

My parents went on their honeymoon, and the rest is history

the Pikiwiki project as an example of enhancing outreach



The marketplace in Jericho, West Bank, July 1967

Taken by David and Henia Kamir on their honeymoon



It all started with a cup of coffee...



Julius Schorzman, CC-by-sa, http://commons.wikimedia.org/wiki/File:A_small_cup_of_coffee.JPG

Elef Millim project

**Fieldtrips of Wikipedians with cameras,
taking free-licensed images of sites in Israel**



Wikimedia Commons

Israeli Wikimedians were not alien to the Commons, which already included a great deal of images from Israel. And yet the Commons has several significant disadvantages:

1. It is international – there are a lot of information and license tags irrelevant and even confusing to certain users from a certain place.
2. It is primarily based upon the idea that photographers submit their own works. It does not cater well for cases in which a third party collect an image from a contributor and upload it on the copyright holder's behalf.



Wikimedia Commons

3. It is not flexible enough to allow special pages or designs as a "reward" to contributing archive .

4. It cannot provide special localized system of categorization, e.g. "images related to high schools official curriculum".

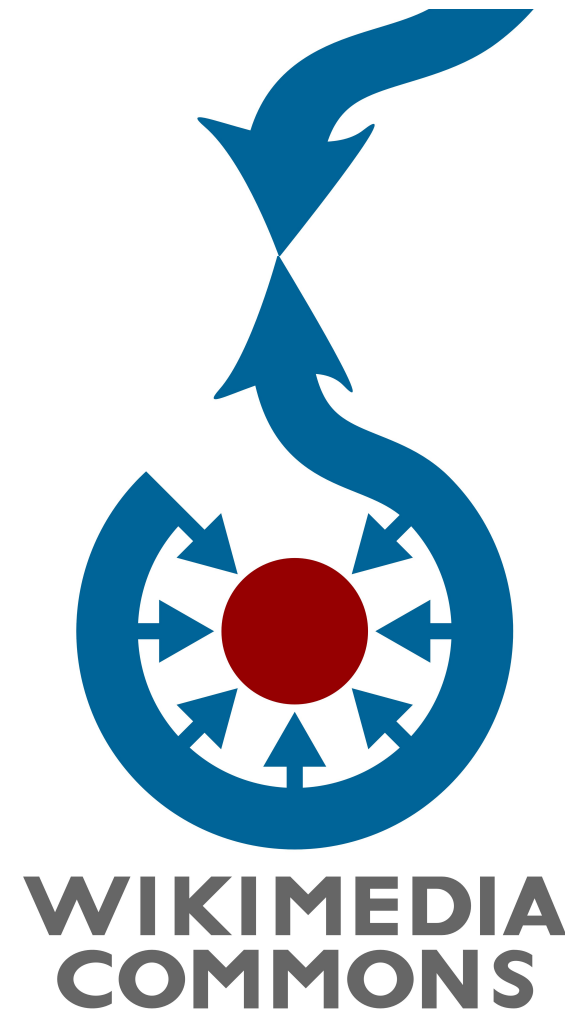
5. It has a Hebrew interface, but it does not cater for all issues of "language barrier", e.g. a special design for RTL-direction languages, communication in Hebrew with administrators etc.

6. Commons' administrators are often unaware of local nuances of copyright laws and regulations.



So, did we give up on the Commons?

Quite the contrary. Actually "Pikiwiki" serves as an alternative localized interface to the Commons, and the "Pikiwiki" team is merely a mediator to facilitate image contributions from Israel to the Commons. The images go through extra "stations" on their way to the Commons, but eventually they land on the Commons and saved only there.





Wikimedia Israel -

Initiative, volunteers, storage space (through Commons), experience in free-content projects, public relations, coordination with the Commons and WMF

Israel Internet Association -

Most budget, administrative team, legal consult, logistic consult, public relations

Center for Educational Technology -

Part of the budget, public relations, contact with schools and teachers

Significant achievements (so far)



Currently our main success is reaching out to archives of images in small communities, such as kibbutzim (communal villages), smaller towns and private collections of free-content adherents. Currently we still aim at making “Pikiwiki” a popular project that receives small contributions from many Israelis, however we constantly looking for public archives that wish to share their treasures freely.

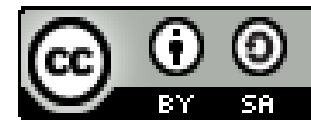


Pikiwiki's tag cloud. The biggest tag is “Gan Shmuel”, the name of an Israeli Kibbutz which contributed a great deal of its image archive to the project.

The copyrights waiver

Contributors to “Pikiwiki” must register on the project's website. Registration requires an online confirmation of a statement (in Hebrew), which was phrased by a legal counselor, and includes the following:

1. Assertion that the contributor is over 18 or has her/his parents' consent to use the site.
2. Assertion that the contributor owns all copyrights of the images s/he intent to upload or know they are in the public domain.
3. Declaration that the uploaded images will be released to the public domain or under the Israeli-Hebrew version of cc-by-sa 2.5, once they are published on the site.
4. Assertion that there are no legal limitations on publishing the uploaded images.



הצהרת הנרשם לאתר פיקיוויקי

*ההצהרה מתייחסת לשני המינים. הניסוח בלשון זכר הינו מטעמי נוחות בלבד.

*במידה וגילך נמוך מ-18 שנים, עליך לקבל תחילה את אישור הורייך או אפוטרופוסך החוקי, בטרם תמסור תכנים לפרסום באתר. אישור זה ימסר בעת ההרשמה לאתר.

הנני לאשר כי:

הנני בעל מלוא זכויות היוצרים בתכנים אשר אעלה לאתר – לרבות הזכות להעתיקם, לפרסמם, לבצעם בפומבי, לשדרם ולהעמידם לרשות הציבור, או שיש בידי רישיון מתאים מבעלי זכויות היוצרים לבצע את כל הפעולות האלה בלי הגבלה, או שהתכנים שאעלה לאתר מצויים בנחלת הכלל. (Public Domain).

במסירת התכנים לפרסום באתר אני מקנה למשתמשים רישיון מסוג Creative Commons ישראל ייחוס 2.5, שעיקריו - חופש לעבד את התכנים, להעתיקם ולהעבירם לאחרים, אך בכפוף לחובת ייחוס היצירה באופן המצוין על-ידי כבעל בעל זכויות היוצרים (מתן קרדיט).

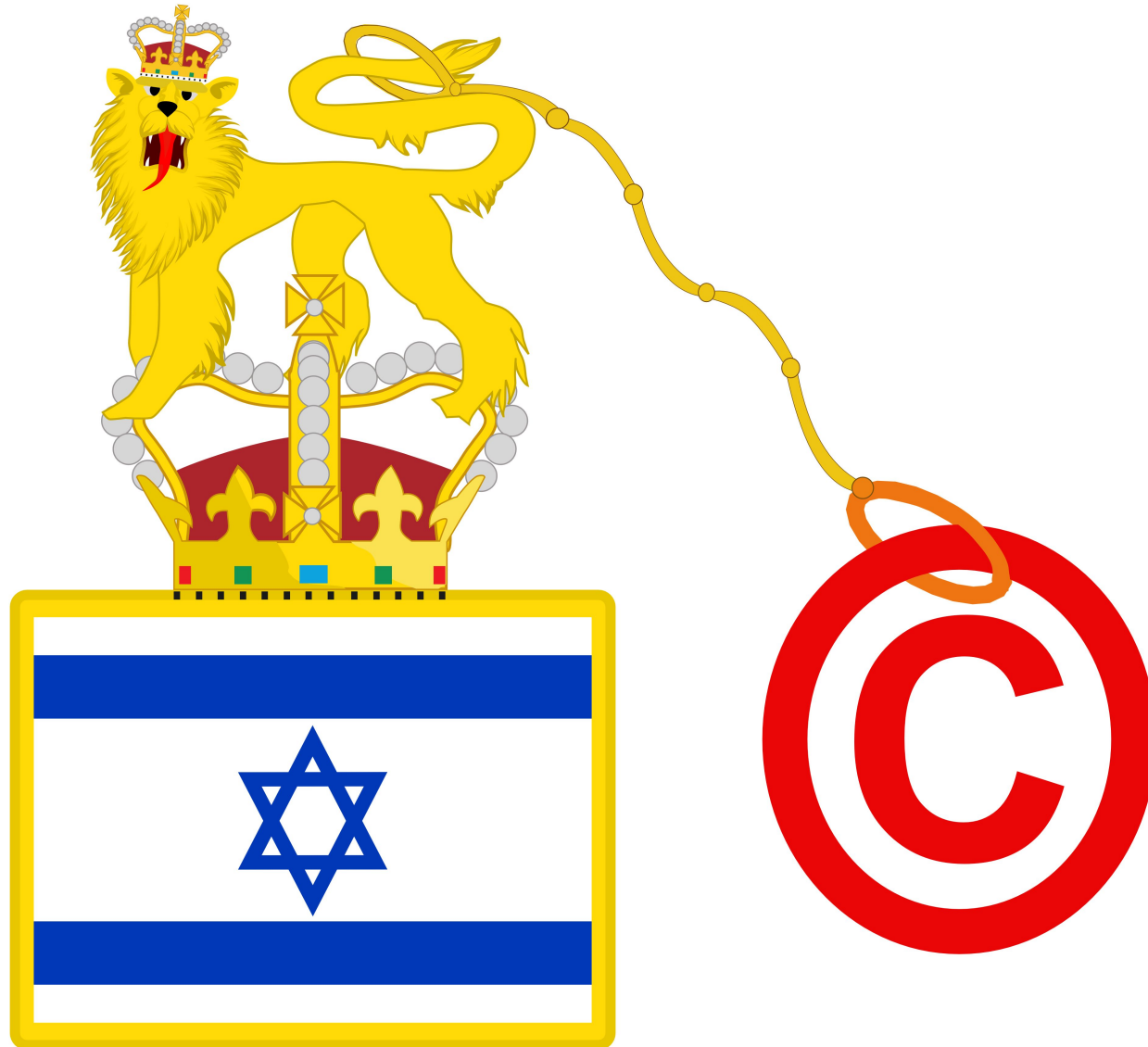
אני מודע לכך כי, חלה עלי האחריות המלאה והבלעדית לכל תוצאה שתנבע מתכנים שאמסור לפרסום באתר ומצהיר כי אקפיד על חוקיות התכנים.

כמו כן, אני מצהיר כי קראתי את תנאי השימוש המפורטים של אתר פיקיוויקי ואני מאשר אותם.

אישור תנאי השימוש באתר

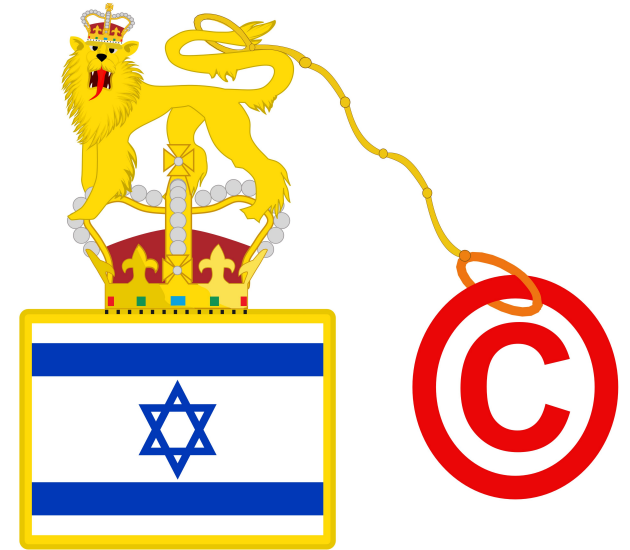
רישום

The Israeli copyright laws and conventions are modeled after the British statute of 1911



Israel's copyright regulations and norms

1. Copyrights can be waived, including moral rights. It is unclear whether a minor can waive her/his copyrights.

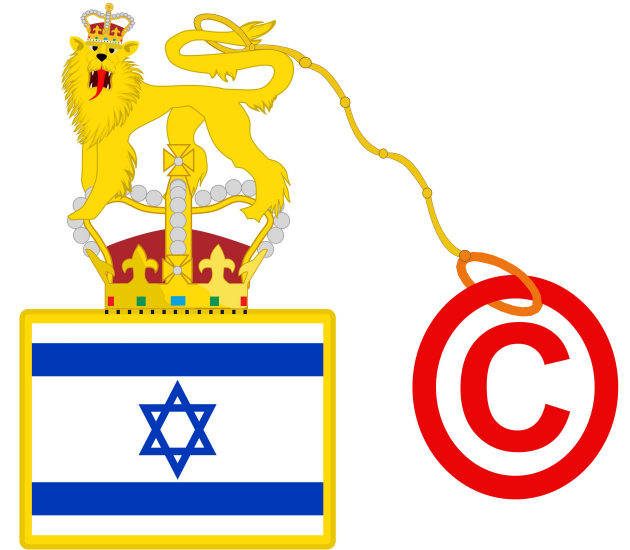


2. Freedom of Panorama exists and includes all kinds of artistic works, as long as they are placed in a public place and are not meant to be reused otherwise.

3. Copyright period for photographs is 50 years. The first owner is the person who owned the negative when the picture was taken. New regulations have been introduced, but will not have practical effect until 2058.

Israel's copyright regulations and norms

4. Crown copyrights – the state is the first owner of works created by civil servants as part of their work. Copyright period is 50 years from the work's creation.



5. General attitude towards copyrights - awareness is relatively weak, and the information provided to the public is often wrong. On the one hand, copyright warnings in official state's websites suggest stricter rules than indicated by the law and by court rulings. On the other hand, the "man in the street" usually assumes that copyrights regulation are laxer than they actually are.

Panorama of Quneitra, Golan Heights, summer of 1967

Contributed by the archive of Kibbutz Merom Golan

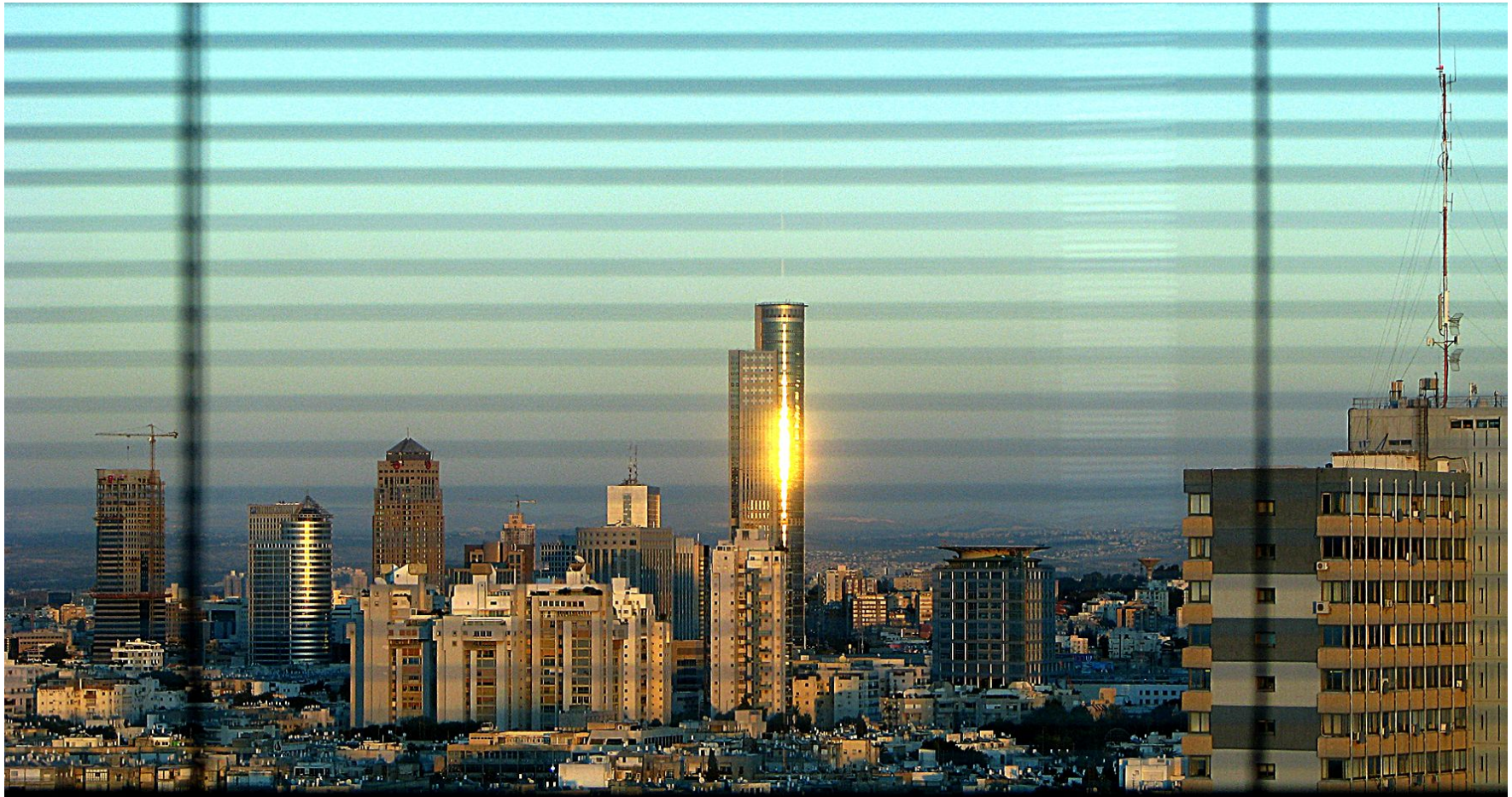


**Chaim Weizmann, the first president of Israel,
in a visit to Joara, on Mt. Carmel, in 1938 (before statehood)
Contribution of the archive of Kibbutz Ein HaShofet**



The center of Tel Aviv at sunset

Contributed by Shifra Levyathan



Tel Aviv old harbor on a stormy day

Contributed by Shifra Levyathan



Haitian and Israeli histories coincide -

Israeli diplomat Yoel Romi meets François Duvalier on his inauguration, 1963

Contributed by his daughter, Shaula Heintner



My parents went on their honeymoon, and the rest is history

the Pikiwiki project as an example of enhancing outreach



This presentation was created using  OpenOffice.org 3

1

"Pikiwiki" is an outreach project initiated by Wikimedia Israel (the Israeli chapter of Wikimedia), the Israel internet Association (the Israeli chapter of ISOC) and the Center for Educational Technology (an Israeli NGO). Its goal is to enrich the pool of free-licensed or public-domain images available to the public for research, study, enjoyment, as a raw material for new creative works, or for any other purpose. Like any outreach project, Pikiwiki is based upon the idea that "being there" for people is not enough – we should go and help people serve our cause. People who can help us improve the access to knowledge are often unaware of the valuable contributions they can offer, or sometimes find it hard to overcome technical and legal issues. Pikiwiki is one of the projects which try to raise people awareness and lift the extra burden in order to better engage the public in our mission.

The marketplace in Jericho, West Bank, July 1967

Taken by David and Henia Kamir on their honeymoon



2

This picture is a good example of how a family album can be an unintended time capsule. It was taken during my parents' honeymoon in July 1967, about a month after the Six Day War, in which the Israeli army captured the West Bank and other territories previously forbidden to Israelis. My parents could not afford a fancy honeymoon, so they decided to visit some nearby historical sites which became accessible unexpectedly. They used a simple black-and-white camera to take some pictures of the small journey. This one was taken in the marketplace of the ancient city of Jericho in the Jordan Valley, the West Bank.

A lot of interesting information can be extracted from this picture, if it is to be taken out of the family album and made available freely and publicly. My parents never thought of claiming copyrights or credit for it anyway. My parents did not publish it until recently because they did not fully realize its public value, **nor did they have convenient technical and legal tools to publish the image and release it to the public domain.**

It all started with a cup of coffee...



Julius Schorzman, CC-by-sa, http://commons.wikimedia.org/wiki/File:A_small_cup_of_coffee.JPG

3

In the spring of 2007, during one of my coffee breaks at work, I told a colleague of mine about our efforts to establish an Israeli chapter of Wikimedia. Apparently I was talking to the right person, because she showed a lot of interest in my story, and told me she volunteers at the Israeli Internet Association. She asked me if we needed any help in establishing the chapter. I told her that the best thing would be to think of new free-content projects which the two organizations can promote together. I also told her about the difficulty in finding free-licensed images of important sites and historical events. She was quite amazed saying that with today's technology people take hundreds of thousands of images without even knowing or caring about the copyright issues. She suggested we ask people to contribute images they have in their family albums, and emphasize the patriotic and educational value of this project in order to grab people's attention and motivate them.

Elef Millim project

**Fieldtrips of Wikipedians with cameras,
taking free-licensed images of sites in Israel**



4

In fact, the Israeli Wikipedians started to act in order to enrich the repository of Israeli-related free-licensed images long before my coffee-break talk with the ISOC-IL volunteer. The most notable project of this kind is the Elef Millim project (the meaning of the name is either “a thousand words” or “a thousand miles”). This project was initiated by Rotem Danzig and it is led today by Deror Lin. It is a series of field trips held every few months, each time to a different location in Israel. The participants take their cameras with them and publish the images on the Commons under a free license. Despite the success of this project, it is limited in the sense that it produces only images of contemporary views, and locations which are easily accessible.

Wikimedia Commons

Israeli Wikimedians were not alien to the Commons, which already included a great deal of images from Israel. And yet the Commons has several significant disadvantages:

1. It is international – there are a lot of information and license tags irrelevant and even confusing to certain users from a certain place.
2. It is primarily based upon the idea that photographers submit their own works. It does not cater well for cases in which a third party collect an image from a contributor and upload it on the copyright holder's behalf.



5

One might argue why there is a need to the "Pikiwiki" project, when the Wikimedia Commons project already exists, and attracts many Israeli free-content adherents. There are several reasons for that, detailed in this slide and the next one. An important thing to bear in mind is that while an international project has many advantages, outreach is much more efficient when people feel strong attachment to a project, hence the need for localization. People want to feel they contribute **to their own community or country**, and they want **to feel at home** when they contribute to a project. Translating the interface of a project's site is only part of the effort to create such a feeling. Localization is more than just translation, and it is a major element of outreach.

Wikimedia Commons

3. It is not flexible enough to allow special pages or designs as a "reward" to contributing archive .
4. It cannot provide special localized system of categorization, e.g. "images related to high schools official curriculum".
5. It has a Hebrew interface, but it does not cater for all issues of "language barrier", e.g. a special design for RTL-direction languages, communication in Hebrew with administrators etc.
6. Commons' administrators are often unaware of local nuances of copyright laws and regulations.



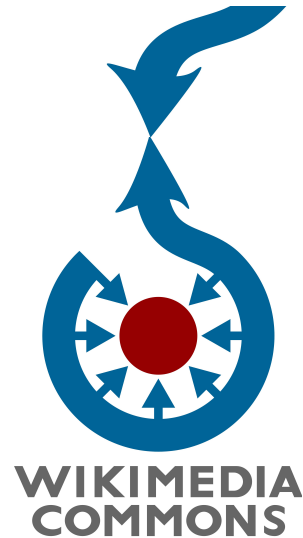
6

It is worth while elaborating a bit about the last point in this slide: the Wikimedia Commons is administrated by an international team that does its best to follow local rules and statutes, and make sure that contributions are legitimate, but it cannot be acquainted with all the different regulations written in so many languages around the world. Pikiwiki is not only a localized interface but it also provides a local team that can mediate between the local public and the international Wikimedia Commons' team whenever a question of legitimacy arises.

So, did we give up on the Commons?

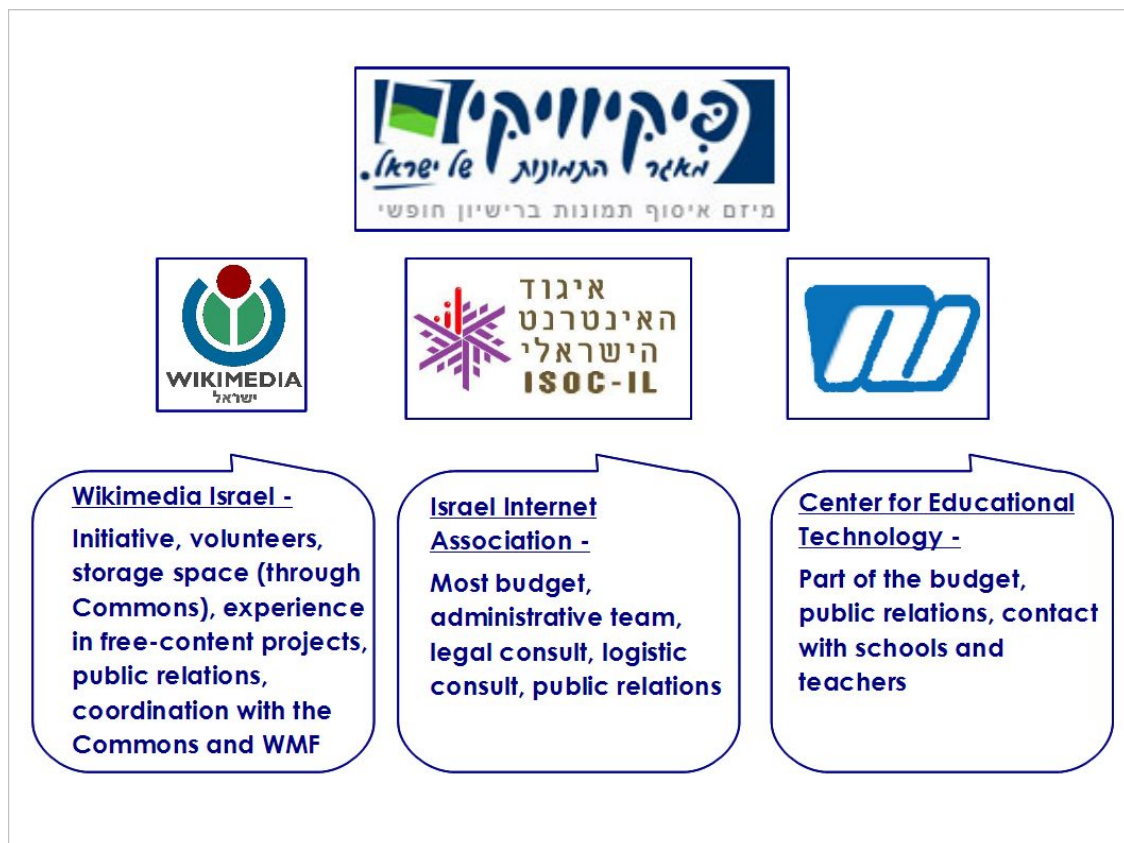


Quite the contrary. Actually "Pikiwiki" serves as an alternative localized interface to the Commons, and the "Pikiwiki" team is merely a mediator to facilitate image contributions from Israel to the Commons. The images go through extra "stations" on their way to the Commons, but eventually they land on the Commons and saved only there.



7

To sum it up – "Pikiwiki" is not a website or a project in its own right. It is not an alternative to Wikimedia Commons, as all images are stored on the Commons. The local servers hold the images only for a short period until they are uploaded onto the Commons' servers. On the other hand, it is not merely a localized interface of Wikimedia Commons. **It is supposed to be a station between the Israeli public and the international Wikimedia Commons, a station which we feel is much needed in order to increase public engagement in our mission to enrich the pool of free accessible images.**



“Pikiwiki” is a cooperation of three Israeli NGOs. It was conceived and planned by Wikimedia Israel and the Israeli Internet Association (ISOC-IL), while the Center for Educational Technology (CET) joined it in its early stages. Most of the budget is provided by ISOC-IL, but a portion is provided by CET. The budget is used for hiring a small team made of a project manager, a programmer and a contact person to archives and volunteers. The budget is also used for buying required facilities, such as scanners and for covering volunteer's expenses (transportation etc). ISOC-IL is the the team's employer, and also caters for legal counseling and public relations. Wikimedia Israel is responsible for recruiting volunteers, public relations and caters for the contacts with Wikimedia Commons. CET is responsible for engaging schools and educational institutes in the project.

Significant achievements (so far)



Currently our main success is reaching out to archives of images in small communities, such as kibbutzim (communal villages), smaller towns and private collections of free-content adherents. Currently we still aim at making “Pikiwiki” a popular project that receives small contributions from many Israelis, however we constantly looking for public archives that wish to share their treasures freely.

צמחים ים נאות מרדכי קיץ
השומר הצעיר ניר-עם קרית
אתא יפו פרחים קיבוץ רמת
הגולן יום העצמאות פתח
תקוה עצים תל אביב גליל
חקלאות ילדים עין החורש
חיפה ראשון-לציון Mitzpeh
Hilla ביכורים מזיאון
ראשון-לציון
גן-שמואל
ירושלים תחרות 2009
רחובות נתניה גליל עליון טכס
מצפה הילה ראשון לציון
ישראל תל-אביב חדרה עין
השופט גת מים

Pikiwiki's tag cloud. The biggest tag is “Gan Shmuel”, the name of an Israeli Kibbutz which contributed a great deal of its image archive to the project.

Archives of small communities have special interest in publishing their images through free-content projects such as “Pikiwiki”. Not only are they not concerned about losing revenues or visitors (whether this concern is real or imaginary), they can actually benefit from scanning their images and uploading them onto the Internet, and they have no reason to consider the free license policy a problem of any sort. About 5 months after the project's official launch, our main achievement is engaging image archives of small communities, especially those of Kibbutzim (communal villages). In this case the free-content policy is even considered an advantage from the ideological perspective. Nevertheless, there are many free-content adherents who contribute enthusiastically even among those who do not subscribe to the ideology of the kibbutzim.

The copyrights waiver

Contributors to “Pikiwiki” must register on the project's website. Registration requires an online confirmation of a statement (in Hebrew), which was phrased by a legal counselor, and includes the following:

1. Assertion that the contributor is over 18 or has her/his parents' consent to use the site.
2. Assertion that the contributor owns all copyrights of the images s/he intent to upload or know they are in the public domain.
3. Declaration that the uploaded images will be released to the public domain or under the Israeli-Hebrew version of cc-by-sa 2.5, once they are published on the site.
4. Assertion that there are no legal limitations on publishing the uploaded images.



הצהרת הנרשם לאתר פיקיוויקי
*הצהרה מתייחסת לשני המינים. הניסוח בלשון זכר הינו מטעמי נוחות בלבד.
*במידה וגילך נמוך מ-18 שנים, עליך לקבל תחילה את אישור הוררך או אפוטרופוסך החוקי. בטרם תמסור תכנים לפרסום באתר. אישור זה ימסר בעת ההרשמה לאתר. הנני לאשר כי:
הנני בעל מלוא זכויות היוצרים בתכנים אשר אעלה לאתר – לרבות הזכות להעתיקם, לפרסמם, לבעדם בפומבי, לשרדם ולהעמידם לרשות הציבור, או שיש בידי רישיון מתאים מבעלי זכויות היוצרים לבעד את כל הפעולות האלה בלי הגבלה, או שהתכנים שאעלה לאתר מצויים בנחלת הכלל (Public Domain).
במסירת התכנים לפרסום באתר אני מקנה למשתמשים רישיון מסוג Creative Commons ישראל 2.5, שיקירו - חופש לעבד את התכנים, להעתיקם ולהעבירם לאחרים, אך בכפוף לחובת ייחוס היצירה באופן המצוין על-ידי כבעל בעל זכויות היוצרים (מתן קרדיט).
אני מודע לכך, כי חלה עלי האחריות המלאה והבלעדית לכל תוצאה שתובע מתכנים שאמסור לפרסום באתר ומצהיר כי אקפיד על חוקיות התכנים.
כמו כן, אני מצהיר כי קראתי את תנאי השימוש המפורטים של אתר פיקיוויקי ואני מאשר אותם.

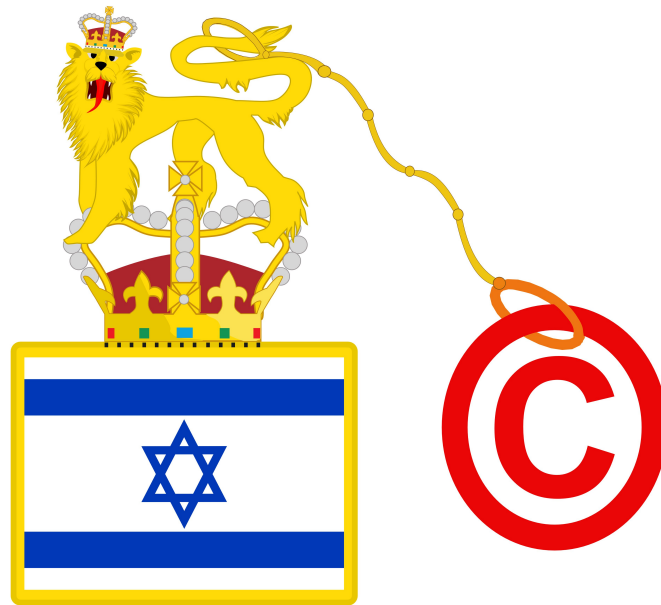
אישור תנאי השימוש באתר

השוח

Uploading images to “Pikiwiki” requires registration on its website, and the registration process requires and online signing of a statement in which the contributor asserts that s/he is the copyright owner of the pictures to be uploaded, or that s/he knows that they are in the public domain. In case he is the copyright owner s/he confirms that s/he waives copyrights completely or adopts the Israeli-Hebrew version of cc-by-sa 2.5 (v. 3.0 has not been Israeli-localized yet). This statement was phrased by ISOC-IL's legal counsel and it is legally binding in Israel and through international conventions and arrangements, in most other countries too. When the images are transferred to the Commons they are already in the public domain or under cc-by-sa.

The Israeli law is unclear as to whether underage can waive their own copyrights. Therefore, the contributor has to state that s/he is over 18, or has an explicit permission from his parents.

**The Israeli copyright laws and conventions
are modeled after the British statute of 1911**



11

The “Pikiwiki” project involves some important legal aspects of copyrights. The following explanation and slides provide some background for this issue.

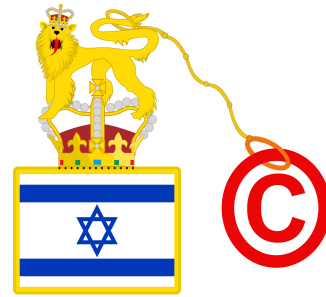
The Israeli copyright law is modeled after the British 1911 Copyright Act. This is due to the fact that Israel adopted the legal system of the British Mandate of Palestine, the political entity which governed its territory before the State was declared. The Israeli courts are free to interpret the British Mandate laws independently, and they are not bound to the legal interpretation suggested by the UK judiciary. Furthermore, the Knesset (the Israeli parliament) has the authority to repeal, amend or replace British Mandate statutes and regulations. The copyright statute was indeed replaced in 2008 by a new statute approved by the Knesset, however this new statute also resembles the 1911 British Copyright Act, as the norms and status quo which emerge from it are already embedded in the Israeli society.

Israel's copyright regulations and norms

1. Copyrights can be waived, including moral rights. It is unclear whether a minor can waive her/his copyrights.

2. Freedom of Panorama exists and includes all kinds of artistic works, as long as they are placed in a public place and are not meant to be reused otherwise.

3. Copyright period for photographs is 50 years. The first owner is the person who owned the negative when the picture was taken. New regulations have been introduced, but will not have practical effect until 2058.



12

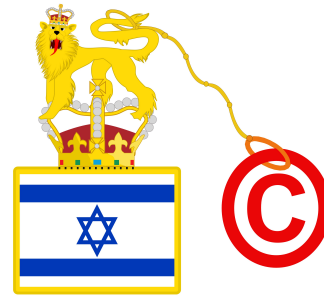
The Israeli law allows an adult (over 18) to waive or transfer all copyrights s/he owns including moral rights.

Freedom of Panorama is very liberal in comparison to other countries. Practically any creative work which is placed in a public place, and is not intended to be displayed otherwise, can be photographed or sketched.

The 3rd point mentioned in this slide, regarding the first owner of copyrights on photographs and their copyright period, is valid only for pictures taken before 25 May 2008, when the new copyright statute was enacted. Since many pictures are taken these days without an actual film, the new law defines the first copyright owner differently, but the actual meaning remains almost the same. The copyright period of photographs taken on or after 25 May 2008 is the same as that of any other creative work, namely 70 years after the photographer's death. This change was imposed by the WIPO international convention.

Israel's copyright regulations and norms

4. Crown copyrights – the state is the first owner of works created by civil servants as part of their work. Copyright period is 50 years from the work's creation.



5. General attitude towards copyrights - awareness is relatively weak, and the information provided to the public is often wrong. On the one hand, copyright warnings in official state's websites suggest stricter rules than indicated by the law and by court rulings. On the other hand, the "man in the street" usually assumes that copyrights regulation are laxer than they actually are.

13

Unlike the situation in the US, and in accordance with the situation in Europe, the State of Israel keeps copyrights for works created by civil servants, soldiers and policemen as part of their job, and for works ordered by an official body unless otherwise agreed between the State and the artist. The copyright period for such works is only 50 years from the date on which they were created. Nevertheless, Wikimedia Israel subscribes to the US policy of making tax-payer funded works available to the public immediately without any copyright limitations. Lobbying for this cause would be one of our major, and probably long, projects.

The public attitude towards copyrights in Israel is rather lax, particularly when it comes to state-owned copyrighted material. The State often publishes warnings about copyrights which are much more severe than what the law actually says. However only rarely does the State demand that its legitimate copyrights be honored. A byproduct of "Pikiwiki" may be better public awareness of the dos and don'ts regarding copyrights.

Panorama of Quneitra, Golan Heights, summer of 1967
Contributed by the archive of Kibbutz Merom Golan



14

This slide and the following ones show some interesting pictures we received through the "Pikiwiki" project. This is a panorama image of the Syrian city of Quneitra as seen right after the Six Days War. Quneitra was caught in between the Israeli and Syrian armies during two wars, in 1967 and 1973. This historical image of the city during one of those crucial periods was found in the archive of Kibbutz Merom Golan which regularly contributes images to "Pikiwiki" (this image is under the terms of cc-by-sa 2.5).

**Chaim Weizmann, the first president of Israel,
in a visit to Joara, on Mt. Carmel, in 1938 (before statehood)
Contribution of the archive of Kibbutz Ein HaShofet**



15

These images show Chaim Weizmann, a Zionist leader who became the first president of the State of Israel, in a visit to a small Jewish locale on Mt. Carmel in 1938 (before the State was established). Both images are in the public domain as they were taken more than 50 years ago.

The center of Tel Aviv at sunset
Contributed by Shifra Levyathan



16

This image, and the next one, do not have a significant historical value, but they have an important aesthetic value, and they show the city of Tel Aviv (the major Israeli metropolis) from interesting angles.

This image by Shifra Levyathan (cc-by-sa 2.5) is a panorama of the center of Tel Aviv as taken through the venetian blind of a Tel Aviv office.

Tel Aviv old harbor on a stormy day

Contributed by Shifra Levyathan



17

This is another image by Shifra Levyathan (cc-by-sa 2.5) which shows Tel Aviv's wintery sun penetrates a thick layer of clouds above the old inoperative harbor of Tel Aviv.

Haitian and Israeli histories coincide -

Israeli diplomat Yoel Romi meets François Duvalier on his inauguration, 1963

Contributed by his daughter, Shaula Heintner



18

This image demonstrates how doing for your own community helps other communities as well. While this is an important documentation of Israel's history of foreign relations, it is also very significant for the people of Haiti, as it depicts a crossroad in Haitian history. The image is in the public domain since the copyright owner waived all copyrights.