

Kulturbotschafterinnen und -Kulturbotschafter, a GLAM-approach in Germany, Austria and Switzerland (DACH)

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Kulturbotschafter from Germany



[Link to the Project Page at DE-Wikipedia](#)



Rainer at Wikimania 2016

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Kulturbotschafterinnen und -Kulturbotschafter, a GLAM-approach in Germany, Austria and Switzerland (DACH)

culture of Germany
(Q1979615)

culture
(Q11042)

ambassador (Q121998)

envoy (Q11051391)

civilization (Q8432)

GLAM (Q1030034)

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Romeo and Juliet, Act II, Scene II

Let's not discuss the
name, let's speak about
the concept.

If we like the concept we
can find a better
international name



What is the need for this?



Institutions

The sum of all Knowledge



The Wikiverse

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The Triangle of Communication



Institutions

- Experts
- Hierarchy
- Departments
- Public Relations/
Social Media
- Science/
Research

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Kulturbotschafter

Institutional exchange at eye level



The Wikiverse

- Individuals
- Funny User Names
- unknown expertise
- Meritocracy (standing through 'good' edits)
- Closed Community (even if we try to be not)

no content intervention

support - infrastructure -
trademark owner

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The Kulturbotschafter

- is part of the community
- knows the community
- knows the projects
 - ideally is active in more than one community
- is willing to commit themselves for longer periods
- open to new challenges even in fields beyond their usual interests
- is willing to learn
 - new techniques and features
 - legal backgrounds
 - inner working mechanisms of institutions
 - networks and associations of the institutions
- has the backing of the community AND the Chapter/WMF to represent the Wikimedia projects



!!



embedded
trained
endorsed



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The Kulturbotschafter isn't

- some kind of “Super” Wikimedian
- in it for a fancy title
- granted any special privileges

- to be confused with a Wikipedian in Residence
 - is not linked to a specific institution
 - there is no employment or part-time work

- When there is contact to specific institutions
 - we try to empower the people there to become part of the Wikimedia Community
 - within the constraints of payed editing
 - teach the dos and don'ts



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Thank You



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