



**WIKIMEDIA**  
FRANCE



# **PRACTICAL GUIDE FOR LOCAL GROUPS**

# INTRODUCTION

## Why a practical guide ?

This guide aims to support the development of local groups by tackling the key points of a regional initiative. The aim is to inspire people and make it easier for them to organize actions and get involved. It's a resource document, organized into theme-based factsheets. It offers detailed explanations of issues relating to local groups and also includes methods concerning the main actions that might be considered, in order to propose operational tools. The guide aims to facilitate the technical aspect of actions so they take place with as much ease as possible.

## This guide is yours

The writers of this guide have taken much of their inspiration from your experiences, so please feel free to give us feedback if there are things you don't understand, if you have things you'd like to add or if you'd just like to tell us about your experiences. The aim is to repeat the guide: this is simply the first version.

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# WHY FORM A LOCAL GROUP ?

## CONVIVIALITY

The local group is a convivial experience, allowing people to meet face-to-face, not just via a screen, and discuss common interests. It's an opportunity to talk, compare points of view and work together to set up projects.

## EFFECTIVENESS

By forming a local group, you can coordinate actions by adopting a collective strategy. It allows you to pool your skills and knowledge and extend your opportunities for action. You therefore have greater impact, visibility and credibility towards your partners.

## FUNDING

Special funding is available to help you carry out your actions. This programme has been put in place as a specific response to local groups' financial needs. The funds are spread between all the local groups and activities and are used to invest in equipment, carry out communication and awareness actions or meet more specific needs linked to an action.

## TECHNICAL SUPPORT

By giving yourselves a structure, you can be given support from the employee team and other local groups, take part in training sessions, obtain equipment (I.T., photo, book scanner, etc.), take part in major events organized by Wikimédia France, etc.



# HOW IS THE GROUP ORGANIZED ?

## Choosing Local representative

This volunteer's role is to ensure that the local group is running smoothly and to be the main channel of information between the group members and the employees in order to facilitate discussion. The contact (a member) may be elected or appointed from within the group for a one-year period. This representative role may be shared between two people if necessary.

## Organizing key events between local groups

Twice a year, the contact will be invited to a meeting of local representatives from all over France to facilitate the sharing of experiences and to give information about their group's needs. The aim of these meetings is to talk about good practices and any problems that may have arisen, to welcome and train new contacts and to evaluate the actions that have been carried out.



# WHAT ACTIONS SHOULD WE BE CARRYING OUT?

A local group is at the heart of life in a region, which offers a wide range of opportunities for action. The local group can choose which roles and stances it wants to adopt. This factsheet gives details about the actions that are generally organized with a view to giving members inspiration.

## LOCAL INFLUENCE

Organizing actions to attract new members.

**WIKIPERMANENCES** : These are regular physical meetings between Wikimedians and are open to the general public. The “Wikipermanence” is there to answer questions, put on demonstrations, offer assistance to new members and, if held regularly, monitor group activities.

**AWARENESS** : Organizing awareness workshops helps to broaden the circle of contributors or at least give some publicity to free culture and the work done by the local group. The group can also benefit from organizing these sessions with local institutions. You can offer workshops on a particular project or specific theme, or you can make it part of a larger event such as a show or a conference.

**EVENTS** : Running a stand in a public place on a busy day is an ideal way of raising public awareness of Wikimedia projects. For example, you can set up a stand on a market, using the communication kit to clearly identify yourself, and invite the local people to come and talk to you (see factsheet 13).

## DEVELOPING PARTNERSHIPS

Increasing the number of local partnerships.

**MONITORING ORGANIZATIONS** : The regional institutions are excellent partners when it comes to releasing content. They can offer expertise, provide documents that have moved into the public domain and thus help to sustain Wikimedia projects. The local group can go out to meet them, suggest a partnership and/or specific actions, monitor the public domain, etc. (see factsheets 7 and 8).

## TOOLS

Acquiring new tools to meet members’ specific needs.

**MAPPING** : Locate and list the places likely to provide content for Wikimedia projects (mainly photos) and thereby highlight your region. You should ideally do this on a collaborative digital map to which everyone in the region can contribute.

## EXPERTISE

Training local people to become instructors themselves.

**TRAINING** : Learn and pass on content contribution methods. To learn to present Wikimedia projects or acquire new skills (see factsheet 14).

## LOCAL ROOTS

Persuading the local authorities to get involved.

**MEETING PLACE** : By finding a venue for group meetings, you can organize “Wikipermanences” and other actions, store equipment and be more visible for any new members as they’ll know where to find you. Choose a venue that the public can easily identify (a room in a “maison des associations” (community centre), media library, third place, etc.).

## CONVIVIALITY

Creating and uniting a community around your actions.

**WIKI-MEET-UP** : The local group is first and foremost a community that meets to talk, meet contributors and plan actions. Existing local groups have often emerged as a result of convivial events. You could suggest an outing for members in your region to establish initial contact.



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# CONTRIBUTING LOCALLY CASE STUDIES

This factsheet contains two examples of actions carried out by a local group to inspire members through practical examples.

## HOW TO ORGANIZE AN ACTION THE EXAMPLE OF PROTESTANTISM IN ALSACE

**IDEA :** A contributor, a member of the local Alsace group, had the idea of launching an action on the theme of Protestantism in Alsace with a view to improving the Wikipedia articles. The action had two aims: improve the articles and create new ones with the help of leading figures in this subject.

**AWARENESS :** The first stage was to raise participants' awareness of Wikipedia through a presentation, followed by the distribution of a list containing the 100 most popular articles (out of 2,585) linked to both Protestantism and Alsace. This initial meeting was held under the patronage of the well-known theologian Marc Lienhard and attracted ten specialists (historians, archivists, librarians, magistrates, academics and priests).

**OWNERSHIP :** The group then moved on into a discussion of the articles, during which everyone took time to examine them carefully and think about any major shortcomings (poor or missing articles).

**SHARING OUT :** At the second meeting, the discussion focused on the inadequacies observed; a decision was taken on what tasks were to be carried out and how they should be divided up in the group.

**COMMITMENT :** Everyone showed a high level of motivation in taking on the task of proof-reading and creating articles and several participants even became active editors. Periodic meetings were then organized at the Protestant media library, a key resource centre for the theme. A proper working group was set up.

**SUSTAINABILITY :** At an interim meeting, the new Wikipedians carried out an evaluation to see how the work was progressing. The articles to be created were divided between the group members and there was a discussion about how to broaden the circle of participants, particularly with a view to making it easier to maintain the articles in the future.

**CONTRIBUTION :** For several months, everyone made his contribution to the theme of Protestantism by writing articles and transcribing them on Wikipedia.

**ILLUSTRATION :** The media library provided a range of documents for scanning – old engravings, photos and maps – with a view to illustrating the Wikipedia articles linked to Protestantism, and enriching Wikimedia Commons. Photographers also took portraits of representatives of the Protestant community and photos of the buildings.

**EVALUATION :** The results of this mobilization of people from different walks of life over a year were the following : new, experienced contributors were trained ; over 75 articles written on Wikipedia, some of which were given the "quality article" label ; and the publication of a large number of photos and graphics on Wikimedia Commons.

## STARTING UP A LOCAL GROUP HOW IT HAPPENED IN RENNES

**MEETING :** "For information, next week there'll be a conference; I'll be there, come if you're interested". This simple post by a contributor on Wikipedia in 2008 launched the first meeting: three contributors agreed to attend.

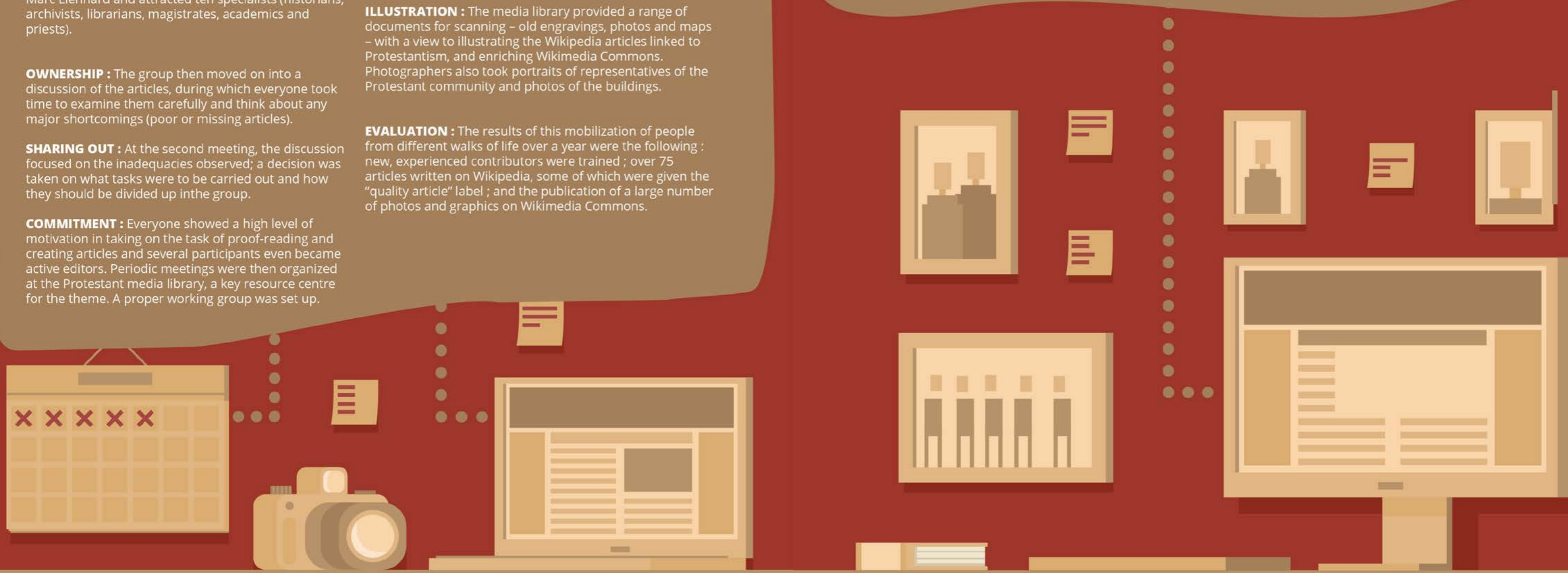
**JOINT PROJECT :** Some time after this first meeting, the three contributors decided to meet again for a joint project: contributing to the history of the city of Rennes.

**COMMUNICATION :** A new announcement was circulated via various communication channels (Rennes project page, local meetings page, IRC) to inform other contributors about the launch of this local initiative.

**COMMITMENT :** The project lasted two months, with a meeting every week, and used the resources of Rennes Métropole library, which opened on Tuesday evenings. Each study session was followed by an informal get-together that continued and became known as "Le mardi, c'est Wiki !" (Tuesday night is Wiki night).

**SUSTAINABILITY :** The time spent together helped to build up stronger ties between the contributors, who are still partners today. New actions were carried out, including visits and photo outings to neighbouring towns, with the aim of uploading content to Wikimedia Commons and illustrating articles on Wikipedia.

**EVALUATION :** As a result of these regular meetings based on joint actions and outings, a group was created that is still very active. Over time, the group has considerably enriched hundreds of articles. This experience has provided newcomers looking to get more involved with a gateway to Wikimédia France's activities. Some of them have taken part in topic-based working groups. For example, in 2010, they took charge of the technical aspects of the partnership with the Bibliothèque nationale de France (French National Library) to develop a data import system. Five members have also been keen to get more involved in the life of the association and have joined the executive board.



# DRAWING UP A REGIONAL ACTION PLAN

Local groups are encouraged to define objectives and appropriate priorities on their territory. The aim of drawing up an action plan is to give greater coherence to local initiatives and encourage member creativity. Regional action plans are written for a year. They give Wikimedia France's employees a clearer view of your projects to which they may provide real added value. It will allow your local group to be supported in an adapted way.

## THE HARMONIZATION OF LOCAL ACTIONS AS A LEVER FOR LOCAL GROUPS

### CARRYING OUT AN INVENTORY

A meeting is organized between the local group and the network department to gain a precise idea of members' expectations and projects. A range of points will be covered:

- past actions and how the group operates
- members' motivations, wishes and needs
- available skills and know-how
- financial, human and logistical needs
- existing and potential future partnerships

### DEFINING AN ACTION PLAN

Drawing up the local action plan means making practical decisions about what action the local group will take in the near future. It must therefore clearly express the issues and objectives and respond to them with a set of actions:

1. Define the overall strategy by choosing the major priority themes for the group from the following: conviviality, local lobbying, local influence, developing partnerships, tools and expertise (see factsheet 2).
2. Turn this strategy into practical actions to make the plan operational.
3. Place these actions in the Wikimedia France's overall action plan by generating the corresponding "action factsheets" in the priorities concerned (see factsheet 5).

### CIRCULATING THE ACTION PLAN

#### On the internal wiki: Wikimembers

The action plan should be placed on Wikimembers to ensure that it gains the support of employees, who will thus have the time and perspective required to accompany those aspects of the actions that fall within their area of expertise.

#### On the external website: [wikimedia.fr](http://wikimedia.fr)

The action plan should also be placed on Wikimedia France's website to make it accessible to partners and the general public. With this clearer view of the structure of its actions, the local group will find it easier to attract new people and local stakeholders and encourage local institutions to get involved in the adventure. The local group will become more visible and credible.

**PRIORITY 1. Increase the number of contributors and enrich content by raising awareness and training different target groups:** secondary and higher education, GLAM, cultural associations or groups, research, sport, gastronomy, social and solidarity economy.

**PRIORITY 2. Provide local support to encourage members to be more involved and creative:** developing an organization by region, financing local projects, encouraging links between regions, promoting regional languages, establishing partnerships with local authorities.

**PRIORITY 3. Encourage international links:** international links with Wikimedia organizations, French-speaking countries and Africa.

### REVISING THE ACTION PLAN

An evaluation of the actions completed is carried out every year with the network support department. New joint discussions then begin to draw up an action plan for the following year. It may follow on from the previous one, with the same priorities and themes, or it may take a completely new direction depending on the evaluation of the first action plan and what members want to do next.

### WIKIMEDIA FRANCE'S GLOBAL ACTION PLAN (2015-2016)

This is a six-point plan sub-divided into sectors. Each action automatically falls into one of them. If you find it difficult to place your actions within this matrix, please feel free to seek advice from the employee team.

**PRIORITY 4. Improve the tools available in the wiki environment:** facilitating production by members, helping to develop tools to meet our needs, offering content production support services.

**PRIORITY 5. Make the environment favourable to Wikimedia projects:** raising awareness of public domain issues, raising awareness of Wikimedia projects and free culture.

**PRIORITY 6. Broadening the scope of our association:** developing strategic management tools, diversifying sources of funding, making the different communication tools coherent and responding to associative obligations.



# FILLING IN "ACTION SHEETS"

The action sheet is used to centralize all the information relating to a project, clarify ideas and formally document the arrangements and initiatives involved in the action. It can be used as a resource for monitoring your action plan as it provides an overall view, even at a distance.

## THE ACTION SHEET IS A TOOL :

- **COMMUNICATION** : it can be shared between group members, employees and partners and therefore helps towards a shared understanding
- **FORECASTING** : it is used to devise a scenario for carrying out the action
- **EVALUATION** : it can be regularly re-read and the objectives set can be compared with the results of the action
- **COMMITMENT** : it clarifies everyone's responsibilities and the form of the action and helps to turn ideas into projects depending on certain constraints (time, financial and material resources, etc.).

In brief, it provides a one-page summary that gives an overall view of the project.

## WHO FILLS IN THE ACTION SHEET?

The member responsible for the action or most involved in the project is often the best person to do it. However, all the members concerned by the setting-up and completion of the project are invited to take part. The contact employee will also fill in the action sheet.

## INFORMATION

If you can't manage to fill in the factsheet, or if you don't have time, please feel free to ask the employee responsible for the related theme for help.

## HOW TO DO IT

Sign into Wikimembers  
[:https://membres.wikimedia.fr/Matrice:Index](https://membres.wikimedia.fr/Matrice:Index) ,  
 search for the priority, then the sector that corresponds to your action. If the action sheet doesn't yet exist, you will need to generate it. If you can't manage this, ask the contact employee to help. Once the action sheet has been generated, you can fill it in - following the instructions - with the information you have available. If several members are working on the same action, it's best to have a prior discussion then draw up a summary. The circulation lists and local group discussion forums on Wikimembers are set aside for this purpose. After the action has taken place, it is important to fill in the last two fields, i.e. the number of people reached by the action and an evaluation of the action.

## MODEL ACTION SHEET

### GENERAL

- Priority**: number of the priority concerned
- Accounting Code**: cost accounting code, if it exists (optional)
- Start date**: the date on which the action starts
- End date**: the date on which the action ends
- Action**: title of the action
- Domain**: type of action (training, Edit-a-thon, running a stand...)
- Context**: origin of the action
- Issues**: overall aims of the action
- Description**: description of the action
- Location**: where the action will take place (city, structure...)

### COORDINATION

- Coordination** : person responsible for implementing the action
- Timeline** : key dates
- New means** : list of the means required (material, financial, logistical, administrative)
- Areas of concern** : list of potential risks
- Documentation** : links to documents useful to completing the action

### ASSOCIATED PARTNERS

- Internal partners**: partners belonging to the movement (employees, other local groups, other chapters...)
- External partners** : other partners to the movement: name, type (authority, company, association...), activity, contact name and contact details.

### BUDGET

- Total cost** : estimate of the cost of the action
- Partner contributions** : contributions from external partners (material, financial, logistical)
- Amount requested** : the amount requested from the association to enable the action to take place.

### EVALUATION

- Public reached** : public reached (number and type of people)
- Other comments** : personal point of view
- Future actions** : is the action expected to be repeated?



# EMPLOYEE SUPPORT

This factsheet presents the employee team and their areas of expertise. If you have a specific need, for example when you're setting up an action, it will help you identify the most suitable person to answer your request. The employee team is there to support volunteer actions and in no way aims to replace them. Please feel free to contact a team member if you have any questions or if you run into any difficulties.

DIRECTION



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DIRECTION



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FINANCIAL DEPARTMENT



## ANIA SZYSKA

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FINANCIAL DEPARTMENT



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RESOURCES AND DEVELOPMENT COORDINATION



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DEVELOPMENT DEPARTMENT



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FINANCE AND NETWORK COORDINATION



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NETWORK DEPARTMENT



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### AREAS OF EXPERTISE

- Prospecting for partnerships and monitoring partners
- Institutional and press relations
- International Relations
- Lobbying

### AREAS OF EXPERTISE

- Training for stakeholders and organizations
- Evaluating the impact of actions
- Organizing competitions

### AREAS OF EXPERTISE

- Overall strategy
- Searching for public and private funds
- Developing participation
- Monitoring and promoting innovations

### AREAS OF EXPERTISE

- Supporting the setting-up of local groups and their activities
- Developing membership and voluntary work

RESOURCES DEPARTMENT



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RESOURCES DEPARTMENT



## SYLVAIN BOISSEL

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### AREAS OF EXPERTISE

- Drawing up the communication strategy
- Designing and improving communication tools
- Coordinating social networks
- Managing events

### DOMAINES D'EXPERTISE

- Accreditations and equipment loans
- Designing web tools and developments
- Linux system administration
- Technical support

## LOCAL LISTS

Why not go and visit other local groups for example, if you're travelling in a region? This could be an opportunity to meet Wikimedians, see what's happening in neighbouring regions and even work with other groups to set up joint actions.

An email contact could be an initial approach :

alsace@wikimedia.fr // Aquitaine : bordeaux@wikimedia.fr // auvergne@wikimedia.fr // bourgogne@wikimedia.fr // Bretagne : brest@wikimedia.fr / rennes@wikimedia.fr // centre@wikimedia.fr // champagneardenne@wikimedia.fr // corse@wikimedia.fr // franchecomte@wikimedia.fr // Île-de-France : paris@wikimedia.fr // Languedoc-Roussillon : montpellier@wikimedia.fr // limousin@wikimedia.fr // lorraine@wikimedia.fr // Midi-Pyrénées : toulouse@wikimedia.fr // normandie@lists.wikimedia.fr // Nord-Pas-de-Calais : lille@wikimedia.fr // Pays-de-la-Loire : nantes@wikimedia.fr // picardie@wikimedia.fr // poitoucharentes@wikimedia.fr // paca@wikimedia.fr // Rhône-Alpes : grenoble@wikimedia.fr / lyon@wikimedia.fr / saint-etienne@wikimedia.fr //



# WHO CAN BE A PARTNER?

There's a wide range of possible partners in your locality. Collaboration can lead to joint actions that can bring many mutual benefits. This factsheet is not comprehensive: it simply presents the usual partners and the sort of actions that are generally set up with them, to give you some inspiration.

1

## LOCAL AUTHORITIES

*(cultural departments, digital/open data departments, mayor's office, etc.)*

- make them aware of the issues linked to free knowledge
- have special access to cultural facilities
- plan actions over the long term...



2

## MUSEUMS (GLAM)

*(museum management, organizers and cultural facilitators...)*

- promote their collections on the Wikimedia projects
- train employee teams...



3

## LIBRARIES AND MEDIA LIBRARIES (GLAM)

*(departmental libraries and digital public spaces...)*

- have access to photographic collections
- scan old books
- recover file metadata to upload on to Commons
- organize contribution workshops...



4

## SCHOOLS AND UNIVERSITIES

*(primary, lower and upper secondary schools, universities, open universities...)*

- enrich the teachers' educational practices
- raise awareness, train students...



## FOR THE GENERAL PUBLIC

- encourage the public to contribute to content
- think about new actions for promoting the territory...

9

## LOCAL COMPANIES

- use video and photography to highlight ancient forms of know-how and special techniques
- mobilize employees in these companies for a themed outing...

8

## STAKEHOLDERS IN THE SOCIAL AND SOLIDARITY ECONOMY

- raise awareness of contribution on Wikipedia
- take part in colloquiums and debates on access to knowledge, open data...

7

## THEME-BASED ASSOCIATIONS

*(sporting or cultural, popular education movement...)*

- organize themed outings
- help them develop and enrich articles on Wikipedia
- take photos of the various sporting disciplines...

6

5

## ARCHIVES (GLAM)

- have access to old collections and original sources
- support them in uploading content on to Commons
- promote the territories...



# FORMALIZING A PARTNERSHIP

Any form of cooperation or collaboration between Wikimédia France and other organizations is considered to be a partnership. This is a magnificent opportunity for members in terms of freeing up resources and for learning what goes on inside organizations and institutions. It may take time to formalize a partnership (3 months on average). The process involves 6 key stages which are explained below.

## 1 IDENTIFYING THE RESOURCE CONTACTS

See the **WHO CAN BE A PARTNER?** (no.7)

This stage normally takes place when you're drawing up the action plan (Factsheet no. 4)

### IDENTIFYING THE RESOURCE CONTACTS

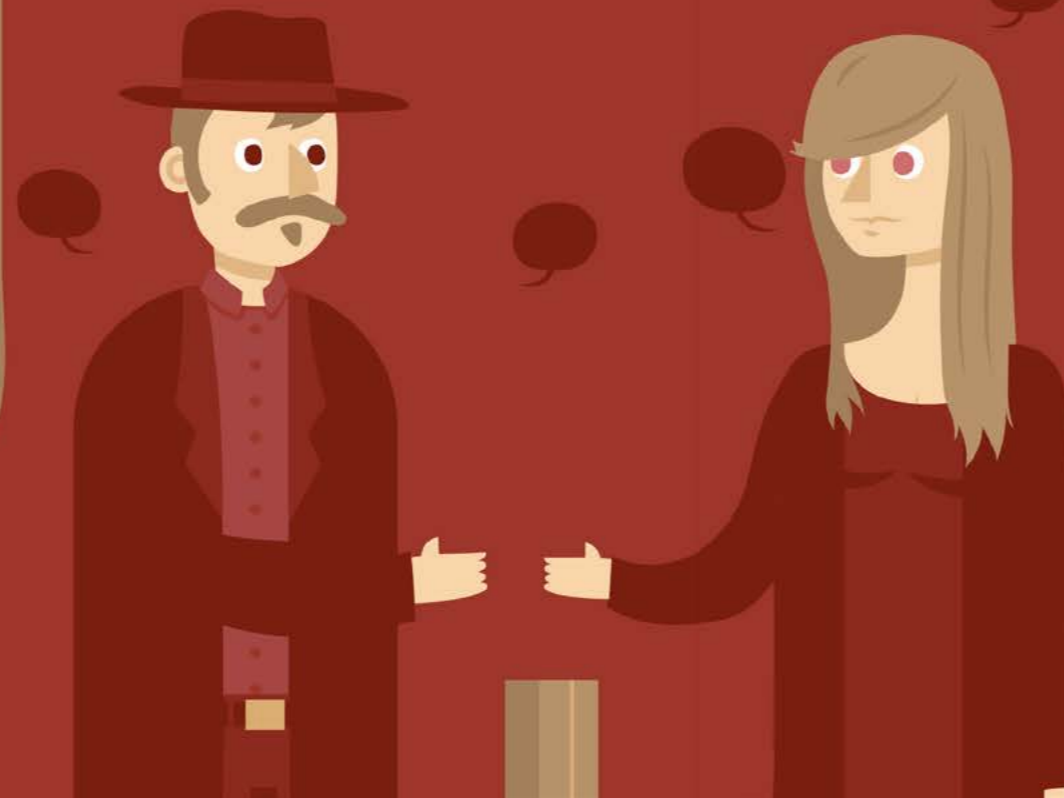
Every contact is a potential resource within the institution, whatever their position or role. However, in your initial approach, it's a good idea to contact the appropriate person (the point of entry is often the digital or new media representative, who is likely to be the most aware).

#### Useful tips:

- Centralize information concerning the people identified on Wikimembers.
- "Diagnose" the future partner about their level of digital transition
- Ask Wikimédia France whether contact has already been made in other ways.

For each stage in the process, from defining the project to signing the contract, remember to make contact with the special advisor on partnerships and institutional relations, who may be able to help you through each stage.

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## 2 INITIAL CONTACT

Whether via email, telephone or an informal meeting, the initial contact is decisive.

### CONSTRUCTING YOUR ARGUMENT

To obtain an appointment after this initial contact, you need to be as clear as possible about the reasons for your approach, and remember to give a quick presentation of Wikimédia France and the local group.

The process is two-way. Try to find out through this initial contact what are the partners concerns and needs, and how the Wikimedia projects can be built into the strategy.

You can also help to convince and mobilize your contact with examples of successful partnerships. Try to find out what your partner knows about free culture, licences and Wikimedia projects so that you can adapt your argument; an awareness phase is generally required.

## 3 DEFINING THE SCOPE OF THE ACTIONS

Once dialogue has been established between the parties, you then need to agree on the aims and objectives by discussing each party's expectations and limitations and reminding everyone of the basic principles of any partnership.

#### Useful tip:

- See the association's partnership policy

The "diagnosis", which will form the foundations for organizing one or more actions, may be prepared in advance, especially if it's the local group that's contacting a partner. It's important that the diagnosis reflects the potential actions that are of interest to the partner AND the local group, as the essential lever for any action is the motivation of Wikimedians.

## 4 TAKING THE DECISION

Once the actions have been decided, you need to reach a consensus on what each party will contribute (financial arrangements, provision of human, material and document resources) and on how the action will be implemented (purpose, sequence of events, timeline and means to be used).

Actions implemented by members are often not very expensive. Feel free to think up ideas for compensatory actions (private visits to sections not open to the public, entry tickets, free loan of a room for an event, etc.)

#### Useful tip :

- Fill in the action sheet on Wikimembers carefully to ensure that you don't lose any information. This history will be very useful if other members take over from you or if the partnership takes time to set up.

## 5 DRAWING UP THE AGREEMENT

All contract signatures must go through the association, but this doesn't stop you from playing an active part in drawing up the agreement. This is what it should contain:

- **The names of the parties and their representatives** (who has the legal capacity to sign)
- **Preamble** (a reminder of the background to the partnership)
- **Purpose of the partnership** (what actions are envisaged)
- **Deliverables** (if there are any)
- **Each party's contributions**
- **Partnership timeline** (stages in the implementation of the project, etc.)
- **Arrangements for evaluating the partnership** (what indicators for measuring the impact, what process for evaluating actions, etc.)
- **Duration of the partnership** (how long, and what is the renewal process?)
- **Special focus on free licences** (and particularly Wikimedia project licences)
- **Termination conditions**
- **Insert for the parties' signature**

## 6 EVALUATION

Each party agrees to draw up an evaluation of past actions and to share it with the other party in order to maintain a proactive approach, learn lessons from the actions carried out and help improve any future actions. The evaluation should focus on the following points:

- **Relevance of the objectives and whether they have been accomplished**
- **Efficiency of the actions** (optimized use of resources)
- **Effectiveness** (variances from objectives)
- **Impact** (effects and consequences for Wikimedia projects in particular, but also externally)
- **Sustainability of these actions** (autonomy of the partner, the people trained, the attraction or retention of contributors etc.)
- **The quality of the relationship** (strengths and weaknesses of the partnership, the parties' contributions, the quality of the interactions)

# VARIOUS FORMS OF FUNDING

Certain actions may require special funding in order to be carried out. The association therefore provides its members a range of funding circuits.

## LOCAL FUNDING

This programme has been set up to respond specifically to the financial needs of local groups. The funds are spread between all the local groups and initiatives and are used to invest in equipment (computers, photography equipment, book scanner, etc.), communication and raising-awareness actions or more specific needs linked to an action. The actions financed by the programme must have been written and budgeted in advance in the different groups' local action plans. Employees can help you assess and/or estimate your needs.

These budgets are not automatically allocated at a group's request; the association examines the request and divides the funding fairly between the different local groups.

## CROWDFUNDING

The aim is to have projects run by local groups financed by donations paid via a dedicated web platform. The members concerned will be trained to run a crowdfunding campaign and will be accompanied throughout the process by the Finance Department. Members who wish to set up a crowdfunding campaign should contact the special funding and participation advisor to set up a meeting to look at the project in detail, examine its feasibility and cost it precisely in terms of funding and the objectives to be met. During this phase, discussions will be held concerning the compensatory benefits that will be offered to project donors.

The group running the project must build up the minimum support from its community, by very actively encouraging its inner circle of relatives (family, friends, work colleagues) to join the platform where its action will be presented in order to obtain initial support. It will then help to attract the second circle of support (friends of friends), and finally use the platform to search for its third, much more widespread circle of support.

For further information, contact our special advisor on fundraising and community engagement:

01 42 36 97 71  
cyrille.bertin@wikimedia.fr



## SPECIAL GRANTS

When an international event is being organized (Wikimania, chapter meeting, etc.), association members who would like to attend it may ask Wikimedia France to cover their travel and accommodation expenses. These grants, for an amount defined by the association according to the event and the venue, have to be approved and are not automatic.

## MICRO-FUNDING

Micro-funding may be requested on an individual basis by any contributor to the Wikimedia projects, for isolated funding not linked to programmes, local groups or themes. It covers the purchase or hire of equipment or facilities for Wikimedians with the aim of creating contributions or content. The maximum budget is 2000€ and projects will be reimbursed at actual cost. Allocation is approved by the micro-funding committee made of association's members and a member of the executive board. The actions presented to the committee must be supported by a detailed budget and a description of the project. The project should tie in with the association's missions and should be sufficiently detailed. Each beneficiary must send a report on how the funds were used, once the action has been completed.

To make a request for micro-funding, go to the following page:

[http://meta.wikimedia.org/wiki/Wikimedia\\_France/Micro-financement](http://meta.wikimedia.org/wiki/Wikimedia_France/Micro-financement)

to lodge your request, then send a confirmation email to the micro-funding list:

[microfi@lists.wikimedia.fr](mailto:microfi@lists.wikimedia.fr)



# DRAWING UP A BUDGET

When you're turning the action plan into practical actions, it's important to estimate the financial requirements for each of the events you're planning.

## WHY DRAW UP A BUDGET?

Drawing up and writing an action plan often brings out a variety of needs. If you're going to meet them, you'll need to list them and, if necessary, study all the costs engendered by each action. Wikimedia France can easily cover these costs, but, like any association, it has to anticipate its expenditure and draw up a provisional budget.

## HOW TO BUDGET YOUR ACTION PLAN?

For each action in the plan, you should list:

- **The technical or logistical needs** : development of solutions, publication of communication tools, loan of equipment, refund of expenses.
- **Human needs** : Other members/contributors from the local group or theme, Wikimedia France employees or outside personalities (for example, bringing in someone from abroad and paying for his travel ticket).

## ACTIONS CAN ALSO GENERATE INCOME:

As for costs, you also need to assess the potential income that planning an action may generate.

- **Funding by a partner**
- **Opportunity to launch crowdfunding**
- **Eligibility for certain subsidies**



## APPROVING THE BUDGET

Once you've drawn up your budget, to have it approved, print out the "local group funding" table on Wikimembers. Fill it in and send it to the association's network support department, where your request will be examined.

- **Give details of the action for which you are making the request**
- **Set out the different purposes of the request**
- **Give a breakdown of the expenditure you expect to incur**
- **Give the reasons for your request**
- **Work out the total budget for the action**

## AREAS TO WATCH

These budgets are not automatically allocated when a group sends in a request. The association examines the request first of all: you should wait to receive a written agreement before incurring any expenditure.

It's important to monitor your expenditure and keep all receipts, which you should then send to the association's Finance Department to obtain a refund.

Print out an expenses form, attach the invoice and your bank account details then send everything off by post to the Accounts Department.

[http://membres.wikimedia.fr/Notes\\_de\\_frais](http://membres.wikimedia.fr/Notes_de_frais)

Contact :

07 62 92 42 03

Pierreantoine.lepage@wikimedia.fr

# INTEGRATING NEW MEMBERS

It may be useful for a local group to bring in new members. There are different ways of encouraging contributors to make contact with the local group, either to take part in actions or meet active members.

## CONTACTING A COMMUNITY VIA PORTALS

By structuring the plethora of articles based on a given theme, portals help users to find their way around Wikipedia more easily by grouping them geographically and by theme. The discussion page on each portal is used to propose articles to be dealt with, carry out an inventory of contributor activity and launch subjects for discussion.

### VIA THE GEOGRAPHICAL PORTALS

Category:Portal:France  
Category:Portal:French department  
Category:Portal: French city...

Geographical entry is useful as the contributors associated with the portal are often likely to be geographically close to each other, which facilitates "Wikirencontres". On the associated discussion page, you can encourage contributors to promote their geographical territory by offering them an opportunity to take part in a meeting, photo session or any other actions that may be of interest to them.

### VIA THE THEME-BASED PORTALS

Each geographical portal contains theme-based sub-sections that cover a variety of subjects. It's therefore possible to propose actions linked to contributions. You can pinpoint deficiencies and improve them by and proposing real-life actions to the concerned contributors : photo outings, access to sources in a museum or library, etc.



## PERSONALIZING THE APPROACH BY CONTACTING CONTRIBUTORS DIRECTLY

Talking personally with a contributor via the internet or face-to-face can facilitate local involvement and promote meetings.

### VIA THE WIKIPERMANENCES

A Wikipermanence is a physical meeting between Wikimedians and new or future Wikimedians looking to acquire knowledge or advice on how Wikipedia and/or its brothers projects operate. The Wikipermanence is aimed at the general public. It may focus on a particular theme and therefore reach out to a particular audience, or it may be non-specialized. It's not just a simple meeting between Wikimedians: the Wikipermanence is there to answer questions, provide demonstrations, offer help to new members and, if held regularly, carry out monitoring. Wikipermanences are an opportunity for local groups to broaden the circle of contributors or at least raise awareness of free culture and the actions being carried out.

### VIA OTHER TYPES OF EVENTS

Raising-awareness workshops, running a stand or training sessions for target audiences are all ways of improving your group's visibility. They may focus on a particular project or specific theme, or may be part of a more wide-ranging event such as a show or seminar.

Another interesting way of recruiting new members is to hold discussion evenings based on an issue linked to the Wikimedia projects, run by one or two people who specialize in the issue and ending with a meal together. These evenings may be organized around a themed issue, a local problem, an historic focus, etc.

It's well worth the local group organizing these events with local institutions.

### VIA THE MESSAGING SYSTEM OR THE USER DISCUSSION PAGES

A list of authors is available on the history of each Wikipedia article. You can therefore be redirected to the user pages, where a wide range of information may appear: location, contribution subject, general sociology, interests, etc. You can contact these people via the private messaging system or user discussion page to propose local actions linked to their aspirations.



# USING "WIKIMEMBERS"

Wikimembers is the website for Wikimedia France association members and employees. This Wiki is used to exchange information, network and discuss. It allows local group members to centralize their information, highlight actions they have carried out locally and become more visible to other members. It's also used by employees to provide support for local groups.

## SPACES TO FILL IN

### LEFT HAND MENU

#### HOMEPAGE

• **Diary** : Enter your actions in the diary so that all association members and employees are aware of them.

#### ACTIVITIES

• **All our actions** : this space contains the matrix and the six global action plan priorities divided into sectors, in which the action sheets are located. The action sheets are generated from this table (see factsheet 5).

### THE LOCAL GROUP PAGE

Each local group has its own page organized into different sections. Here are the fields to fill in :

### GROUP PRESENTATION

In a few lines

### ACTION PLAN

Chosen themes, turned into actions (create a hyperlink to the action sheets concerned).

### INFOBOX

- Contact
- List of members
- General contact
- Discussion list
- Partners
- Resources
- Useful links

### FURTHER ACTIONS

This space is used to note actions or wishes that have emerged outside the action plan. This makes the distinction between what has been envisaged in the action plan and how it has changed, thereby facilitating feedback when it comes to the annual redefinition of the action plan.

#### Contact :

07 62 92 42 03

Pierreantoine.lepage@wikimedia.fr

# ORGANIZING AND COMMUNICATING ABOUT AN EVENT

The life of local groups is patterned by the regular organization of events: photo session, Edit-a-thons, Hackathons, training sessions, etc. Here are some useful tips to help make these events a success:

## EFFECTIVE COMMUNICATION

### TOOLS AVAILABLE

- External communication: social networks (Twitter, Facebook) – free diary – Commons diary – partner website – posters – word of mouth – local media
- Internal communication: Wikimembers – discussion lists

### LEAVING POSTERS AND FLYERS

- Shops, libraries, tourist offices, community centres, association centres, universities, co-working spaces, etc.
- Free notice-boards in the town.

### DURING THE EVENT

- Remember to use the communication kit.
- Make sure that you can be identified (clothing with the logo, badge or other).

## THE 10 KEY POINTS IN ORGANIZING AN ACTION

1. Clearly define your target audience, based on the theme you're covering.
2. Choose a strong theme. If the event lends itself, invite a speaker to arouse interest. It may be a leading figure from the movement or a specialist in the theme that you're covering.
3. Choose an appropriate date and time. Don't try to organize a mid-week conference before 6 or even 7 pm. The weekend is better for an outing.
4. Draw up a list of supervisors and an attendance list. If necessary, make sure that one of them has "account creator" status.
5. Send out the invitations three weeks in advance, based on a ratio of one person attending out of ten. Send out a follow-up message a week before D-Day.
6. Set up a "Reply" system to estimate the number of people attending (by email, questionnaire or online tickets) with a deadline.
7. Check that the venue has a reasonable Internet connection (Wi-Fi or wired).
8. Prepare your talk. You'll find a range of presentation materials on Meta or Wikimembers.
9. For an Edit-a-thon type event, anticipate the need for "instructor training".
10. Make sure you have a video projector or TV screen with appropriate connections: multi-socket adaptors if everyone brings his computer, etc.

## THE DIFFERENT STEPS

### PREPARATION

Carefully define the event and the logistical, financial and administrative needs then contact the employee team.

Fill in the action sheet with all information available.

Book a suitable room well in advance of the event. Make sure you have the equipment: camera, computer, multi-socket adaptor...

Prepare the communication kit: posters, banners, flyers... Communicate on media appropriate to the audience. Send posters and invitations to local journalists 3 weeks before the event.

List people attending on the project sheet. Take some membership forms and information sheets.

Take photos. Ask permission from the people attending

Take time for informal discussion with participants. A cocktail party to round off the event or a group meal after an outing.

Write a rapid report on the Wikimembers action sheet (number of participants, comments...), including aspects linked to the quality policy.

Send a "thank you" email to participants and partners.

### TIMING

#### Before the action

#### During the action

#### After the action

### REPERCUSSION

The employee team is there to help the volunteers to size the actions. It then divides the tasks according to needs.

Provides a common view. Everyone then follow the progress of the action.

So that you're not caught out during the action.

To attract attention and increase visibility. Depending on the audience you're aiming at, you should adapt your communication to the stakeholders close to the chosen theme.

To help you chase people up, stay in contact and propose subsequent actions.

To keep a trace of the event: they could illustrate a blog article and/or the Wikirevue.

This is a key opportunity for creating special relationships and encouraging people to take part in actions.

This allows you to monitor the actions carried out, take a global view of the event and learn lessons from it.

This helps you keep a link and maintain it.



# ORGANIZING A TRAINING SESSION

This factsheet is aimed at instructors and future instructors. It highlights the key points of a successful training session and goes through the stages required for it to be properly delivered. The awareness and evaluation representative is also on hand to give you special support for your training activities.

## 1 WORK OUT THE NEEDS BEFOREHAND

Find out about the environment in which the training session is to be held, as this helps to focus on the partners' needs. An understanding of the training context is the first stage. It's important to define the needs beforehand, especially where a partner has contacted the association, as the latter doesn't necessarily have a clear idea of the conditions under which the training session is to be organized and delivered.

### The questions to keep in mind :

#### Who is it for?

Define your audience. The participants will be known as trainees.

Are we training the staff of a museum or members of the general public?

#### What are their needs?

Define the educational aims and content of the training session. This involves discussing everyone's expectations and limitations in order to agree on the issues and objectives (contribution to the Wikimedia projects, free licences, etc.).

#### What is their level of expertise?

Test the trainees' level of expertise in free culture, licences and the Wikimedia projects: this will enable you to adapt the content (theoretical and practical input).

Find out about the overall level: positions occupied, experiences linked to the training session...

#### What are the material needs?

Find out about the facilities at the training venue and the type of equipment made available so that you can anticipate any technical problems (Wi-Fi connection, provision of a room, computers, video projector, multi-socket adaptor, etc.).

At the end of this initial phase, the instructor should be able to produce a summary document containing information about the theme of the session, the aim, the interactions and the material conditions.

## 2 PREPARING THE SESSION

A training session is prepared according to the results of the "diagnosis" carried out beforehand. It's important to have a good knowledge of the subject you're covering, prepare the materials used to deliver the session and think about the teaching methods you're going to use. Depending on expectations, you may have to juggle between a theoretical section and practical exercises.

If you have a precise idea of the number of participants, you can, for certain training sessions, ask the trainees to set up an account beforehand or ask on Wikipedia for the instructor to be given super-account-creator status.

## 3 LEADING THE SESSION

The method you choose may vary according to the size of the group, how the instructor works, the time available and the aims of the session: autonomous contribution to the Wikimedia projects, awareness, acquisition of knowledge, etc. You may use teaching techniques such as a presentation, exercises, testimonies, case studies, role-play, debates, experimentation, project management, etc.

You therefore need to have a good grasp of the subject you're dealing with, illustrate it with original sources and refer to practical examples. You should not hesitate to acknowledge the limitations of the session and explain them to the group (e.g. during a free licence awareness session for legal experts).

The trainee will learn more if he constructs his own knowledge. You therefore need to give him practical examples so that he carries out the action for which he would like to be trained and ask him to list any problem areas and questions he may have so that he can then come to you for answers.

## 4 EVALUATION

The easiest way to evaluate acquired knowledge is to question the participants. There are several possible options: via a questionnaire (MCQ), exercises to complete, a mini case study, an analysis of a real situation or the preparation of an action that will take place after the training session and which you can monitor.

It's also a good idea for the instructors to write a report and send it to the employee team via Wikimembers. It's also essential to talk with the partners about the training session and its positive and negative aspects so that you can look for opportunities to improve it for the future.



Contact :

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mathieu.denel@wikimedia.fr



# ORGANIZING A PHOTO SESSION

This factsheet aims to help you organize a photo outing or weekend on a particular theme so that you can produce photos to support the Wikimedia projects.

## BEFORE THE SESSION

1. A photo session may take several forms. It's important to define the theme and aims of this event in advance in order to produce useful photos. You therefore need to identify which topics you're going to cover by carrying out searches on Commons or identifying deficiencies on Wikipedia.

2. A photo session may be an opportunity to gain special access to a monument or have a guided tour of premises. A large number of tourist offices are happy to offer themed visits for groups, so find out beforehand!

3. Advertise the meeting on the dedicated page for your region on Wikipedia: [fr.wikipedia.org/wiki/WP:IRL](http://fr.wikipedia.org/wiki/WP:IRL). Create the corresponding action sheet on Wikimembers.

## DURING THE SESSION

4. Meet, talk, guide new members, take photos.

5. If the session has attracted several photographers, you can make up teams with different aims.

6. A photo session is also a moment of conviviality and exchange between contributors. Organize a place where you can have lunch, dinner or a drink together.

## AFTER THE SESSION

7. Everyone sorts and retouches his photos and uploads them on to Commons. Quickly create a category to group together all photos from the session. If this is done with the support of Wikimedia France (funding, equipment loan, etc.), add an appropriate banners. Leave a note on the page where the meeting was organized with a report on the session (who was there, what was done, etc.) and uploading instructions. Don't forget to fill in the action sheet.

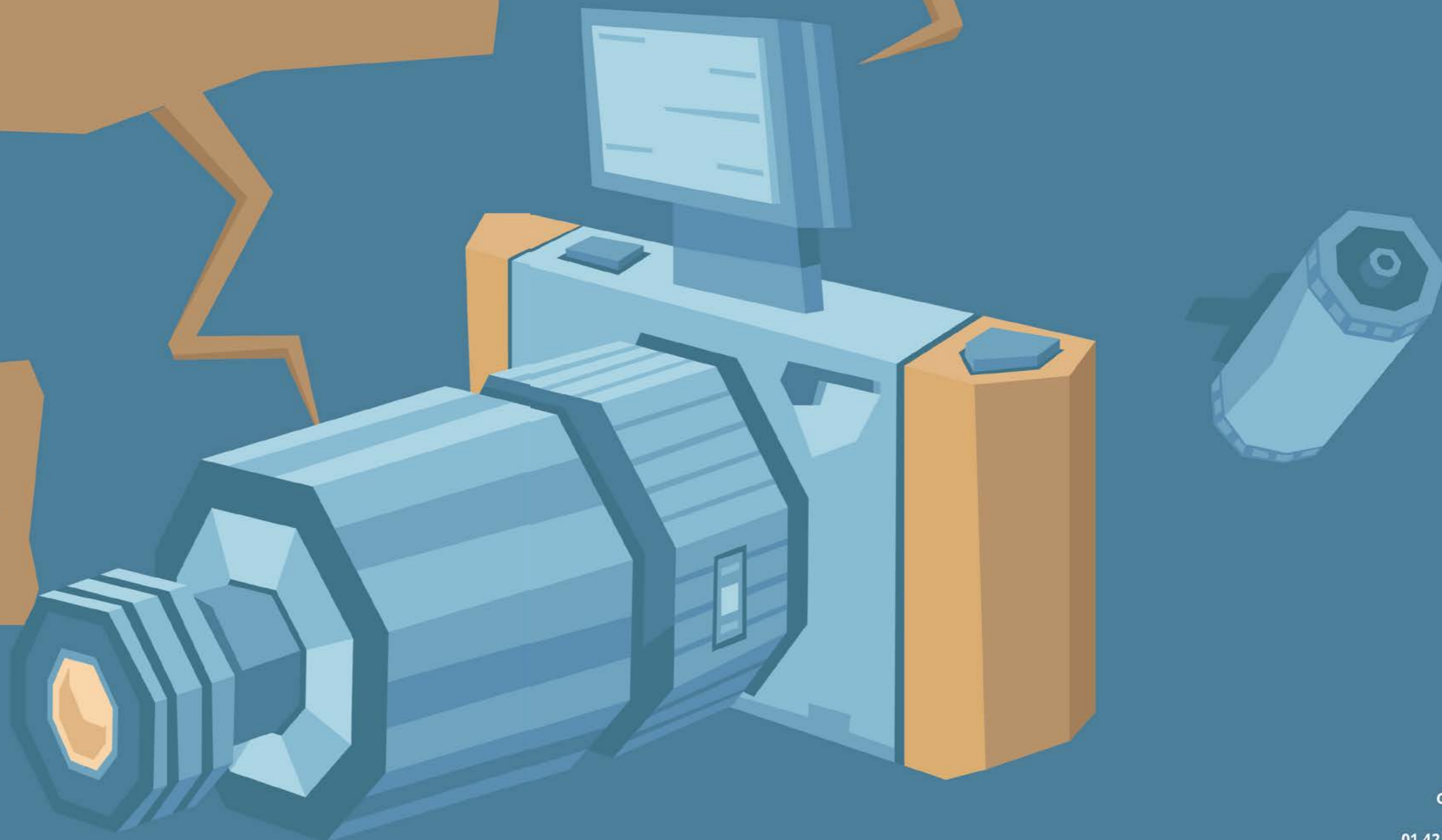
## WIKIMEDIA FRANCE'S SUPPORT FOR PHOTOGRAPHERS

Wikimedia France organizes several photo sessions every year. The association can provide support for volunteer photographers in several ways :

- Contribution to travel expenses
- Long-term loan of photographic equipment to local groups
- Help for contributors to carry out some initiatives via the micro-funding committee.

More generally, for volunteer photographers :

- Help in obtaining accreditation for sport or cultural events.
- Regular organization of photography training workshops.



Contact :

01 42 36 97 72  
[Sylvain.boissel@wikimedia.fr](mailto:Sylvain.boissel@wikimedia.fr)

# INSURANCE

## LIABILITY AND PROTECTION

Wikimedia France members are covered when carrying out actions on behalf of the association. In case of damage, you must contact Nadia Ayachi at the following address :

[nadia.ayachi@wikimedia.fr](mailto:nadia.ayachi@wikimedia.fr).

She will ask you to fill in a statement and will then activate the necessary procedures with our insurance partner.

## INSURANCE COVER

Certain actions require equipment to be taken to the venue. The following insurance cover has been taken out:

- Limit for damage or theft of personal equipment belonging to association members: 600€
- Insured used equipment = Price of new equipment on the market - 10% per year of age - residual value of 20%
- Non-members are not covered.

*Important: As a member, we advise you to insure your own equipment. The limit of 600 euros won't cover the loss of your most expensive items.*

## EXTRA PROTECTION

Every volunteer can take out personal liability cover with the "Fondation du Bénévolat". This insurance is comparable with the legislation concerning employees' occupational accidents.

**Volunteers may benefit from this free of charge.**

<http://www.fondation-benevolat.net>



**Contact :**

01 42 36 26 24  
[nadia.ayachi@wikimedia.fr](mailto:nadia.ayachi@wikimedia.fr)

# THE WIKIMEDIA PROJECTS

The Wikimedia projects may provide inspiration for new partnerships and projects. Their variety means that we can offer innovative projects to people who are currently not concerned with our activities. They may be an excellent way of helping people understand the notion of contribution and discover the world of Wiki and its special language, free licences and networks of contributors throughout France and abroad.



**WIKIVERSITY** is a project that aims to collect and develop free and open-source educational content. Against a background of MOOCs and online courses, this platform proposes to offer high-quality educational resources to the widest possible audience.  
*e.g. ask legal experts to share resources and explanations of legal texts and practical examples.*

**WIKTIONNARY** is a free and open-source dictionary that anyone can improve. The project may involve giving new life to local languages and sharing them with learners, and may also contain recordings of words.  
*e.g. ask members who speak Basque to audio-record words so that everyone can learn to pronounce them.*



**WIKIPEDIA** is a collective, universal and multilingual encyclopaedia project on the Internet. It aims to offer freely re-usable, objective and verifiable content that anyone can modify and improve.  
*e.g. contribute to a local theme.*



**WIKIDATA** is a database used to structure and connect items of information before they are integrated into other projects. But you don't need to be a computer expert to help keeping information in the right place!  
*e.g. upload a set of data.*



**WIKINEWS** is a universal source of information. This innovative medium is used to retranscribe information that comes from citizen journalists.  
*e.g. ask journalism students to write articles.*



**WIKIQUOTE** is a free quotation collection project. Whether they come from politicians or businessmen, these verbal sallies will have no secrets for Wikipedia, which will be the final destination for the collection, where they will be used to enrich articles.  
*e.g. show a film in class and ask the pupils to note down the quotes to enrich the page about the film on Wikipedia.*



**WIKIVOYAGE** is for travellers who are good at finding the best travel deals and tourist discoveries; trail-blazers keen to prepare their next expeditions will love it.  
*e.g. ask a tour operator and a tourist guide to enter useful information.*



**WIKIMEDIA COMMONS** is an online media library and is for anyone who wishes to share audio files, videos and photos. These sources are then used to enrich articles on Wikipedia and make them more interactive.  
*e.g. organize a photo outing to illustrate an article on Wikipedia.*



**WIKIBOOKS** is a collection of free educational texts collected together into books and written in collaboration.  
*e.g. write a collaborative book.*



**WIKISPECIES** is a free and open directory of living species. It's a real mine of information for adults and children and gives anyone who discovers these species the possibility to share their findings with the general public.  
*e.g. ask zoologists to document the articles on the platform that correspond to the animals they have in their zoo.*

# FROM COPYRIGHT TO THE PUBLIC DOMAIN

To help it carry out its actions appropriately, the local group is asked to read a few points concerning copyright and the public domain. Whether you're working with museums, libraries or archives, you should always seek information and question partners about the rights governing the works concerned. If a work is to be made available on the Wiki-media projects, it must be in the public domain or the partner institution must have agreed to waive its rights.

## COPYRIGHT IN FRANCE

In France, copyright is governed by the Intellectual Property Code (IPC). It protects all "intellectual works of every kind, form of expression, merit or purpose". Two requirements must be met for this right to be applied: the formal realization of the work and the original form. Furthermore, no formalities are required to acquire copyright protection. Copyright therefore automatically protects literary, artistic, factual, informational and audiovisual works and their authors.

## MORAL RIGHTS

Copyright gives the holder – the artist himself or his beneficiaries (heirs, production companies) – two distinct types of rights: moral rights and proprietary rights. Moral rights are attached to an individual and are used to ensure that the author, his profession and his work are respected.

## PROPRIETARY RIGHTS

Proprietary rights are defined as the author's ownership of his work: he may thus make whatever use he wishes of his work and possibly make a profit from it.

## THE PUBLIC DOMAIN

Moral rights are perpetual, unalienable, indefeasible, exempt from seizure and independent of the value of the work. The prerogatives linked to proprietary rights are granted to the author throughout his life and for up to seventy years after his death. Once this period has ended, the work passes into the public domain. However, there are 4 exceptions to this period:

### Collaborative works

70 years after the death of the last surviving collaborator

### Collective, anonymous and pseudonymous works

70 years after the 1st of January of the calendar year following the publication of the work

### Posthumous works

25 years after the 1st January of the calendar year in which the work was published

### War deferments

Artists who died for France benefit from an extra 30-year deferment



## WARNING

Infringement of copyright is subject to criminal prosecution under the Intellectual Property Code. If his rights have been violated, the author or beneficiary may take out counterfeit proceedings to obtain compensation or criminal penalties.



# THE VARIOUS CREATIVE COMMONS LICENCES

To encourage circulation of works, exchanges and creativity in a simple, legal way, all the information published on the Wikimedia projects is registered under 2 free licences: the GNU free documentation licence (GFDL), and, since 2009, the Creative Commons licences (CC-0, CC-BY, and CC-BY-SA).

Creative Commons is a set of seven non-specialized licences resulting from a combination of flexible options that are easily identified by their icons. These licences do not deprive the author of his moral rights, but they allow him to indicate how he would like his proprietary rights applied (modifications authorized or not, commercial use or not, etc.). These licences are therefore aimed at authors who prefer to share their work and enrich the common heritage of free culture and information. The work is freely accessible and may therefore evolve throughout its circulation period and lead to an increasing number of derivatives.

**APPROVED  
ON WIKIMEDIA  
COMMONS**

## RELEASING AND SHARING CONTENT

Most of the actions undertaken under the banner of Wikimedia France are an initial approach to an innovative type of action for partners who agree to work with us. The act of releasing content, making heritage accessible, encouraging the production of content for which each contributor is responsible for what he rights is a leap into the unknown in a digital world in which all information are rapidly propagated.

## WARNINGS

Please note that CC licences are irrevocable: if users choose to stop distributing their works under CC licences, this choice does not apply to copies (modified or not) already in circulation. CC-0, CC-BY and CC-BY-SA licences authorize re-use for commercial purposes. This implies that a third party may use the resources available on the Wikimedia projects and make a financial profit from them. It is important to mention this aspect of CC licences to your future partners.



## CREATIVE COMMONS LICENCES THEIR CODES AND SYMBOLS

FULL TITLE OF THE CONTRACT	ABBREVIATED TERM DESIGNATING THE LICENCE	SYMBOLS DESIGNATING THE LICENCE
ZERO	CC-ZERO	
PATERNITY	CC-BY	
PATERNITY SHARES INITIAL CONDITIONS	CC-BY-SA	
PATERNITY NO MODIFICATION	CC-BY-ND	
PATERNITY NO COMMERCIAL USE	CC-BY-NC	
PATERNITY NO COMMERCIAL USE SHARES IDENTICAL CONDITIONS	CC-BY-NC-SA	
PATERNITY NO COMMERCIAL USE NO MODIFICATION	CC-BY-NC-ND	





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*Thanks to all the employee team and all the members  
of Wikimedia France*

*CC-0 Wikimédia France*