

Culture and Safety in Africa.

A communication project based on the scientific research “Mobile Access to Knowledge: Culture and safety in Africa. Documenting and assessing the impact of public art on safety and security”, aiming at improving and correcting the current limited information about developing and emerging countries among the Swiss public.

1. Summary

Information poverty about developing and emerging countries is critical in our society: it negatively influences relationships between individuals at a national and international level, and limits the understanding of our contemporary growing economic, scientific, cultural and political international relationships. Scientific research plays an important role in producing and analyzing content about developing and emerging countries, but this research is not only limitedly accessible to the public, it is also difficult to understand without the necessary background knowledge.

“Culture and Safety in Africa” is a communication project aiming at improving and correcting the current limited information about three African countries among the Swiss public (Cameroon, Angola and South Africa), with a specific emphasis on their cultural and artistic richness. The project is based on the scientific research “Mobile access to knowledge: Culture and safety in Africa. Documenting and assessing the impact of public art on safety and security” and focuses on three Swiss target groups: Wikipedia readers, individuals and institutions working in the field of art and culture, and individuals and institutions working in the field of cooperation and development.

The project engages the Swiss general public by contributing to Wikipedia – the widest online collaborative encyclopedia – with images and articles in Italian, French, German and English. It opens a dialogue with individuals and institutions working in the field of art and culture through an exhibition on the surprisingly extensive production of cultural events and public art of the city of Douala in Cameroon and its remarkable impact on urban transformations and safety; the exhibition features images, texts, artworks and a site-specific sound installation interpreting specifically the scientific results of the research project “Mobile access to knowledge: Culture and safety in Africa”, and it is organized in conjunction with Art Basel, the major gathering of art practitioners in Switzerland. To enhance access to further information on developing and emerging countries, the project leverages the use of open licenses among individuals and institutions working in the field of cooperation and development through two pilot workshops.

The focus on the cultural and artistic richness of developing and emerging countries is part of the scientific research “Mobile access to knowledge: Culture and safety in Africa”, and it is a specific multimedia way to trigger interest and empathy among a public which does not necessarily feel engaged with cooperation and development. At the same time contributing to Wikipedia provides full access to background knowledge in the 400 million readers widest and most used reference website, where individuals and institutions can continue to correct, improve and update information.

2. Project Description

2.1 Context: The need of improving and correcting the current limited information about developing and emerging countries among the Swiss public

Information about developing and emerging countries is still limited and biased (Armstrong et al., 2010; Gebremichael & Jackson, 2006; Obijiofor, 1998). Africa is the least represented continent on the Internet (Graham, 2011; Graham et al., 2011; Ford, 2011); in particular, information about its artistic and cultural richness is not properly acknowledged by the general public, but also by individuals and institutions working in the field of cooperation, development, art and culture (Zijlmans and Van Damme, 2008).

This information poverty has a series of consequences: it influences relationships between individuals at a national and international level, and limits the understanding of research, international cooperation and cultural projects (Fonseca, 2010; Pucciarelli et al., 2013). Furthermore, background knowledge about the world is essential to enhance intercultural dialogue and to address the needs of our current society, made of people with different origins¹, and made of intensively growing economic, cultural and political international relationships (Gillwald, 2010; Merolla, 2012).

Scientific research plays a fundamental role in contributing to collect and produce documentation about developing and emerging countries; more specifically, applied research contributes to the work of institutions working in the field. Scientific researchers publish their results and sometimes produce open data, but the background knowledge they inevitably produce (introductory texts, review of existing sources and data, images, maps) tends to remain on a side: a collateral production, which – differently with original research and research results – does not represent the core of their scientific outcomes. On their side, institutions working in the field of cooperation and development produce punctual research (feasibility studies, analysis of needs, evaluation of projects and programs), communicate about their work and fundraise through campaigns, but the information they collect and produce – once again – tend to remain on a side.

The problem is that original research, scientific results, and the projects and initiatives of institutions working in the field of cooperation and development are very difficult to be understood if background information is limited and biased. How people can understand research and projects in the field of ICT in developing and emerging countries, if they are not aware – for example – that Kenya is an ICT hub where Ushahidi has been invented, the system which collects and visualizes data from the crowd, which is now used extensively on emergency crises? How can they learn from the impact of public art in Africa, if they are not aware that a country like Cameroon has over twenty years of experience in this field, with cutting edge art productions implemented in a context of great complexity? How can they understand the cutting edge art productions of Douala if they are not aware of where is Douala, and how it looks like? Improving the communication of scientific results together with contextual information about developing and emerging countries is essential to reduce the distance between the public and scientific research: it allows the public to understand what this scientific research is about, and why research and cooperation and development projects are needed.

Scientific research and research produced by institutions working in the field of cooperation and development can greatly contribute to increase and improve the current limited and biased information.

¹ In Switzerland, since 1980 the number of foreigners from non-European countries has doubled, reaching the 14,8% of the population: at the end of 2012, 78.200 Swiss residents came from Africa (<http://www.bfs.admin.ch/bfs/portal/en/index/themen/01/07/blank/key/01/01.html>).

Furthermore, communication about developing and emerging countries needs to bridge distances: a focus on art and contemporary art practices can provide a specific entrance point to trigger interest and empathy.

Relationship with the research “Mobile Access to Knowledge: Culture and Safety in Africa”

This proposal is based on the scientific research project “Mobile Access to Knowledge: Culture and safety in Africa. Documenting and assessing the impact of public art on safety and security”, an international, interdisciplinary and comparative research developed in 2010-2014, which has been funded by SNIS, the Swiss Network for International Studies, and has gone through a competitive peer-reviewed evaluation procedure. The project can be outlined along three major points:

1. *Background knowledge.* It has produced and collected documentation about cultural events, public art and safety in three African cities: Douala (Cameroon), Luanda (Angola), and Johannesburg (South Africa). In particular, the following documents have been collected/produced: data and texts about 109 institutions and artworks; around 4'000 images and maps; 9 case studies with in-depth documentation about artworks; interviews; and 3 panoramic reports on the three cities with information about urban development and safety. In Douala, the research has also produced comparative documentation about the image of the city online as well as offline.
2. *Research results.* The research has assessed the impact of cultural events and public art on urban safety in the three concerned cities between 1991 and 2013 through a series of case studies. This analysis represents its main scientific contribution to the field of urban and art studies, but this contribution can only properly address a limited *niche* of experts: cultural institutions working in Africa or with Africa, scholars in the field of contemporary African art and architecture, and donors supporting cultural projects in Africa. The difficulty of communicating the research results relies on the need of framing them within contextual information related to exhibitions and public art in Africa and African urban transformations, and to take into account the limited information related to developing and emerging countries. Such limited info generates stereotypes and preconceptions, which do not easily acknowledge the contemporary dynamic cultural and artistic scene of Africa.
3. *Research approach.* The research has developed and partially applied an approach based on open licenses and the use of open platforms to disseminate its contents. Thanks to the research license, and to the collaboration of the institutions involved in the project, 3'000 images have been made available on Wikimedia Commons, and a bunch of articles in Wikipedia have been edited with content from the research.

Goal: Disseminating research results and background information

Based on the scientific research “Mobile Access to Knowledge: Culture and safety in Africa”, this proposal aims at increasing and improving the current limited information about developing and emerging countries among the Swiss public.

Experience of the team in communication relevant to the proposed project

The proposal is led by dr. Iolanda Pensa (LCV Laboratory of visual culture of SUPSI, curator of the scientific research “Mobile Access to Knowledge: Culture and safety in Africa”) in collaboration with prof. Lorenzo Cantoni, dean of the Faculty of Communication Sciences of USI – Università della Svizzera italiana, in partnership with the Centre for African Studies at the University of Basel, the CAS SUPSI-FOSIT (the continuing education Certificate of Advanced Studies in cooperation and development organized by SUPSI in partnership with FOSIT), doual'art, ICU art projects, and the artist and composer Roberto Paci Dalò.

LCV is a laboratory focused on visual culture, interaction design, and applied communication. It has been the leading institution of the research project “Mobile Access to Knowledge: Culture and safety in Africa”, and it has a specific experience in producing online and offline communication tools and exhibition and museum design. Furthermore, the laboratory has been focusing in the last three years in the use of open licenses on design and cultural content, and in increasing the capacity of institutions to contribute to Wikipedia. The

research work of dr. Iolanda Pensa is focused on systems of knowledge production and dissemination in particular in Africa. She has been accomplishing field research in particular in Senegal (since 1998) and in Cameroon (since 2003), and she has been contributing to enhance the quality and quantity of African content on Wikipedia by involving cultural institutions in releasing documentation with open licenses (100 institutions involved and over 30'000 texts and images on the Wikimedia projects); she has been editor and co-editor of three thematic journal dossiers on African cultural industries, public art, and contemporary African art; she has been curating workshops and conferences (among which one at Festivaletteratura in Mantua, and a conference at the Rockefeller Foundation Bellagio Center). The Faculty of Communication Sciences of USI has a specific focus on new media and online communication. Lorenzo Cantoni is dean of the faculty and director of the Institute of Technologies for Communication; he is the scientific director of the laboratories NewMinE – New Media in Education Lab, webatelier.net, eLab – eLearning Lab, and UNESCO chair in ICT to develop and promote sustainable tourism in World Heritage Site. The above-mentioned labs are specialized in the use of ICT in the learning domain (eLearning), in developing countries (ICT4D), and in the tourism field (eTourism). Lorenzo Cantoni is also member of the Commission for Research Partnerships with Developing Countries (KFPE).

The team involved in this proposal has experience in organizing exhibitions, producing publications, leading workshops, and enhancing the use, reuse and dissemination of content through open licenses and the contribution to Wikipedia and Wikimedia projects. Two collaborators of SUPSI and USI (Giancarlo Gianocca and Marta Pucciarelli) are involved for their specific expertise in the activities of the proposal: Giancarlo Gianocca is a graphic designer with experience in publications and exhibition design; Marta Pucciarelli is a PhD candidate (dissertation due in Spring 2015) specialized in field research in Douala, involved in the project “Mobile Access to Knowledge: Culture and safety in Africa”, with a focus on online and offline urban representations. The proposal is built on close collaboration with doual’art and ICU art projects (two institutions leading the art scene in Douala), it involves also the Centre for African Studies at the University of Basel for its expertise in African studies, the CAS SUPSI-FOSIT (the continuing education Certificate of Advanced Studies in cooperation and development coordinated by Claudio Valsangiacomo and Anna Jacquinta of SUPSI in partnership with FOSIT: the Federation of NGOs of the Italian Switzerland), and Roberto Paci Dalò, an internationally renowned composer, filmmaker, artist and pioneer in the use of digital technology (with exhibitions at Kunsthalle Vienna, Venice Biennale, Ars Electronica Linz, Opera of Vienna) invited to join the project to produce a site-specific offline and online installation reinterpreting the documentation and data collected within the research “Mobile Access to Knowledge: Culture and safety in Africa”. Roberto Paci Dalò has accomplished field research in Douala and his site-specific artistic work is closely related to reinterpretation of archival documentation and practices of cartography.

2.2 Detailed project plan

Objectives

To improve the current limited information about developing and emerging countries among the Swiss public, the objectives of this proposal are:

1. Communicating to the Swiss public the scientific research “Mobile Access to Knowledge: Culture and safety in Africa”.
2. Increasing and improving access to background information about developing and emerging countries – and specifically about Cameroon, Angola and South Africa, and about their artistic and cultural practices (research background information).
3. Disseminating information about cultural events and public art of the city of Douala in Cameroon, and its impact on urban transformations and safety, in particular among individuals and institutions working in the field of art and culture (research background information and research results).
4. Triggering the use of open licenses as a practice to enhance better and more complete information about developing countries by involving researchers and institutions working in cooperation and development (research methodology).

Target groups

The proposal focuses on three Swiss target groups: (1) Wikipedia readers; (2) individuals and institutions working in the field of art and culture; (3) individuals and institutions working in the field of cooperation and development.

1. Wikipedia readers. Wikipedia has 400 million readers and over 280 linguistic editions. Wikipedia in English is the largest (over 4 million articles), but Wikipedia in German, French and Italian are as well strongly developed and used (over 1 million articles each). Providing information on Wikipedia requires the use of open licenses, but it allows to reach a very wide number of benefices, directly on Wikipedia and indirectly through the generative nature of Wikipedia (Wikipedia content is reused extensively online and offline). The well-developed access to the Internet in Switzerland and the availability of Wikipedia in English and in the three national languages allows crossing a wide public of Swiss readers, using the online encyclopedia as a reference; in fact, according to alexa.com, Wikipedia ranks n. 5 among the top visited websites in Switzerland, after google.ch, google.com, facebook.com, youtube.com, i.e.: it's the second content-offering website. Thanks to its collaborative nature, Wikipedia readers can also be Wikipedia contributors, invited to check, improve and reuse content. Wikipedia readers are addressed by providing content related to developing and emerging countries and their artistic and cultural production on Wikipedia.
2. Individuals and institutions working in the field of art and culture are increasingly collaborating with institutions and artists from around the world. The innovative production of public art in Douala and its impact on urban transformation is relevant to compare with international experiences and to acknowledge the specific production in Africa. People working in the field of art and culture are addressed through an exhibition organized within the frame of the major art event “Art Basel”.
3. Individuals (professionals and volunteers) and institutions working in the field of cooperation and development contribute to research about developing and emerging countries and they collect and produce content that can be enhanced by the use of open license. Professionals/volunteers and institutions working in the field of cooperation and development are addressed through two workshops organized in collaboration with the CAS SUPSI-FOSIT (the continuing education Certificate of Advanced Studies in cooperation and development coordinated by SUPSI in partnership with FOSIT, the Federation of NGOs of the Italian Switzerland) and with the University of Basel.

Target groups (type and size)	Needs	Information and message provided
<p>Wikipedia readers.</p> <p>Wikipedia has already 400 million readers and is the most accessed and used source of information, one of the top 5 websites of the Internet worldwide as well as within Switzerland. It is run under the open license Creative Commons attribution share alike 4.0 (allowing use, reuse, modification and distribution of its content). Despite its 30 million articles and its over 280 linguistic editions, the geographic information of Wikipedia is imbalanced.</p>	<p>Access to quality encyclopedic articles well-sourced and providing access to further reading (to explore further topics and to verify content).</p>	<p>This project contributes to improve Wikipedia content related to geography, culture and Africa. It provides documentation about Cameroon and the city of Douala, South Africa and the city of Johannesburg, Angola and the city of Luanda, public art in Africa, contemporary African art. Multimedia content (texts, images and maps) are shared under the open license Creative Commons attribution share alike 4.0.</p>
<p>Swiss individuals and organizations working in the field of contemporary art and culture.</p> <p>The proposal taps the audience of Art Basel by organizing an exhibition during the fair, which had 70'000 visitors in 2013. We envision 5'000 visitors, the documentation of the exhibition will be further accessible online.</p>	<p>Interest in artworks and art practices around the world and interest in collaborating with international institutions. It is relevant to mention that several Swiss cultural institutions have already collaborations with African countries (it is important to highlight in particular the leading role of Pro Helvetia in supporting innovative art practices in Africa and bilateral projects).</p>	<p>This project provides information about contemporary African art practices and in particular public art in Cameroon through an exhibition organized within the frame of the major Swiss art event Art Basel.</p>
<p>Swiss professionals/volunteers and NGOs working in the field of cooperation and development. They already produce background knowledge on the countries where they are active (general and contextual information, field research, preliminary studies, feasibility studies, maps and images). The proposal specifically targets the network of FOSIT, the Federation of NGOs of the Italian Switzerland involving 88 institutions, and several hundred volunteers.</p>	<p>Having access to background knowledge on developing and emerging countries.</p> <p>Providing audience with background information to understand the relevance of cooperation and development projects.</p> <p>Collecting support for their projects.</p>	<p>This project organizes two workshops to encourage and accompany professionals/volunteers and NGOs working in the field of cooperation and development in disseminating their knowledge through the use of open licenses and by contributing in making it available on existing open platforms such as Wikipedia.</p> <p>A broader effort in increasing access to background information about developing and emerging countries can facilitate further research and support to cooperation and development.</p>

Communication method

To reach its objectives, the project focuses on three interconnected activities, which correspond to different communication formats capable of addressing and involving our target groups.

Wikipedia

With more than 400 million of users in the world, Wikipedia is located at the top fifth position of the most important Internet sources consulted by the Swiss public. Internet users generally access Wikipedia as the first (and often unique) basis of their research aiming at fulfilling specific learning goals. However, being Wikipedia a collaborative platform, it builds on the voluntary contribution of its users, not always providing answers to users' request of information, in particular when it comes to content related to developing and emerging countries. Making information accessible on Wikipedia is an extremely efficient approach to provide background knowledge to a wide audience: the information is sustainable (it can be modified further

and developed by other users; and it is always open for other uses), and is densely linked (this is specifically important to allow people to reach information without necessarily being interested in it; i.e. differently from specialized websites, you can reach information about African art by looking for a country or a topic, without being necessarily interested in art or Africa). The project provides Wikipedia with content under Creative Commons attribution share alike, informs the communities of editors on Wikipedia in English, German, Italian and French about the content available, and contributes to edit about 100 articles, among which around 30 new ones specifically related to the topic of the proposal (articles about Cameroon, South Africa and Angola, art in Cameroon, South Africa and Angola, Douala, Luanda and Johannesburg, public art, and a series of artists and significant artworks). Content for Wikipedia are based on the research “Mobile Access to Knowledge: Culture and safety in Africa” and will be produced with the involvement of SUPSI, USI and the Centre for African Studies at the University of Basel. The specific and collaborative nature of Wikipedia requires to respect policies and a constant interaction with the active online communities of the Wikimedia movement.

The evaluation will be based on the analysis of the articles produced, the online discussions and the involvement of users in editing content; article and image’ views will be collected.

Exhibition

The exhibition focuses on the cultural production of Douala in Cameroon between 1991 and 2014. The art scene of Douala is characterized by an extremely significant production of public art implemented in over twelve formal and informal neighborhoods of the city, and internationally renowned. The exhibition allows presenting the contemporary cultural richness of a developing country, but also the urban transformative capacity of art and its impact on urban safety. The exhibition presents photos, posters, videos, interviews and quotes, maps, a series of site-specific artworks and comparative examples from the cities of Luanda and Johannesburg. In parallel with contents about public art and safety the exhibition represents, through a multimedia installation, the issue of limited and biased access to information on a specific African city, allowing the public to directly experience the discrepancy between the different representations of an African city (online, according to its citizens, and according to its main cultural players). The artist Roberto Paci Dalò is involved to produce a multimedia installation (with maps, sounds, images) showing the alignments and misalignments between the image of Douala emerging from online sources (documenting its evolution through geo-referenced websites and user generated contents) and the context-based image of the city offered by offline sources (oral and written interviews of citizens, cultural institutions and foreigners). A catalogue of the exhibition is produced in English, French and German. It is open access (at least under the open license cc by-sa) and fully and freely accessible online, and printed in 1’000 exemplars (necessary for distribution also in Africa). The catalogue provides background information, documenting public art produced in Africa with a specific focus on the city of Douala, a comparative documentation about the impact of public art on urban safety in Douala, Luanda and Johannesburg, and the limited and biased access to information in Douala. This publication is essential for two reasons 1. there is no existing publication about public art in Africa, and public art produced in Africa is not documented in existing international publication; there is a specific need to create a peer-reviewed publication (involving international scholars already working in related topics) to acknowledge this production and to link it to international networks of experts and institutions working in the field of public art (a well established and growing field of art productions); 2.

Wikipedia is a secondary and tertiary source of information; it is impossible to document specific topics on Wikipedia if there are no existing specialized and peer-reviewed publications. The exhibition provides a contemporary and dynamic image of a developing country, and offers a new understanding of public art from an African perspective; it moves away from the more well-known iconography of Africa (villages, rural activities, indigenous mask, traditional dances and natural parks) to put Swiss visitors in relation with the contemporary and worldwide relevant issues of creative practice, urban development and self-representation. The exhibition is produced with the involvement of a number of experts: ICU Art Projects and Doual'art (using also available content from the exhibition "Making Douala"), the Centre for African Studies at the University of Basel, and the artist Roberto Paci Dalò. The exhibition is organized in Basel within the frame of the major Swiss art event Art Basel; Basel is also specifically relevant for its institutions and networks related to Africa, with the presence of the Centre for African Studies at the University of Basel, the Basel Mission Archive (reporting the history of Africa related to XIX and XX centuries), the Museum of Culture, the Swiss Tropical and Public Health Institute, and the Basler Afrika Bibliographien (Namibia Resource Centre - Southern Africa Library).

The number of visitors, media coverage, online and offline feedback (through observation and a questionnaire), distribution and the online access to the catalogue (views and downloads) will be collected.

Two Workshops

Meant to have a multiplier effect, two workshops provide Swiss professionals/volunteers working in developing and emerging countries with new communication tools in order to a) reach a wider public; b) bridge the information divide between the Swiss society and the context in which they operate, and c) foster a widespread comprehension of intercultural issues by sharing their background knowledge. The workshops focus on the use of open licenses and open platforms to enhance the dissemination and reuse of background information related to developing and emerging countries. The workshops, conceived as pilots which can be replicated, are organized in collaboration with the CAS SUPSI-FOSIT and with the University of Basel. The collaboration and support of the FOSIT – the Federation of NGOs of the Italian Switzerland – is particularly relevant for its well-established role of intercultural mediators between and among institutions working with developing and emerging countries and the Swiss general public. FOSIT's involvement allows opening the workshop to a wider public not necessarily enrolled in the continuing education Certificate of Advanced Studies in cooperation and development. This collaboration allows to develop a format, to produce teaching materials and to test the training with relevant participants; in case the workshops are successful the institutions involved in the project can more easily consider this topic in their continuing education and basic education programs or as a specific seminar to propose within the FOSIT program. More specifically the learning modules of the workshops are: 1. The issue of access to information in and about developing and emerging countries and the digital divide; 2. Introduction to Wikipedia and the Wikimedia projects as open and collaborative platforms for individuals and professional institutions, and the different possibilities to contribute to it; 3. The use of Creative Commons licenses on different kind of content. A second session focuses on elaborating the information acquired in a strategic project plan for disseminating contents already available to participant institutions and individuals.

Feedback of attendees is collected through a survey at the end of the workshops and 6 months afterwards.

General approach

The general approach of the proposed communication project is based on providing:

1. *Access to information just in time.* This information responds each time when a learning/information need occurs, especially during informal process of learning. Wikipedia is the first platform consulted by the Swiss general public aiming at answering immediate learning needs. Each time a learning content is not found on Wikipedia, the non-expert user is dissuaded to look further, and encouraged to think that what s/he was looking for it is not important, or even doesn't exist... The choice of this project to organize the exhibition during Art Basel, and the workshops in collaboration with an existing training activity is also based on the necessity of providing information specifically where and when people are looking for it.
2. *Access to information just for them.* This refers in general to the relevance of information found on the Internet, which includes the reliability on the specific platform providing information, and the presence of understandable information. Reliability and understanding are two components of the same learning process, which rely on the use of a common ground language. People trust Wikipedia for its encyclopedic organization of content, which provides not only written text in their own language, but also pictures and additional content (such as quotations, links to related work, etc.), allowing them to further examine the topic if they wish. The choice of this project to use different communication formats responds further to this need of providing information formatted and conceived for the different target groups, and to use different formats and languages which are considered specifically reliable according to them.

Relationship of the proposal with existing initiatives and sustainability

The proposal is structured to be sustainable. Content is made available under permanent open licenses, online and offline, and on online existing platforms. Wikipedia articles can of course be further updated by active users; the catalogue of the exhibition is uploaded on different platforms (available for free download and permanently accessible as a reference), and the workshops are inscribed within the framework of existing education institutions and designed to be replicable. The exhibition takes advantage of the existing itinerary exhibition "Making Douala" and it builds on it; thanks to the collaboration of doual'art and ICU art projects the exhibition is likely to be organized in further venues (the exhibition "Making Douala" has already circulated in France, Senegal at the Dakar Biennale, and The Netherlands at the Rotterdam architecture Biennale).

2.3 Schedule, milestones and actors

Activities	Responsible	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01			
		.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1			
		5	5	5	5	5	5	5	5	5	5	5	6	6	6	6	6	6	6	6	6	6	6	6	7			
(a) Iolanda Pensa; (b) Marta Pucciarelli; (c) Centre for African Studies; (d) SUPSI-FOSIT; (e) Giancarlo Gianocca; (f) Roberto Paci Dalò; (g) doual'art; (h) Icu art project; (i) wikipedia community; (l) printing agency; (m) peer reviewers; (n) editors and translators																												
Timetable: Lugano (A), Basel (B), Online (C)																												
Wikipedia																											C	
Exhibition																												B
Workshops				A																								B
Production phase: (1) content production (Wikipedia, exhibition introductory text, catalogue, learning material for the workshops); (2) content selection (pictures of artwork, quotation and videos); (3) installation conceptualization.																												
Wikipedia	(a,b,c)																											1
Exhibition	(a,b,c,f,g,h)				2			3																				1
Catalogue	(a,b,c,g,h)																											1

(uploads, views, edits, chronology of edits, differences in time, user contributions). The project is therefore monitored according to:

1. Number of documents shared under creative common licenses, article and documentation uploaded on Wikipedia; articles, texts and images produced, further editing of the online content. We envision to produce and improve 100 articles of Wikipedia in English, French, German, and Italian.
2. Number of visits to articles produced on Wikipedia. Example: the article about Douala on Wikipedia has been visited in July 2014: by 34'328 people on Wikipedia in English, 16'252 in French, 7'390 in German, 2'906 in Italian = 60'876 views. We envision to maintain the number of views on main articles and to link the 100 articles produced/improved by the project to main already viewed articles (Cameroon, Douala, public art, art).
3. Number of visitors of the exhibition and articles and article produced on media. We envision 5'000 visitors and about 10 articles on media.
4. Number of download and views of online catalogue. We envision 1'000 views and download of the publication online during the duration of the project.
5. Number of NGOs and professionals/volunteers participating to the workshops and adopting open licenses. We envision to involve 50 people and representatives of NGOs working in the field of cooperation and development; we envision that in 6 months, a total of 20 people will adopt an open license on their documentation and contribute to Wikipedia and the Wikimedia projects.

The qualitative evaluation process is run according to:

1. The quality of articles produced on Wikipedia (according to Wikipedia standards: http://upload.wikimedia.org/wikipedia/commons/5/52/Evaluating_Wikipedia_brochure.pdf) and the related discussions and interaction generated by the Wikipedia community;
2. Visitors' interaction with the exhibition, in particular with the multimedia installation, through observation;
3. Visitors' feedback of the exhibition through a questionnaire delivered at the end of the visit. We envision to collect 400 questionnaires;
4. Media feedback on the exhibition and online reviews and comments about its catalogue;
5. Feedback of the participants of the workshops at the end of the workshops collected through questionnaires;
6. Follow-up feedback of the participants of the workshops collected through phone/online interviews.

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