



Berner Fachhochschule
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Providing «Free» Access to Cultural Heritage

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Introducing OpenGLAM

- OpenGLAM Principles
- OpenGLAM in Switzerland

OpenGLAM - Motivation

- ▶ **Engage global audiences** (*go where the people are!*)
- ▶ **Improve the discoverability and inter-connection of collections**
- ▶ **Create new possibilities for participation by users / visitors**
- ▶ **Facilitate the re-use of heritage items and the information about them**

The 5 OpenGLAM Principles

1. **Release digital information about the artefacts (metadata) into the public domain** using an appropriate legal tool such as the Creative Commons Zero Waiver.
2. **Keep digital representations of works** for which copyright has expired (public domain) **in the public domain** by not adding new rights to them.
3. When publishing data **make an explicit and robust statement** of your wishes and expectations with respect to reuse and repurposing [...]
4. When publishing data **use open file formats** which are machine-readable.
5. Opportunities to **engage audiences in novel ways** on the web should be pursued.

Full version with examples: <http://openglam.org/principles/>

OpenGLAM CH Working Group

- ▶ **Working Group of the opendata.ch Association**
- ▶ **Goal:**
 - ▶ Promote and facilitate the implementation of the OpenGLAM Principles in Switzerland
- ▶ **Members:**
 - ▶ Representatives of NGOs (*open data / free knowledge advocates*)
 - ▶ Representatives of heritage institutions
 - ▶ Representatives from the research and educational sector
 - ▶ *The working group is open to new members! Feel free to join us!*
- ▶ **Website:**
 - ▶ <http://openglam.ch>

How can libraries contribute to OpenGLAM?

Respect the public domain and facilitate access to it



- ▶ Put reproductions of «your» public domain works on the Internet in high resolution formats and mark them as «public domain» works, so that others can re-use them and build upon them!
- ▶ In case of doubt regarding the legal situation, consult the Public Domain FAQ (Swiss Federal Institute of Intellectual Property):
 - ▶ *“If a work is in the public domain, it can be used in any way desired – this means reproduced (copied), edited, distributed, etc. – without permission.”*
 - ▶ *“The individuality required for copyright protection is commonly lacking for reproductions which are as true as possible to the original.”*
 - ▶ *“If a person or institution knows that a work is in the public domain and still claims copyright to it, this is so-called intentional deception.”*

Source: <https://www.ige.ch/en/service/frequently-asked-questions/copyrights/public-domain.html>

Apply «free» copyright licenses to your content

- ▶ Apply «free» copyright licenses to:
 - ▶ biographical information
 - ▶ publications referring to your collections
 - ▶ any other type of content that others may want to re-use
- ▶ Creative Commons offers two possibilities to «freely» license **copyrighted content** (note: «free» as in «freedom» not as in «beer»):



www.creativecommons.org

- ▶ Avoid using «non commercial» or «no derivative» restrictions
- ▶ Use the Creative Commons Zero Waiver to publish your **metadata**



Make your data/content available through open data/content platforms

▶ Metadata Aggregators

- ▶ Europeana
- ▶ Archives Portal Europe
- ▶ International Inventory of Musical Sources
- ▶ Swiss Open Government Data Portal



▶ Content Platforms

- ▶ Wikimedia Commons
- ▶ Flickr – The Commons
- ▶ Internet Archive



Cooperate with the Wikipedia/Wikimedia Community



"We are doing the **same** thing,
for the **same** reason,
for the **same** people,
in the **same** medium.

Let's do it together!!

Liam Wyatt

There are many ways to cooperate with the Wikipedia/Wikimedia Community...

- ▶ Facilitating discovery and/or photography
 - ▶ guided tours
 - ▶ backstage passes
 - ▶ «Ask a Librarian!»
- ▶ Content donations / content partnerships
- ▶ Article improvement
 - ▶ writing challenges
 - ▶ edit-a-thons
- ▶ Enhancing the visibility of a GLAM's collection in Wikipedia
 - ▶ creating/completing articles
 - ▶ referencing GLAM content in Wikipedia articles
- ▶ Wikipedians in Residence as boundary spanners
- ▶ Student programs / internships focusing on Wikipedia
- ▶ Joint digitization / transcription projects

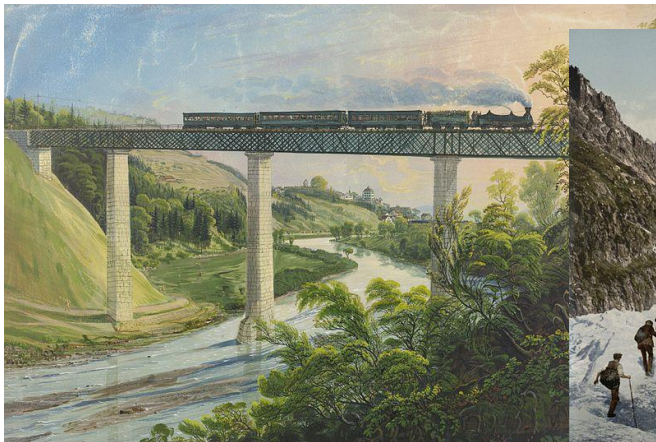
- ▶ **Come up with your own ideas and tell us about them!**

Measure the impact and talk about it...

- ▶ In March and April 2013 Zentralbibliothek Zürich uploaded ca. 100 images from their prints and photography collection to Wikimedia Commons
 - ▶ By the end of April 2014, 56 out of 96 uploaded files (58%) have been used in 159 Wikipedia articles belonging to 42 different language versions of Wikipedia
 - ▶ In April 2014 these 159 Wikipedia articles were viewed over 500'000 times

Source: <http://tools.wmflabs.org/glamtools/baglama2/>

WP-de: Schweizerische Nordostbahn



The Iron Bridge across the Thur, view from east from Regensdorf, 1857. Jakob Eggli, Public Domain (Wikimedia Commons).

WP-fr: Chamonix-Mont-Blanc;
Recul des glaciers depuis 1850



Chamonix. Crossing the Sea of Ice, between 1902 and 1904. Anonymous artist, Public Domain (Wikimedia Commons).

WP-ru: Шестизвонье



Zürich, Sechseläuten fire around 1900. Anonymous artist, Public Domain (Wikimedia Commons).

Cooperate with the Open Data Community



{ CODING }
{ DAVINCI }

Der Kultur-Hackathon

26./27. April, 5./6. Juli 2014

Let us organize a Cultural Data Hackathon in Switzerland!

© <http://codingdavinci.de/>

Thank you for your attention!

- Any questions?

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Further Information:

- ▶ OpenGLAM.ch
(Website of the OpenGLAM CH Working Group)
- ▶ glamwiki.org
(Website of the international GLAM-Wiki-Community)