

To do

- Do some research on digitisation projects
- Talk to Internet Archive
- Do through CPH?
- Go through and redo
- Make model very clear, make a diagram, sources, digitisation, dissemination, internet archive
- Understand possible funders, Aziz Foundation, funding for UN plan
- Facilitating Palestinians to tell their history and their present
- Ask Bill Thompson, digitisation plan, also make a list of everyone to ask
- UN archives and content are a digital public good
- Digital public good registry, 9 indicators
- Telling the history of the world
- Telling the history of the UN
- UNAOC
-

Digital public goods alliance

Has anyone worked with you on a big grant to help a resource reach the criteria for a digital public good

UN agencies are digital public good members, look at members

UN media archives

The willingness is there, Wikipedia as the audience but unclear targets, the just capacity isn't available, digitisation, open licensing etc

Legal stuff, Digitisation and dissemination through Wikipedia, safe long term storage through internet Archive

Social contract is broken, sharing in goods as value to the public

Wikipedia as a global knowledge resource for the Sustainable Development Goals

Problem statement



Sustainable Development Goals

The [Sustainable Development Goals](#) (SDGs) represent huge global challenges that must be reached extremely quickly. Achieving these goals will require action from all parts of society; local and national governments, civil society organisations, the UN, the private sector and individuals.

The SDGs will rely on easily accessible, freely available and reliable information in people's mother languages. Access to [quality information](#) is [key to combat disinformation](#), it supports public dialogue, supports sustainable development, and in holding governments and corporations accountable for their actions or lack of action.

Whilst access to the internet is growing rapidly, and by [2030 the United Nations aims to have universal internet access](#), much of the information needed remains inaccessible or hard to find and/or costs money to access.

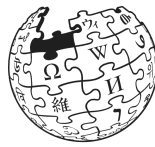
1. **Reach and accessibility:** Many organisations that hold valuable information can't reach a large audience, use inaccessible formats and publish in a small number of languages. The UN and its partners hold much of the knowledge that people need in order to reach the SDGs. In addition the [UNESCO OER recommendation](#) will make a huge amount of additional Open Access material, in the form of open educational resources, available from governments. However much of the content available isn't reaching its audience, e.g. [one third of World Bank publications had never been downloaded, only 13% had been accessed more than 250 times](#).
2. **Cost:** [Quality journalism and scientific research are often locked behind expensive paywalls](#) whilst misinformation and disinformation spread freely, largely through social networks and messaging apps. This is a significant challenge to achieving the SDGs. For example, a study found that [only half of British people would accept a COVID-19 vaccination](#) due to misconceptions about vaccines and scepticism about science.

The COVID pandemic has impacted most aspects of people's lives, it has caused a dramatic shift to online learning and working, in [early May 2020 over 90% of all children and students were not in school](#), many schools and universities will remain closed for months or years.

The UN holds much of the information people need in their role as global observatories and convenors of worldwide networks of expertise and of governments.

To do: Summarise lack of availability of information related to SDGs

Solution: UN and partners sharing knowledge on Wikipedia



Wikipedia

Wikipedia could become the central knowledge repository for the information people need to reach the Sustainable Development Goals. Wikipedia is uniquely placed to fulfill this role, it has the audience, infrastructure and diversity of languages to reach a global audience.

Wikipedia is one of the most used educational resources in the world, it has [50 million articles across 300 languages](#), which are read [20 billion times a month by 500 million people](#), it appears on the first page of Google for around [99% of searches results](#) and is reused on YouTube, Facebook, Siri, Alexa and others. Wikipedia is a global resource, built by a worldwide community of 100,000 volunteers, it is free to contribute to and free to use. It is the only website in the top 100 operated as a non-profit.

"Wikipedia is why, even though I spent most of my adult life out of school as a refugee, when I finally got to a safe place and into a university I was able not only to compete with my peers, but to excel."

[Ali, United States](#)

Wikipedia is playing a large role in [SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all](#) and by 2030 aims to [collect knowledge that fully represents human diversity](#). Wikipedia has a high level of trust in many countries (i.e. [higher than the BBC in the UK](#)) and seen as a neutral source in an increasingly polarised media environment. It is [combating misinformation and disinformation](#) about [COVID-19](#) and [other topics](#) on both Wikipedia and on social media sites like [Facebook](#) and [YouTube who use Wikipedia to flag false information](#). It compliments other media literacy campaigns like the UN's [Verified](#).

Sharing content on Wikipedia makes resources available and accessible to a much wider audience. Wikipedia uses [an open license](#), meaning all content is available for everyone to use and build upon. By sharing resources under open access on Wikipedia, the UN will show best practice and encourage an open culture of sharing in the areas where it works. The Wikimedia Foundation (a charity that helps run Wikipedia) joined [UNESCO's Global Education Coalition](#).

[A review of all empirical research on Open Educational Resources](#) (OERs) found that 'across multiple studies in various settings, students consistently reported that they faced financial difficulties and that OERs provided a financial benefit to them.'

Approach

Whilst Wikipedia has a huge audience and volume of information it is estimated Wikipedia could [cover over 100 million topics](#). It still has large gaps in areas needed to fulfil especially around the SDGs including gender, human rights, climate change and sustainable agriculture, especially in less well developed language versions. For example, [less than 20% of biographies on Wikipedia are about women](#).

This project will increase the amount of knowledge available for understanding and solving the SDGs on Wikipedia and sources which use content from Wikipedia. We will achieve this through:

1. **Work with UN agencies to share their knowledge and content on Wikipedia** including text, images and data using the processes we have established at UNESCO. Help them adopt Open Access and open licenses so their knowledge can be shared on Wikipedia and more widely.
2. **Work with UN agencies and delegations to map topics missing from Wikipedia** by collating data related to SDG topics, then work with the Wikipedia community to create the content.
3. **Build long lasting relationships between the UN, other knowledge holders and the Wikipedia community** to help them continue working together beyond the scope and timeframe of this project.
4. **Build the infrastructure needed to support communities to share their knowledge on Wikipedia.** Create the processes and documentation to help all organisations with high quality information to share their knowledge on Wikipedia.

The UN system is joining 100s of organisations who work with Wikipedia to share their knowledge. Over the past 4 years UNESCO and Wikipedia have [built successful models, prototypes and relationships](#) with other agencies to show the value of the UN and Wikipedia working together.

1, Work with UN agencies to share their knowledge and content on Wikipedia

To address the gap in knowledge on Wikipedia and the lack of readership of UN content (World Bank) we will work with agencies to share their text, images and data on Wikipedia using the processes we have established at UNESCO. We will help them adopt Open Access and open licenses so their knowledge can be shared on Wikipedia and more widely.

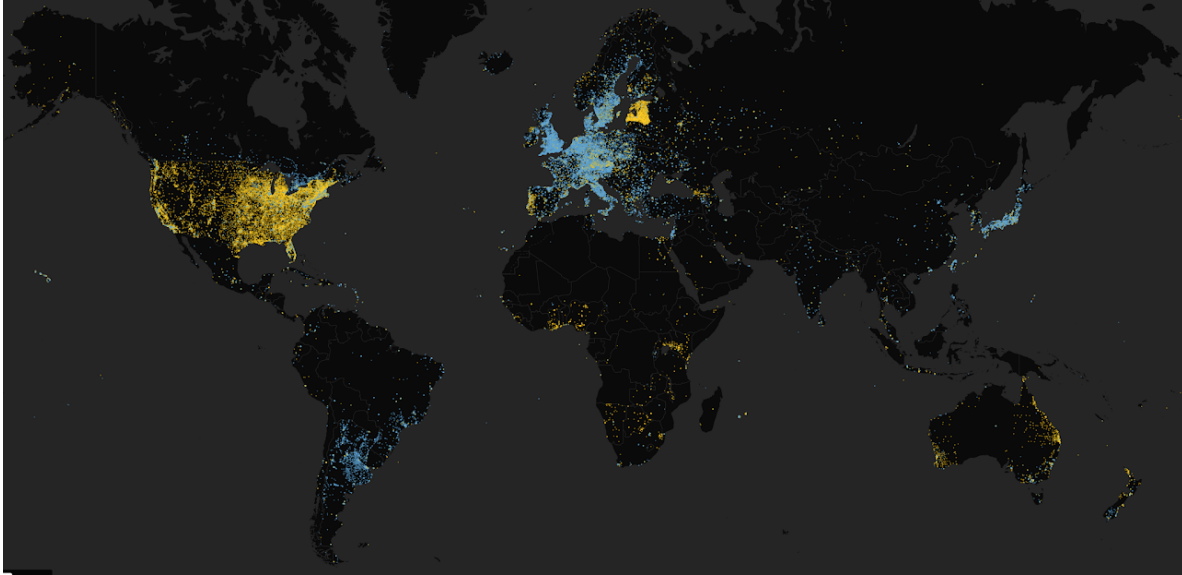
Previous work: Knowledge and resources from UNESCO, UNFPA, UN Women, [UN Women](#), [OHCHR](#), FAO, and other agencies are now viewed 10s of millions of times per month on Wikipedia. Wikipedia [has been one of the main sources of knowledge about COVID-19](#). UN Women, UNFPA World Health Organization, and UNESCO have collaborated with Wikipedia to bring their knowledge about the impact of COVID-19 to 10,000s of people per day.

2. Work with UN agencies and delegations to map topics missing from Wikipedia

To be able to offer all the information needed to achieve the SDGs we first need to map information missing from Wikipedia. We will work with expert organisations to collate data related to SDG topics and then work with the Wikipedia community to create the content.

Collating the data on Wikipedia will make it available to build tools to make significant progress towards the SDGs e.g a database of women experts for use by journalists (only 1 in 5 experts interviewed by journalists are women).

Previous work: Wikipedia and UNESCO delegations are [collaborating to collate the first worldwide map of cultural heritage institutions](#) and have increased the number of cultural heritage institutions covered on Wikipedia from 50,000 to 85,000. We worked with the Icelandic delegation and Icelandic institutions to collate an extensive database of Icelandic women to understand who is missing from Wikipedia.



[Worldwide cultural heritage institutions \(yellow items were added as part of the project\) click for a prototype interactive map](#)

3, Build long lasting relationships between the UN, other knowledge holders and the Wikipedia community

To reach our goals and to continue the benefits beyond the scope of this project funding we must expand on the relationships we have built between the UN, their partners, the Wikipedia community and the wider open education sector to create long lasting sustainable relationships. Sustainable Development communication is most effective when reflected in local languages and describing local issues. Building connections will allow for local contexts and topic expertise will be very important for the project to create content that connects Wikipedia's readers with local and international action.

Previous work: we have built connections with most UN agencies, we have created plans of work and run projects with UNESCO, UNFPA, UN Women, [UN Women](#), [OHCHR](#) and FAO.

4. Build the infrastructure needed to support communities to share their knowledge on Wikipedia

Wikipedia's goal is to provide '[the sum of all human knowledge](#)' which needs contributions from all groups including underrepresented communities and people with expert knowledge.

We will build the documentation, tools and other infrastructure needed to achieve our goals and allow people to share their knowledge on Wikipedia.

Previous work: Built [a space for all UN agencies and IGOs to share their content on Wikipedia](#), [a process to add open license text into Wikipedia](#) and a significant amount of documentation on how to import [\(1,2,3,4\)](#) and use data [\(1,2,3,4,5\)](#) in Wikipedia and describe the value of sharing knowledge on Wikipedia [\(1\)](#).

The benefits to this approach

Wikipedia can provide the awareness, knowledge, establish personal connections to the topics and a sense of agency to catalyse work on the SDGs, increasing both the effectiveness and the number of people who directly

participate in solving the SDGs. Wikipedia is uniquely placed to fulfill this role, it has the audience, infrastructure and diversity of languages to reach a global audience.

There will be no costs to host the content after the project has finished because it will persist on Wikipedia. The Wikipedia community will keep the information up to date and translate it into more languages.

UNESCO will act as a central hub for this work, UNESCO is the lead agency on SDG 4, it has a mandate to promote open access and is leading work on disinformation including on [climate change](#), [election issues and](#) combatting [COVID-19](#). It has done significant work on understanding educational resources needed to achieve the SDGs including [mapping the learning objectives](#).

Beneficiaries

Benefits to [major groups and other stakeholders \(MGoS\)](#) working towards the SDGs:

<https://www.opensocietyfoundations.org/grants>

- [Democratic Practice](#)
- [Early Childhood and Education](#)
- [Economic Equity and Justice](#)
- [Equality and Antidiscrimination](#)
- [Health and Rights](#)
- [Higher Education](#)
- [Human Rights Movements and Institutions](#)
- [Information and Digital Rights](#)
- [Journalism](#)
- [Justice Reform and the Rule of Law](#)

Businesses and industry: ?? research and development

Children and youth: ??access to educational materials, COVID pandemic impact on education

Farmers: educational material especially sustainable farming practices , FAO

Indigenous peoples: ? 370 million Indigenous Peoples of 5000 different groups better access to education, historically underserved ?? constitute about 5% of the world's population, yet account for about 15% of the world's poor. Share their knowledge with the world, historically underserved by education ??? poorly served by technology, lack of keyboards and other ?? in their native languages.

Local authorities: ??? read the outline ???

Non Governmental Organisations: ?Wikipedia paywalled or hard to find information

Scientific and technological community: ?data useful for research, research tools, Wikipedia is widely used by students and academics, paywalled journal articles

Women: ?representation, access to education,

Workers and trade unions: ? TVET, skills

Benefits to other groups

Organisations and individuals who are working towards the SDGs: ?? Wikipedia paywalled or hard to find

Individuals and their education who have low education time or lower education levels, both because of accessibility (both in terms of easy to find and style of content) and language diversity

Democratic process: So it's a key goal for putting pressure into political systems and achieving accountability to bridge the gap between experts and voters and Wikipedia can achieve that because it is

Organisations with knowledge need to fulfill the SDGs: build tools, show best practice

Wikipedia: ??Wikipedia aims to [collect knowledge that fully represents human diversity](#), the UN, their partners hold a huge amount of this knowledge and many of the connections to share ??indigenous knowledge

Governments: The UNESCO OER recommendation sets out commitments to share their educational material under an open license, allow this knowledge to ?? the infrastructure we create will allow them to reach a very wide audience on Wikipedia.

United Nations: UN moving towards OA, mandate to educational ??

look at any stats or research on readership diversity in terms of education or income, and it would also make sense to compare that with any stats about agency within political processes e.g. class / income as a factor in political participation

Work done already

Show maturity and value with examples, use slide show and do blog post which includes PIAM stuff and TED talk

Cost

The network of small charities who support Wikipedia do not currently have the capacity or funding to work with a large system like the UN. We need the funding to build a team to facilitate sharing of accurate knowledge and information to provide information people will need to reach the Sustainable Development Goals using [the learning objectives UNESCO has identified](#).

Models

- 1 person per SDG + technical people + issues affecting many SDGs eg COVID, human rights
- 1 person per agency

Phases

- Expand the remit and budget of the publishing team to allow it to pilot moving to a WP first or WP online approach
- Achieving the mission

Background information

To do

[Working document for research, questions, notes etc](#)