. The edit-a-thon meant a step forward and wanted to change the current situation by improving Wikipedia articles related to fashion.

The fashion edit-a-thon took place in Madrid on 24 January. It attracted 53 participants, almost 20 of which followed the activity online. Participants included students, designers, fashion bloggers, professors and people who simply love fashion.

Wikimedia Spain, whose volunteers had recently organised a massive edit-a-thon at the National Library of Spain, made sure Wikimedians were there to explain how Wikipedia work. Most participants had no previous experience with uploading content to or writing for the online encyclopedia. As we've seen with other fashion edit-a-thons, the topic is especially attractive to female writers, a trend that sets them apart from many other so-called GLAMwiki events.

Due to technical reasons, the activity could not be hosted at the Museo del Traje itself. Thanks to the hospitality of the Central de Diseño (DIMAD) we were able to develop the activity as scheduled. The museum's collections department worked on a list of articles to be edited and its library offered more than 90 sources to consult related to those articles.

It was an incredibly successful event, which gathered new participants, brought together shared interests and helpful feedback from the editors. Thanks to this fashion edit-a-thon, today there is more than 32 % new fashion-related content on Wikipedia in Spanish, and this figure is going to be increasing progressively because editors promised to continue working on their own.

### 4.8.2 Outcomes

Topic	Date	Result
<b>Participants</b>	2015-01-15	<ul style="list-style-type: none"> <li>• Total number of editors: 12               <ul style="list-style-type: none"> <li>○ Number of women editors (percentage): 10 (83,33%)</li> </ul> </li> </ul>
<b>Article creation</b>	2015-01-15	<ul style="list-style-type: none"> <li>• Total number of articles edited: 23</li> <li>• Number of articles created: 17</li> <li>• Percentage of content increased: Thanks to this fashion edit-a-thon, today there is 41,13% new fashion-related content on Wikipedia in Spanish</li> </ul>

### 4.8.3 Feedback from participants

Editors promised to continue working on their own.



#### 4.8.4 Publications

- Colussi, Dylan. "Edit-a-Thon in Spain," January 15, 2015. <http://europeanafashion.eu/portal/blogdetail.html?post=edit-a-thon-in-spain>.
- "Editatón Europeaana Fashion." Wikipedia:Encuentros. *Wikipedia, La Enciclopedia Libre*, January 18, 2015. [https://es.wikipedia.org/wiki/Wikipedia:Encuentros/Editat%C3%B3n\\_Europeana\\_Fashion](https://es.wikipedia.org/wiki/Wikipedia:Encuentros/Editat%C3%B3n_Europeana_Fashion).
- Milars, and Rodelar. "Spain Report: Europeaana Fashion Edit-a-Thon; Wiki Loves Monuments 2014 Awards Ceremony; Benito Prieto Coussent." GLAM Newsletter. *Wikimedia Outreach*, January 31, 2015. [https://outreach.wikimedia.org/wiki/GLAM/Newsletter/January\\_2015/Contents/Spain\\_report](https://outreach.wikimedia.org/wiki/GLAM/Newsletter/January_2015/Contents/Spain_report).
- Pacheco, María José. "Editatón de Moda #FashionEditathon." Facebook Event. *Facebook*. Accessed March 25, 2015. <https://www.facebook.com/events/1521858538065558/>.
- ———. "Madrid Hosts Its Very First Fashion Edit-a-Thon." *Europeana Fashion Project Site*, February 13, 2015. <http://blog.europeanafashion.eu/2015/02/13/madrid-hosts-its-very-first-fashion-edit-a-thon/>.
- Queipo Bonet, Alan. "Wikipedia Y Moda Se Unen En El Evento de Edición Colectiva Editatón En El DIMAD." *Notodo.com*, January 22, 2015. <http://www.notodo.com/v4/php/agenda.php?iagenda=6699>.
- Volpato, Valentina. "Editatón de Moda #FashionEditathon." *Museo Del Traje | CIPE*, January 13, 2015. <http://museodeltraje.mcu.es/index.jsp?id=447&ruta=7,77,121>.



## 4.8.5 Event Pictures



Photos by Barcex - Own work. Licensed under CC BY-SA 3.0 via Wikimedia Commons.



### 4.9.1 Report

The Peloponnesian Folklore Foundation organised the edit-a-thon on fashion and Greek costumes on February 7, 2015. The event was organized in tandem with volunteers from Wikimedia Greece and the company PostScriptum, who works with the foundation on the programme “The Peloponnesian Folklore Foundation in the digital era”.

The theme of the edit-a-thon inspired fashion designers, folklore experts, costume designers, fashion historians and museologists to engage and enrich Wikipedia with entries relevant to the subject. The event took place at Harokopion University, which was an excellent host. Its students responded with great interest and compiled exceptional articles on the world’s free encyclopedia.

The event started with the welcoming speech from Ms. Ioanna Papantoniou, President and Founder of the Peloponnesian Folklore Foundation and Mrs. Georgitsoyanni, Vice Rector of Academic Affairs and Personnel of Harokopio University. They were followed by a brief presentation from Hercules Varlamis, Deputy Representative of Harokopio in the Greek Free/Open Source Software Society (GFOSS), which fully supports open culture efforts in Greece. Kostas Konstantinidis, owner of PostScriptum, Angeliki Roumeliotis, Head of Collections at PFF and Wikipedia editors Manos Kefalas and Paul Stamou followed suit with explanations about their involvement with Greek fashion culture and Wikipedia. Of great interest was the speech of Mr. Yannis Tseklenis, a well-known designer, who honored the event and riveted the audience with his talk about Greek Fashion.

The crowd was a varied one. Fashion designers, costume designers, dramaturgists, academics with expertise in folklore, textiles etc., museologists, computer science instructors, art historians, historians, fashionistas and teachers attended the talk. Sixteen participated in writing articles and, as they assured us, will continue to do so, in order for Greek Wikipedia to be enriched in relation with knowledge about Greek fashion.

The participants had online sources available, as well as books provided by Harokopion University and the Peloponnesian Folklore Foundation. Moreover, the organisers uploaded a unique selection of images in Wikimedia Commons in order for the participants to have materials available for the illustration of the articles.

In addition, three Wikipedia editors were present to solve any question that arose. Furthermore, the two days that preceded, training sessions in article writing had taken place, organized by the Peloponnesian Folklore Foundation and PostScriptum under the ESPA framework, and were combined with the edit-a-thon as a supportive action.

Coffee and lunch breaks accompanied the event, while sangria and a toast to everyone who participated in the action completed the happening.

In brief, organizers and participants left very content, promising to continue this effort over time.





## 4.9.2 Outcomes

Topic	Date	Result
Participants	2015-02-07	<ul style="list-style-type: none"> <li>16 participants</li> </ul>
Article creation	2015-02-07	

## 4.9.3 Publications

- Colussi, Dylan. "Edith-a-Thon in Greece!" *Europeana Fashion Project Site*, January 29, 2015. <http://blog.europeanafashion.eu/2015/01/29/edith-a-thon-in-greece/>.
- "Europeana Fashion Edit-a-Thon Athens." *Eventbrite*. Accessed March 25, 2015. <https://www.eventbrite.com/e/europeana-fashion-edit-a-thon-athens-tickets-15493875599>.
- Konstantinidis, Kostas. "Wikipedia Editathon for Greek Fashion and Greek costumes." Press release, January 28, 2015. <http://www.postscriptum.gr/admin/img/news/%CE%94%CE%B5%CE%BB%CF%84%CE%AF%CE%BF%20%CE%A4%CF%8D%CF%80%CE%BF%CF%85.pdf>.
- ManosHacker. "Editathon for the Greek Fashion and Costumes Centered Peloponnesian Folklore Foundation." *Wikipedia: Enrichment Activities*, February 1, 2015. [https://el.wikipedia.org/wiki/%CE%92%CE%B9%CE%BA%CE%B9%CF%80%CE%B1%CE%AF%CE%B4%CE%B5%CE%B9%CE%B1:%CE%94%CF%81%CE%AC%CF%83%CE%B5%CE%B9%CF%82\\_%CE%B5%CE%BC%CF%80%CE%BB%CE%BF%CF%85%CF%84%CE%B9%CF%83%CE%BC%CE%BF%CF%8D/%CE%9C%CE%B1%CF%81%CE%B1%CE%B8%CF%8E%CE%BD%CE%B9%CE%BF%CF%82\\_%CE%B3%CE%B9%CE%B1\\_%CF%84%CE%B7%CE%BD\\_%CE%B5%CE%BB%CE%BB%CE%B7%CE%BD%CE%B9%CE%BA%CE%AE\\_%CE%BC%CF%8C%CE%B4%CE%B1\\_%CE%BA%CE%B1%CE%B9\\_%CF%84%CE%BF%CF%80%CE%B9%CE%BA%CE%AD%CF%82\\_%CE%B5%CE%BD%CE%B4%CF%85%CE%BC%CE%B1%CF%83%CE%AF%CE%B5%CF%82\\_%CE%BC%CE%B5\\_%CE%B5%CF%80%CE%AF%CE%BA%CE%B5%CE%BD%CF%84%CF%81%CE%BF\\_%CF%84%CE%BF\\_%CE%A0%CE%B5%CE%BB%CE%BF%CF%80%CE%BF%CE%BD%CE%BD%CE%B7%CF%83%CE%B9%CE%B1%CE%BA%CF%8C\\_%CE%9B%CE%B1%CE%BF%CE%B3%CF%81%CE%B1%CF%86%CE%B9%CE%BA%CF%8C\\_%CE%8A%CE%B4%CF%81%CF%85%CE%BC%CE%B1](https://el.wikipedia.org/wiki/%CE%92%CE%B9%CE%BA%CE%B9%CF%80%CE%B1%CE%AF%CE%B4%CE%B5%CE%B9%CE%B1:%CE%94%CF%81%CE%AC%CF%83%CE%B5%CE%B9%CF%82_%CE%B5%CE%BC%CF%80%CE%BB%CE%BF%CF%85%CF%84%CE%B9%CF%83%CE%BC%CE%BF%CF%8D/%CE%9C%CE%B1%CF%81%CE%B1%CE%B8%CF%8E%CE%BD%CE%B9%CE%BF%CF%82_%CE%B3%CE%B9%CE%B1_%CF%84%CE%B7%CE%BD_%CE%B5%CE%BB%CE%BB%CE%B7%CE%BD%CE%B9%CE%BA%CE%AE_%CE%BC%CF%8C%CE%B4%CE%B1_%CE%BA%CE%B1%CE%B9_%CF%84%CE%BF%CF%80%CE%B9%CE%BA%CE%AD%CF%82_%CE%B5%CE%BD%CE%B4%CF%85%CE%BC%CE%B1%CF%83%CE%AF%CE%B5%CF%82_%CE%BC%CE%B5_%CE%B5%CF%80%CE%AF%CE%BA%CE%B5%CE%BD%CF%84%CF%81%CE%BF_%CF%84%CE%BF_%CE%A0%CE%B5%CE%BB%CE%BF%CF%80%CE%BF%CE%BD%CE%BD%CE%B7%CF%83%CE%B9%CE%B1%CE%BA%CF%8C_%CE%9B%CE%B1%CE%BF%CE%B3%CF%81%CE%B1%CF%86%CE%B9%CE%BA%CF%8C_%CE%8A%CE%B4%CF%81%CF%85%CE%BC%CE%B1).
- "Marathon Wikipedia for Greek Costumes' from the Peloponnesian Folklore Foundation in Nafplion Argive News." *Argolikes News*, January 27, 2015. [http://www.argolikesidhseis.gr/2015/01/blog-post\\_590.html](http://www.argolikesidhseis.gr/2015/01/blog-post_590.html).
- Pierrou, Vasia. "Report on the Fashion Edit-a-Thon in Athens." *Europeana Fashion Project Site*. Accessed March 25, 2015. <http://blog.europeanafashion.eu/2015/02/13/report-on-the-fashion-edit-a-thon-in-athens/>.
- PostScriptum PS. *Yannis Tseklenis about Peloponnesian Folklore Foundation and Greek fashion*, 2015. [https://www.youtube.com/watch?v=qVo2ZwKvzCY&feature=youtube\\_gdata\\_player](https://www.youtube.com/watch?v=qVo2ZwKvzCY&feature=youtube_gdata_player).
- Tsimitakis, Matthew. "Στο Εργαστήριο Παραγωγής Λημμάτων Για Τη Wikipedia." *Kathimerini*, February 21, 2015. <http://www.kathimerini.gr/804562/article/epikairothta/ellada/sto-ergasthrio-paragwghs-lhmmatwn-gia-th-wikipedia>.
- Verbruggen, Erwin. "Greece Report: 10th Europeana Fashion Edit-a-Thon Organised by Athens' Peloponnesian Folklore Foundation." GLAM Newsletter. *Wikimedia Outreach*, February 31, 2015. [https://outreach.wikimedia.org/wiki/GLAM/Newsletter/February\\_2015/Contents/Greece\\_report](https://outreach.wikimedia.org/wiki/GLAM/Newsletter/February_2015/Contents/Greece_report).
- "Η Ψηφιακή Εγκυκλοπαίδεια 'Βικιπαίδεια' Εμπλουτίζεται Με Λήμματα Κλωστούφαντουργίας Και Ένδυσης." *Πανελλήνιος Σύλλογος Πτυχιούχων Μηχανικών Κλωστούφαντουργών*, February 22, 2015. <http://www.texeng.gr/index.php/el/sector-news/93--q-wikipediaq->.
- "Στο Χαροκόπειο Ο Μαραθώνιος Εμπλουτισμού Της Βικιπαίδεια Για Την Ελληνική Μόδα Και Τις Ελληνικές Τοπικές Ενδυμασίες." *ICT plus*, February 4, 2015. <http://www.ictplus.gr/default.asp?pid=30&rID=36165&ct=9&la=1>.



## 4.9.4 Event Pictures



Photos by Thaleia Kimpari. Licensed under CC BY-SA 3.0.



## 5.1 REVIEW OF KPIS

The success criteria of an edit-a-thon can be assessed in various ways. One of the variables is the amount of new articles created, articles updated and improved. Other factors to analyse are the attendance (especially the number of new contributors), the amount of time spent by participants on the actual edit-a-thon activity or the number of words written during the edit-a-thon.

When we look at the number of participants, we see a balance between year 2 and 3. Fashion is a popular topic that manages to activate various communities. Whereas usually edit-a-thons are seen as small-scale events by the Wikimedia community, involving up to 15 people at the same time, the number of fashion edit-a-thon participants can reach two to three times this number.

Meanwhile, the format is an intensive one that works well for small groups in which concentration is high. We see that in the locations where repeated events were organised, a smaller set-up was chosen to preserve the focused energy needed to get writing & research tasks done.

Location	Date	Participants	Date
<b>Stockholm</b>	22/03/2013	47	30 were women (64%). 23 new users created accounts. Some of the editors sat together and used only one account.
<b>Utrecht</b>	13/05/2013	40	
<b>Antwerp</b>	13/09/2013	25	
<b>Stockholm</b>	12/11/2013	11	
<b>Stra</b>	14/11/2013	40	students from University of Venice IUAV and University of Padua
<b>Tel Aviv</b>	20/11/2013	13	
<b>Paris</b>	22/03/2014	30	22 first-time editors created new accounts just before or during the event.
<b>Belgrade</b>	18/10/2014	40	
<b>Madrid</b>	15/01/2015	12	
<b>Athens</b>	07/02/2015	16	
<b>Stockholm</b>	26/03/2015	28	21 writers and several speakers from different GLAM institutions
<b>Amsterdam</b>	27/03/2015	12	
<b>Total participants</b>		<b>314</b>	

Table 2 Breakdown of participants per event



Location	Date	Newly created	Expanded or improved	Notes
<b>Stockholm</b>	22/03/2013			Topics ranged from biographies to fashion photography and Sami costumes. 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. Several participants also published their articles some days after the edit-a-thon.
		10	57	
<b>Utrecht</b>	13/05/2013		25	Attendees worked on Dutch, English and Polish articles
<b>Antwerp</b>	13/09/2013		15	More than 15 articles were written or edited on the Dutch-language Wikipedia
<b>Stockholm</b>	12/11/2013		6	
<b>Stra</b>	14/11/2013	4	9	
<b>Tel Aviv</b>	20/11/2013			
<b>Paris</b>	22/03/2014	14	22	More than 200 edits made by new editors
<b>Belgrade</b>	18/10/2014		20	
<b>Madrid</b>	15/01/2015			Thanks to this fashion edit-a-thon, today there is 41,13% new fashion-related content on Wikipedia in Spanish
		17	23	
<b>Athens</b>	07/02/2015			
<b>Stockholm</b>	26/03/2015	8	26	
<b>Amsterdam</b>	27/03/2015	6	5	
<b>Total articles</b>		<b>59</b>	<b>208</b>	

Table 3 breakdown of article edits per event

## 5.2 FINANCES

For the events a budget was available to cover the basic expenses of the day. We asked the organising partners to try to keep the expenses at around €1,000/€1,400, so we could maximise the amount of events we could set up.

The expenses, which were made along the organization of the edit-a-thons, varied greatly from location to location: some needed to focus more resources on communication materials; some locations opted for inviting people on a day the museum was closed and needed to budget for security personnel. Some needed to invest in WiFi technology or in a new space that was provided with it. The high cost for the first event was because of the amount of work with the upload of images from both Nordiska and MoMu, with the large number of participants and because it lasted for 10 hours (which all led to a very productive event).

In all, food and drinks to keep the event participants happy and energized were a constant expenditure in the series.



### 5.3 LESSONS LEARNED

The series of fashion edit-a-thons organised in the framework of the Europeana Fashion project has been reaching across many boundaries. The events brought together people from different backgrounds – such as the world of encyclopedia writing and fashion research, the worlds of volunteer work and the cultural profession. It also forged collaborations, occasionally under time pressure, between different European cultures. These differences have led to interesting collaborations and to a series with marked similarities and differences. As the framework for the individual events was left open, local organisers could put their own accents on the events. In some countries Wikimedia is a well-organised, professional organisation. In others, it relies on the spare time and enthusiasm of volunteers who may or may not have a lot of experience in working with museums or with the edit-a-thon concept.

In our experience, the format works best when one can count on an enthusiastic core of volunteers from Wikimedia, and the focus stays on a dedicated writing task. The success of the day then further depends on the amount of available information, the focus of the day and the enthusiasm of the participants.

The Wikipedia organisation has a wide array of tools and forms ready for setting up these types of events. Museum professionals, likewise, bring on board much experience in organising public events. Despite marked differences in organisational culture, the challenge with the edit-a-thons lies in making the best use of tools that have been created and experiences that have formed to make the best use of everybody's time and provide the best possible framework for the edit-a-thon. Using Wikipedia-provided forms<sup>36</sup> for making the impact analysis and evaluation easier can go a long way in measuring the impact, for example. Customised materials in turn don't always take into account language differences between chapters, or the time of the volunteers involved to take care of yet another piece of the organisational puzzle. In all, we've found the edit-a-thons to be a cost-effective tool to bring people face-to-face and contextualize the collections of all participating museums in the project.

---

<sup>36</sup> Verdy p et al., "Wikimetrics Forms," accessed March 26, 2015, <https://meta.wikimedia.org/wiki/Grants:Evaluation/Wikimetrics/Forms>.



As we've learned, edit-a-thons can be a stimulating experience for museum staff, fashion specialists and upper management<sup>37</sup> to see how visitors engage with their collections. A project such as Europeana Fashion is necessary to bring in the expertise to bring collections online in an interoperable way. On top of that, a structural collaboration with GLAMwiki specialists can bring a collection holder on a time path where they can also investigate using open licenses and sharing media on Wikimedia Commons.

In a recent report, the Wikipedia Taskforce for Europeana, constituted of members from different aggregators such as Europeana Fashion, outlined 10 recommendations for improving collaborations in the GLAM-Wiki domain.<sup>38</sup> It asks every Europeana related project to consider the possible benefits of a Wikipedia component, by preparing a copyright-compatibility report, involving GLAM-Wiki experts, preparing an outreach plan and appoint a coordinator for the collaboration. Europeana Fashion has done so from an early stage and has, through the coordination of Sound and Vision, with help from coordinators FRD and MoMu, been able to reach out to the Wikimedia chapters in various countries while warming the museum partners to the idea. The collaborations oftentimes would not have been successful, however, without either a strong partner on the ground (strong Wikimedia chapters such as Sweden, Netherlands or Spain or an intermediate party such as PostScriptum) that can take on the heavy lifting, prepare the necessary wiki-templates and consult on image uploading.

The second recommendation is to facilitate connections between GLAMs and Wikimedians. In our case, in some cases these relationships were already well established, in other cases they had to be set up. In Serbia, for example, there had been big changes in the volunteers that took part in recent years. The Wikimedia organization we worked with was open and full of enthusiasm, unlike earlier experiences the museum had had. The Wikimedia community was definitely interested in the work we did, welcoming the topic to GLAM-Wiki events and vice versa, taking the time to visit edit-a-thons in other countries to see how they were done.

The third recommendation is to generate and distribute knowledge about Wikipedia culture internally. We attempted to do so with the Fashion Edit-a-thon handbook, but the Wikipedia universe is vast and expanding: a vast array of projects and active volunteers take care of the upkeep and even for experienced museum professionals it can take a while to move around the encyclopedia's editing, project and metrics environments with confidence.

The fourth recommendation is to generate knowledge about GLAMs among Wikimedians, which can be useful for example when developing an analytics infrastructure. This could be of particular interest to overcome the culture gap between the organisations. Recommendation five is to support open licensing, which Europeana Fashion has focused on by linking the IPR research and guidelines activities to the GLAM-Wiki task. Nonetheless, the process requires organisational influence as well as some technical know-how, and advocates on the ground can be instrumental in realising this potential.

Recommendation six is to gather and distribute best practices about measuring impact on the Wikimedia platforms, an instrument that in the writing of this report would have been useful – every edit-a-thon has its own ambience and even though templates have been in use, not every organizer

---

<sup>37</sup> See for instance the lecture by Kaat Debo at the first Europeana Fashion conference in Florence: <http://bit.ly/1fRYzJ8>

<sup>38</sup> *Report on the Results of the Wikimedia Taskforce*, January 15, 2015. The taskforce keeps an overview of all existing collaborations between Europeana and Wikipedia at <http://meta.wikimedia.org/wiki/Europeana/Projects>.



has the energy to follow through with evaluations and data analytics. Providing templates and how-tos most definitely help standardizing the process and minimizing the necessary energy.

Recommendation seven is to make Wikidata a central element of the GLAMwiki strategy. This has not been a focus point of the fashion series, but would be a welcome addition for future iterations. Already for some fashion designers, for example, the VIAF reference has been added, so that the descriptions can be linked to a common library format. Adding the thesaurus terms and the lists different organizers have been making to Wikidata would help further contextualize the museum collections involved.

Recommendation eight is to further invest in interoperable tools. The GLAMwiki toolset came out during the fashion edit-a-thon series, but was not used within this particular project. Linking the materials on Commons with the materials' locations on Europeana Fashion would be an important next step, to keep track of the full impact and use. Recommendations nine and ten touch upon further funding and Wikipedia partnerships for Europeana, a topic we won't go into here.

Wikipedia is an excellent source to contextualise collections. The edit-a-thon concept is the kind of showcase that may well convince those in charge to approach the collaboration in a more structured manner. What edit-a-thons most of all are is a meeting point between the different actors. Once this meeting has taken place – in the run-up to, or during the edit-a-thon – the collaboration can truly begin: by bringing the collections to Wikipedia and by building a dedicated user community that is willing to carefully contextualise what's being released in the open. Editor retention is a continuous challenge for the Wikimedia community, that can be improved by continuing to coach and address newly interested editors in the early days after events like an edit-a-thon.

Likewise, the collaboration with institutions needs advocates to keep the momentum going. Several institutions in the cultural field are concretising their collaboration with Wikipedia by appointing a Wikipedian-in-residence or holding large-scale Wikipedia events. The Spanish Wikipedians have started investigating, after the edit-a-thon held with Museo del Traje, whether they can provide a Wikipedian-in-residence at the museum. Nurturing these types of long-term, local collaborations within an international framework has been an important outcome of this series.

The knowledge and experiences built up in setting up and executing the series, feeds back into activities such as the aforementioned task force as well as neighbouring projects with whom tight collaboration has been set up, such as Europeana Sounds who recently organised their first edit-a-thon.

In April 2015, the series will receive a MUSE Award from the American Alliance of Museums. The award recognizes outstanding achievement in GLAM media, and is presented to institutions or independent producers who use digital media to enhance the GLAM experience and engage audiences. The prize is a recognition of the work and enthusiasm that have gone into realizing this series in the framework of Europeana Fashion.



Publications and presentations not related to the individual edit-a-thons are listed below.

- Brinkerink, Maarten, Sebastiaan Ter Burg, and Petra Leinmark. "Organising a GLAM Wiki." presented at the Europeana Sounds Plenary meeting, Bibliothèque Nationale de France, Paris, February 11, 2015.  
[http://www.slideshare.net/Europeana\\_Sounds/europeana-sounds-wp2-glam-wiki-workshop-plenary](http://www.slideshare.net/Europeana_Sounds/europeana-sounds-wp2-glam-wiki-workshop-plenary).
- De Pooter, Gabriëlle Lucille. "Europeana Fashion at Wikimania 2014." *Europeana Fashion Project Site*, July 31, 2014.  
<http://blog.europeanafashion.eu/2014/07/31/europeana-fashion-at-wikimania-2014-panel-glam-wik/>.
- ———. "Europeana Fashion at Wikimania 2014." *Europeana Fashion Project Site*, August 9, 2014.  
<http://blog.europeanafashion.eu/2014/08/19/europeana-fashion-wikimania-2014-londo/>.
- ———. "Wikimania 2014 in London." *MoMu Blog*, August 14, 2014. <http://blog.momu.be/2014/europeana-fashion/wikimania-2014-in-london/>.
- "Europeana/Projects - Meta." Accessed March 30, 2015.  
[https://meta.wikimedia.org/wiki/Europeana/Projects#Europeana\\_Fashion](https://meta.wikimedia.org/wiki/Europeana/Projects#Europeana_Fashion).
- Evenstein, Shania, Jesse de Vos, Allison Kupietzky, Gabriëlle De Pooter, Virginia Gentilini, and John Andersson. "'F' for Fashion: Our Joint GLAM-Wiki Efforts in Collaboration with Europeana-Fashion - A Panel." presented at the Wikimania 2014, London, August 2014.  
[https://wikimania2014.wikimedia.org/wiki/Submissions/%22F%22\\_for\\_Fashion:\\_our\\_joint\\_GLAM-Wiki\\_efforts\\_in\\_collaboration\\_with\\_Europeana-Fashion\\_-\\_A\\_Panel](https://wikimania2014.wikimedia.org/wiki/Submissions/%22F%22_for_Fashion:_our_joint_GLAM-Wiki_efforts_in_collaboration_with_Europeana-Fashion_-_A_Panel).
- Fauconnier, Sandra, and Gabriëlle Lucille de Pooter. "Schrijven in Stijl: Fashion Editathons." presented at the Wikimedia Conferentie Nederland, Utrecht, November 2, 2013.  
[https://commons.wikimedia.org/w/index.php?title=File:Schrijven\\_in\\_stijl\\_WCN\\_2\\_nov\\_2013.pdf](https://commons.wikimedia.org/w/index.php?title=File:Schrijven_in_stijl_WCN_2_nov_2013.pdf).
- Rendina, Marco, Shani Evenstein, Allison Kupietzky, Era Lev, Claudette Zorea, and Dana Arieli. "Fashion Heritage On-Line: Europeana Fashion & the GLAM-Wiki Community Worldwide - a Case Study." presented at the EVA / MINERVA 2013 The Xth Jerusalem Conference on the Digitisation of Cultural Heritage, Jerusalem, November 13, 2013.  
<http://www.digital-heritage.org.il/Program2013.html>.
- Van Biessum, Harry. "Organising an Edit-a-Thon within Europeana Sounds." *Europeana Sounds*, March 19, 2015.  
<http://www.europeanasonsounds.eu/news/organising-an-edit-a-thon-within-europeana-sounds>.
- Verbruggen, Erwin. "Fashion in the Library: Encounters with Wikipedians of a GLAM Kind." *Europeana Pro Blog*, July 22, 2013. <http://pro.europeana.eu/blogpost/fashion-in-the-library-encounters-with-wikipedians-of-a-glam-kin>.
- ———. "GLAM-WIKI 2015/Programme/Presentations/Edit-a-Thons." *Wikimedia Nederland*, March 31, 2015.  
[https://nl.wikimedia.org/wiki/GLAM-WIKI\\_2015/Programme/Presentations/Edit-a-thons](https://nl.wikimedia.org/wiki/GLAM-WIKI_2015/Programme/Presentations/Edit-a-thons).
- ———. "GLAM-WIKI 2015/Proposals/Evaluating Editathons for GLAMS." *Wikimedia Nederland*, March 20, 2015.  
[https://nl.wikimedia.org/wiki/GLAM-WIKI\\_2015/Proposals/Evaluating\\_Editathons\\_for\\_GLAMS](https://nl.wikimedia.org/wiki/GLAM-WIKI_2015/Proposals/Evaluating_Editathons_for_GLAMS).





---

## 8 TERMS AND DEFINITIONS

---

For the purpose of this report, the following terms and definitions apply:

Term	Definition
Edit-a-thon	A scheduled time where people edit Wikipedia together, whether offline, online, or a mix of both; typically focused on a specific topic.
Europeana Awareness	Europeana Awareness is a Best Practice Network, led by the Europeana Foundation, designed to publicise Europeana to users, policy makers, politicians and cultural heritage organisations in every Member State.
Europeana Sounds	Europeana Sounds is an ICT-PSP funded project that runs from February 2014 to January 2017. It is Europeana's 'missing' fifth domain aggregator, joining APEX (Archives), EUscreen (television), the Europeana Film Gateway (film) and TEL (libraries) and will increase the opportunities for access to and creative re-use of Europeana's audio and audio-related content.
Free license	Creative Commons licenses that allow sharing
GLAM	Galleries, Libraries, Archives and Museums
IPR	Intellectual Property Rights
MediaWiki	Open source platform that allows collaborative editing of articles. MediaWiki is the technical solution Wikipedia runs on.
Start class	Indication of the quality of an article on Wikipedia. <sup>39</sup> A start class article is an incomplete article that needs reliable sources.
Stub class	Indication of the quality of an article on Wikipedia. <sup>40</sup> A stub class article is a very basic description of the topic.
Wikimedia	The Wikipedia support organisation, existing of: the Wikimedia Foundation (support organization), the Wikimedia movement (the movement of volunteers) and Wikimedia Chapters (local support) in every country. <sup>41</sup>
Wikimedia Commons	The media platform for Wikipedia.
Wikipedian-in-residence	Wikipedians in Residence are Wikimedians who dedicate time to working in-house at an organization.

---

<sup>39</sup> "Template:Grading Scheme," *Wikipedia, the Free Encyclopedia*, February 5, 2015, [https://en.wikipedia.org/w/index.php?title=Template:Grading\\_scheme&oldid=645801417](https://en.wikipedia.org/w/index.php?title=Template:Grading_scheme&oldid=645801417).

<sup>40</sup> Ibid.

<sup>41</sup> For a full list of chapters, see: [https://meta.wikimedia.org/wiki/Wikimedia\\_chapters](https://meta.wikimedia.org/wiki/Wikimedia_chapters)



---

## 9 REFERENCES

---

- Andersson, John. *D2.6 Europeana GLAM WIKI Event plus Report on Public Art Project*, December 16, 2014.
- Bosch, Torie. "Kate Middleton's Wedding Gown and Wikipedia's Gender Gap." *Slate: Future Tense*, July 13, 2012. [http://www.slate.com/blogs/future\\_tense/2012/07/13/kate\\_middleton\\_s\\_wedding\\_gown\\_and\\_wikipedia\\_s\\_gender\\_gap\\_.html](http://www.slate.com/blogs/future_tense/2012/07/13/kate_middleton_s_wedding_gown_and_wikipedia_s_gender_gap_.html).
- De Pooter, Gabriëlle Lucille. *D6.3 Communication Plan II*. Europeana Fashion Deliverable 6.3, September 2013.
- Jenkins, Henry, Sam Ford, and Joshua Green. *Spreadable Media: Creating Value and Meaning in a Networked Culture*. Vol. 1. New York: NYU Press, 2013.
- *Report on the Results of the Wikimedia Taskforce*, January 15, 2015.
- Suls, Dieter. *D6.1 Communication Plan I*. Europeana Fashion Deliverable 6.1, May 2012.
- "Template:Grading Scheme." *Wikipedia, the Free Encyclopedia*, February 5, 2015. [https://en.wikipedia.org/w/index.php?title=Template:Grading\\_scheme&oldid=645801417](https://en.wikipedia.org/w/index.php?title=Template:Grading_scheme&oldid=645801417).
- "The Fashion Portal." *Wikipedia, the Free Encyclopedia*, March 18, 2015. <https://en.wikipedia.org/w/index.php?title=Portal:Fashion&oldid=651985938>.
- Verbruggen, Erwin. *D6.4 Wikipedia Report I*. Europeana Fashion Deliverable 6.4, September 9, 2013. <http://www.europeanafashion.eu/download/deliverables/Deliverable%206.4%20-%20Wikipedia%20Report%20I.pdf>.
- Verdy p, SarahStierch, Jmorgan (WMF), JAnstee (WMF), EGalvez (WMF), and Anonymous. "Wikimetrics Forms." Accessed March 26, 2015. <https://meta.wikimedia.org/wiki/Grants:Evaluation/Wikimetrics/Forms>.
- "Wikipedia: How to Run an Edit-a-Thon." *Wikipedia, the Free Encyclopedia*, July 11, 2013. [https://en.wikipedia.org/w/index.php?title=Wikipedia:How\\_to\\_run\\_an\\_edit-a-thon&oldid=563807712](https://en.wikipedia.org/w/index.php?title=Wikipedia:How_to_run_an_edit-a-thon&oldid=563807712).
- "WikiProject Fashion." *Wikipedia, the Free Encyclopedia*, December 18, 2014. [https://en.wikipedia.org/w/index.php?title=Wikipedia:WikiProject\\_Fashion&oldid=638668921](https://en.wikipedia.org/w/index.php?title=Wikipedia:WikiProject_Fashion&oldid=638668921).





# FASHION EDIT-A-THON

HANDBOOK FOR GLAMS

