

# Wikimedia Deutschland Annual Report 2016





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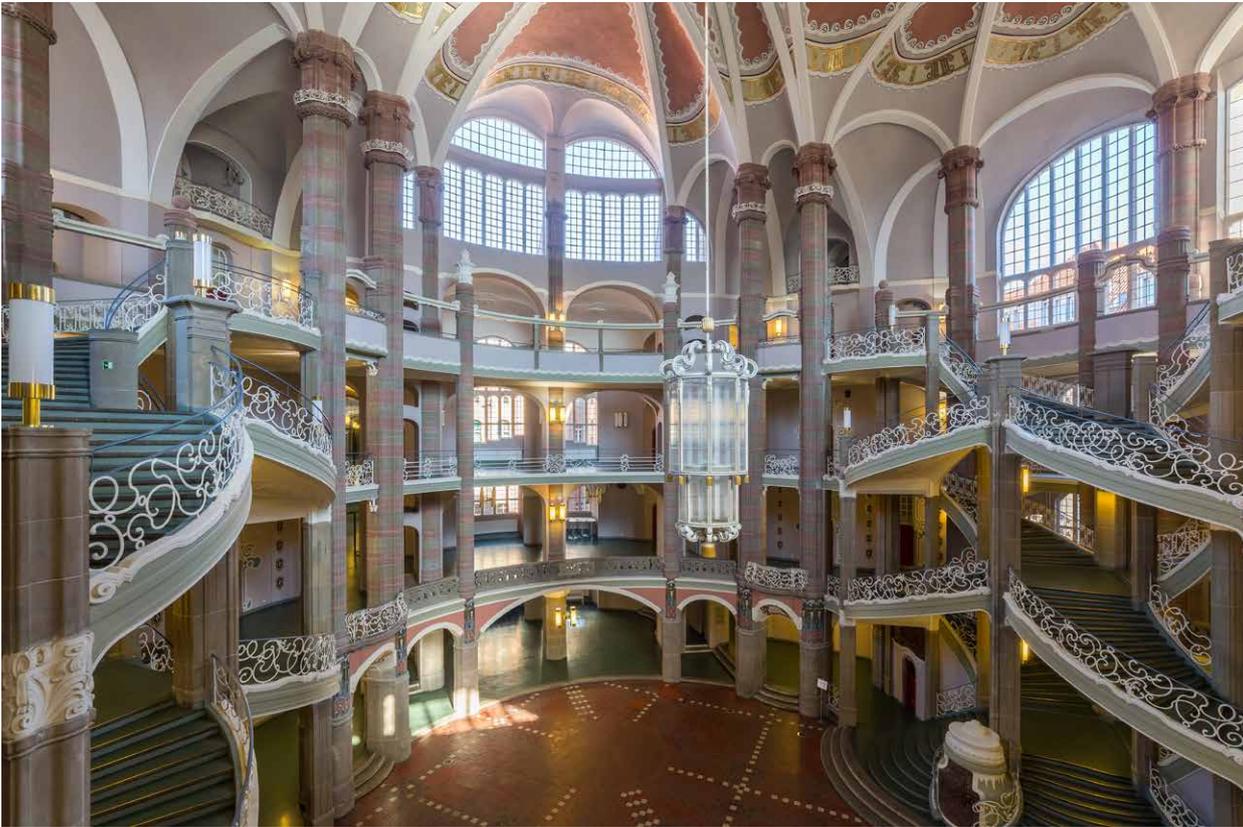
## Dear Readers,

In January 2016, Wikipedia had its 15th anniversary and celebrations were held in many locations across the world. At Wikimedia Deutschland, we marked this occasion throughout the entire year. In December, as a gift to Wikipedia's active contributors, we entrusted a disc with Wikipedia articles in nearly 180 languages to a private mission to outer space. The global Wikipedia community decided collectively which articles should be immortalized on the moon as a snapshot of the knowledge of mankind. The initiative shows how far the idea of an encyclopedia that everyone can openly edit in just 15 years has come. It is the most successful project of its kind, used by millions of people – and it would be unthinkable without the effort of thousands of volunteers.

Fifteen years after Wikipedia's birth, open knowledge means a lot more than free articles on a website: communities write, take pictures, follow projects, meet virtually and in person. We support them at

Wikimedia Deutschland and try to inspire even more people to participate. We develop software that makes work in the projects easier. We are, moreover, committed to establishing a political and legal framework so that knowledge can also be openly shared and used in the future. In the pages that follow, we not only take a look at these three areas of emphasis, but at all the areas that shaped the work of our organization in 2016.

Wikipedia is only possible thanks to the people who contribute to it. This is also true of the work of Wikimedia Deutschland and our many members – 50,000 at the start of 2017 – and donors. Many thanks to everyone who supported us in 2016!



### WIKI LOVES MONUMENTS

The 2016 worldwide photo competition “Wiki Loves Monuments” showed just how active volunteers are in Germany. In Germany alone, 884 users made 39,000 images available within a single month for illustrating Wikipedia articles and lists. The winning international photo also came from Germany. The user “Code” received the honor for his picture of the entrance hall to Berlin’s Landgericht (regional court). In this building, a legal dispute was also settled in 2016 between Wikimedia and a German museum. The matter concerned the digital copyright of works in the public domain.

Website of the international photo competition:  
[www.wikilovesmonuments.org](http://www.wikilovesmonuments.org)

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# Looking back at 2016

In 2016, one of our primary goals was to increase the number of Wikipedia volunteers and the reach of Wikidata, the open knowledge database. Together with our partners, we also wanted to expand our opportunities for advocating on behalf of open knowledge on a political level.

We were able to make great progress with many of our individual organizational goals. In some areas, however, the year 2016 was also an opportunity to learn. We, accordingly, tried out new ways to attract and retain new authors for Wikipedia. Unfortunately, we had to postpone a major online campaign we had planned, as a lot of preliminary work still needed to be done. We further improved and made the technology behind the global Wikipedia platform more user-friendly. In fact, Wikidata is on the verge of making open knowledge much more accessible for a variety of applications – even outside of the Wikimedia projects. Along with UNESCO, we have defined for the first time a clear process for institutions to donate their data to Wikidata. Our political and legal work is now stringently applied to all areas of the association. From a structural standpoint, we, alongside other European Wikimedia organizations, are also better positioned in Brussels. The application of legally compliant licenses has become much easier due to the attribution generator we developed. It now needs to be better disseminated and made to work for image sources other than Wikipedia and Wikimedia Commons.

In 2016, Wikimedia Deutschland implemented many other projects that will be presented in this annual report.

Besides working on our projects, in 2016, we once again carried out a successful fundraising campaign and recorded strong growth in our membership. There were also personnel changes: In December, the association's Executive Director, Christian Rickerts, was appointed state secretary in the Berlin regional government. He was succeeded by Abraham Taherivand, who previously headed our software department.



11

**videos were produced to facilitate the onboarding of new Wikipedia authors.**



1

**new local Wikipedia space was opened in Munich.**



10

**researchers were trained in the area of Open Science.**



77

**learning materials were published to strengthen international exchange.**



We have recruited over

# 15.000

new members to the organization.



Over

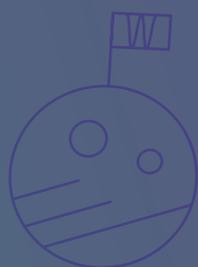
# 200

people participated in our annual planning for 2017.



# 333

participants went to WikiCon – a record for the largest gathering of Wikipedia contributors in Germany.



# 31.500

outstanding Wikipedia articles and lists were prepared for the moon.



# 16.000

photo credits were created with the attribution generator.



With

# 65.536

euros, Wikimedia received its so far largest single donation.



How can you donate data to Wikidata? Over

# 10.000

times the new portal for data donations was visited.



Together with

# 13

partner organizations, we advocated for open education.



The “RevisionSlider” will now be available in

# 3

Wikipedia language versions (German, Arabic, Hebrew) as well as an optional feature in all other languages.



New Wikipedia volunteers

# New volunteers: We're looking for new Wikipedia authors



It's easy to read Wikipedia. Many people do it every day. Few realize, however, that you can also write articles yourself and contribute your own knowledge. Wikipedia does not have a full-time editorial staff; all content comes from the work of dedicated volunteers. Wikipedia, consequently, depends on the collaboration of a large number of people. Nonetheless, the number of authors who regularly contribute to Wikipedia has been on the decline - while the number of articles increases. In November 2016, the German-language Wikipedia surpassed the 2 million mark.

If fewer and fewer people contribute in the future, it will no longer be possible to keep existing articles up to date - or to publish new ones. This could mean that Wikipedia will eventually no longer be a useful resource, and people will have to look elsewhere (likely in vain) for other free and open sources of knowledge.

Wikimedia Deutschland seeks to counteract the trend of the declining number of authors. In 2016, we aimed to find new ways to attract volunteers for Wikipedia and to support them in their ongoing commitment. We had planned to carry out a major campaign to raise awareness of the work in Wikipedia among new volunteers, but first we had to do a lot of preliminary work and create content. Therefore, we initially focused on maintaining new registrants. We also decided to set up an infrastructure with our community to make getting started with Wikipedia easier. Only then would it make sense to persuade more people to become active contributors.

At the start of the project, we conducted a study to analyze the current situation. In addition, there were joint workshops with volunteers and a survey on Wikipedia's accessibility (in German: "Willkommenskultur"). In particular, interviews with prospective contributors have shown us that a fundamental issue concerns help and opportunities to get involved that are tailor-made to new authors. In the end, problems mainly tend to arise during the first attempts to edit a text.

Help pages are not very easy to find in Wikipedia and a special page is missing for newcomers. The immediate deletion of edits or new articles quickly leads to frustration. Wikimedia Deutschland would thus like to make the transition easier for new authors, for it is the only way to hold on to them over the long term.

As a first step, we wanted to explain how Wikipedia works to the new contributors in a compact and easily accessible format. To this end, we produced a range of different videos. The explanatory videos and tutorials were well received by the community and have already been integrated into many help pages. The motivation videos take a different approach: They call attention to the possibility of working in Wikipedia and were disseminated across a variety of different channels.



Another planned project was to simplify Wikipedia's help pages in cooperation with the community and to make them easier to access for new authors. This had to be postponed, however, since such a project requires longer-term planning.

In 2016, Wikimedia Deutschland established a solid foundation for gaining new authors. We will develop additional content and campaigns in 2017 to help ensure that Wikipedia remains reliable, comprehensive, and timely, and thus a primary source of information.

All of the produced videos can be found at: [www.wikipedia.de/machmit](http://www.wikipedia.de/machmit) (in German)  
 Complete information about the project: [wmde.org/Projekt\\_Neuautorengewinnung](http://wmde.org/Projekt_Neuautorengewinnung) (in German)





With Wikidata, Wikimedia wants to give more people more access to more knowledge. In 2016, we focused on freeing the knowledge of institutions. We advocate for information that was previously only available in archives and museums to be digitized and made accessible to the entire world.

Whether it's the years of origin of paintings, names of artists, or the latest exhibition catalog – the knowledge of an institution thus is not confined to a single site, but is available worldwide.

By the same token, we are not interested in accumulating as much content as possible or just any content in Wikidata. We are concentrating on partnerships with reputable institutions. In 2016, we created a process for them to easily share their data with one of the world's largest websites. Along with John Cummings, "Wikimedian in residence" at UNESCO, we were able to identify all the practical pitfalls in the data-partnership process. Here, we recognized the actual complexity of the process and included every finding in a comprehensive documentation. A portal for data donations was also developed. It has already been translated into numerous languages and explains the individual steps for making a successful data donation. The TED organization (short for Technology, Entertainment, Design) has already started to enter the data on its educational TED talks into Wikidata with the help of two "Wikipedians in residence."

With the development of a clear data donation process, we have gone a long way towards our goal of explaining to institutions exactly why open data is a great thing and why they should make theirs available.

# Technical wishes: Wikimedia Deutschland meets community's needs

The software behind the Wikimedia projects must be continually developed and provided with new functions. Otherwise, its websites will soon no longer meet modern standards, frustrating users. The content will also become obsolete, since no one is maintaining it.

Wikimedia Deutschland wants to help ensure that Wikipedia & Co. continue to be fun to use. That's why we regularly ask contributors about the most important missing features or those in the most need of improvement. After the community discusses and prioritizes its "technical wishes," the team at Wikimedia Deutschland then determines which ones were feasible – it then implements them. The year 2016 was an incredibly productive year for the project, for many technical innovations could be realized. One major success was the release of the "RevisionSlider," which makes it possible to navigate between the different versions of an article. Collectively developed tools like this one or the similarly jointly developed [analysis tool](#), which shows the number of views of Wikipedia articles, are subsequently made available to Wikimedia projects in all languages. The collaborative nature of the "Technical Wishlist" project supports the common production of open knowledge.

Explanatory video on making data donations to Wikidata:

[wmde.org/ErklaervideoDataDonation](https://wmde.org/ErklaervideoDataDonation)

Portal for data donations:

[wmde.org/Wikidata\\_Datadonation](https://wmde.org/Wikidata_Datadonation)

The project page:

[wmde.org/Projektseite\\_TechnischeWuensche](https://wmde.org/Projektseite_TechnischeWuensche)  
(in German)



# Political and legal work: The right attribution in just a few clicks

**Attribution Generator**  
Attributions for images from Wikipedia and Wikimedia Commons

Wie funktioniert das?

Internetadresse eines Wikimedia-Commons-Bildes oder eines Wikipedia-Artikels **Los!**

Gabriel Castaldini, Carnavalesco, CC BY-SA 3.0

[Feedback](#) [Über diese Anwendung](#) [Impressum und Datenschutz](#)

WIKIMEDIA DEUTSCHLAND

The attribution generator creates the appropriate license notice for the reuse of images from Wikipedia and Wikimedia Commons.

Openly licensed images are great! Unlike works under traditional copyright, anyone can use them without having to pay money or obtain permission. Images that have been published under open licenses are good for print materials or blogs. Still, some obligatory information always needs to be provided, including, for example, the name of the work's originator.

The attribution requirements are legally regulated, but they're often not very easy to understand for those interested in reuse. That's because the attribution requirements are mostly found in the small print. Missing information can have consequences! Even accidental non-compliance with attribution requirements can lead to a copyright infringement. Some copyright owners have exploited this situation in the past. If worse comes to worst, you might even have to pay a penalty for unintentional license infringements.

How then should openly licensed images be correctly labeled, without inadvertently violating the license conditions?

In our political work, we try to increase awareness of the fact that it is easy to reuse open-license works. It would be unfortunate, of course, to miss out on the benefits of open knowledge because of any uncertainty about open licenses. To provide the right information, it is not necessary to understand the license text down to the last detail. This is where the attribution generator from Wikimedia Deutschland has been a big help since being introduced in March 2016. In just a few clicks, it generates the correct attribution for all images that are provided on Wikipedia or Wikimedia Commons under an open license. To do this, just three questions need to be answered: Do I want to

use the image digitally or in print materials? Have I altered the image? Will it be used alone or together with multiple images? The web tool then provides the respective attribution, which can be conveniently copied and used.

The English translation followed in July 2016. Further translations such as French and Indonesian are in the works. The successful project has not only already led to the generation of 16,000 attributions, but also to greater public interest in open knowledge, open licenses, and the simple reuse of licensed images.

At the moment, the attribution generator can only provide license information on images from Wikipedia and Wikimedia Commons. We would like to integrate other platforms, but this is technically challenging due to their varying designs. The website [www.attributiongenerator.org](http://www.attributiongenerator.org) also needs to become more familiar.

At Wikimedia Deutschland, the convenient dissemination of open knowledge is part of our political mission. The attribution generator shows how easy it is to use open content and hopefully even inspires people to create their own open content.

The attribution generator is presented here in this video: [wmde.org/ErklaervideoLHG](http://wmde.org/ErklaervideoLHG) (in German)

The attribution generator can be found at: [www.attributiongenerator.org](http://www.attributiongenerator.org)



# Association and communities: The largest WikiCon in Kornwestheim

At Wikipedia, collaboration does not mean writing an article at your computer by yourself. The Wikipedia community is a community that also meets regularly in the real world. There's no other event like the WikiCon where so many Wikipedians come together. It is the biggest German-language conference for Wikimedia project volunteers and takes place once a year at different locations. In 2016, it was held in the region of Stuttgart.

The WikiCon is organized by volunteers for volunteers. Supporting the organizing team are the employees of Wikimedia Deutschland, Wikimedia Österreich, and Wikimedia Schweiz. In addition to project presentations, and lectures and discussions on all things relating to the Wikimedia projects, there were plenty of chances in September for members to get to know one another and to collectively work on new ideas. The “Wiki Loves Cocktails” evening project offered ample opportunity for this. After all, it would have been a shame to not take advantage of all the great articles and pictures of delicious drinks that had been produced!

In 2016, the organizing committee took the concept of the conference one step further. What was previously only a meeting for active volunteers, now welcomed interested newcomers to learn about Wikipedia and other Wikimedia projects during a portion of the conference that was open to the public. Also for the first time, there were lectures from external experts in education policy and science, as well as from the Open Knowledge Foundation Deutschland and the OpenStreetMap project.

With 333 participants, the 2016 edition of WikiCon in Baden-Württemberg's Kornwestheim was the biggest and most successful yet. It succeeded in communicating how much the commitment of the volunteers is appreciated: For 93 percent of respondents of the final [survey](#), the conference reinforced their motivation to contribute to Wikipedia and its sister projects.

We look forward to the [next WikiCon](#) in Leipzig from September 8-10!



“THE WIKICON IS THE PERFECT OPPORTUNITY TO MEET OTHER CONTRIBUTORS WHOM, FOR MANY YEARS, I ONLY KNEW VIRTUALLY.”

WikiCon participant

The WikiCon 2016 took place from September 16-18 in Kornwestheim and surpassed expectations with more than 300 participants.



# Open Science: Fellows become ambassadors

Science is still a very exclusive undertaking. Raw data, methods, and results are often not accessible or even usable except in exchange for a fee, so that researchers often need to “reinvent the wheel” when they start a new project. The Open Science movement wants to change this by making science more readily available to a larger number of people.

Researchers can thus learn from the transparent methods of others and expand on their analyses. Access to research findings and data will also be opened up to everyone else. And why not? In the end, scientific research is also funded by tax payers.

Many recognize the added value of Open Science and increasingly promote it at the political level. Nevertheless, the number of scientists who practice Open Science in their own research and teaching is still small. This is the starting point for the

Fellow-Programm Freies Wissen that Wikimedia Deutschland and the Stifterverband launched in 2016. Over a period of six months, young researchers from various disciplines received financial support and training opportunities. Accompanied by experienced Open-Science experts, they designed different aspects of their scientific work to be open. As ambassadors for Open Science, they also have already contributed to the greater visibility and acceptance of Open Science at their home institutions. In this way, they set an example to others and promote a transformation in scholarship towards open knowledge.

The project page:

[wmde.org/Fellowprogramm2016](https://wmde.org/Fellowprogramm2016)

(in German)

Videos with project ideas:

[wmde.org/ProjekteFellow-Programm2016](https://wmde.org/ProjekteFellow-Programm2016)

(in German)

“IN MY OPINION, THE IMPORTANCE OF THE IDEA OF OPEN KNOWLEDGE CAN HARDLY BE OVERESTIMATED. OPEN CONCEPTS THAT NOT ONLY ENABLE OPEN ACCESS BUT ALSO, ABOVE ALL, TRANSFORMATIVE USE, NOT ONLY HAVE GREAT POTENTIAL IN SCIENCE, BUT CAN CONTRIBUTE TO A MORE EFFECTIVE, EFFICIENT, AS WELL AS A MORE JUST HANDLING OF KNOWLEDGE.”

Marion Goller, Fellow of the University of Munich



Project manager Christopher Schwarzkopf during Wikimedia podium discussion on the topic “Wissenschaft offen gestalten - Open Science in der Praxis” [Opening Up Science - Open Science in Practice].

# Open education: Wikimedia Deutschland helps shaping educational policy

Digitalization has transformed learning and teaching in every area of education. Content can be scanned, edited, copied, sent by e-mail, or provided on a learning platform. But German copyright law can be very restrictive. A teacher, for instance, may copy pages from a textbook for their class, but they are not allowed to alter it or share them with their colleagues. And yet the exchange and modification of materials is precisely what changes education for the better over the long term.

Open educational resources (OER) offer a solution to this challenge: They are not only available free of charge, but can also be freely copied, adapted, and disseminated. Today, these kinds of materials are still relatively unfamiliar. The aim is therefore to make the use of open educational resources common practice in the German educational system. This is the focal point of Wikimedia Deutschland's educational policy work.

In the “Mapping OER – Bildungsmaterialien gemeinsam gestalten” project, funded by the Federal Ministry of Education and Research, Wikimedia Deutschland brought together the key actors in education to jointly examine the general framework for OER in Germany.

The findings were published in early 2016 in “Praxisrahmen für Open Educational Resources (OER) in Deutschland.” The report contains concrete proposals for policy makers and educational leaders on how to further promote and expand on open educational practice with the help of OER. The findings were sent to political decision makers over the course of the year and communicated within the context of events and publications.

In addition, Wikimedia Deutschland continued its involvement over the past year with [Bündnis Freie Bildung](#). This alliance calls on political parties to comment publicly on the topics of open education and open educational resources, takes a stance on the latest education policy developments, and releases recommendations for political and social decision makers. Wikimedia Deutschland thus brings a variety of perspectives to the subject of open education and mediates between the various groups.

[www.mapping-oer.de](http://www.mapping-oer.de) (in German)

[www.buendnis-freie-bildung.de](http://www.buendnis-freie-bildung.de) (in German)



This picture was taken at the closing event of the “Mapping OER – Bildungsmaterialien gemeinsam gestalten” project. The project was conducted by Wikimedia Deutschland and funded by the Federal Ministry of Education and Research.



# Wikimedia movement: Learning from each other in international partnerships

Wikimedia Deutschland is part of an international network that is committed to spreading and promoting open knowledge throughout the world. Wikipedia and its sister projects are operated by the Wikimedia Foundation, based in San Francisco, California (USA). There are also more than a hundred organizations and groups around the world that promote and support the Wikimedia projects in their own language and region.

Wikimedia Deutschland is the oldest and largest national organization: Over the twelve years of our existence, we have accumulated a lot of experience and knowledge. At the same time, we are certain that Wikimedia Deutschland could learn a lot from the other Wikimedia organizations. That is why we encourage our colleagues, but also volunteers via conferences, visits, and exchange programs to learn together with and from other Wikimedia contributors. Our goal is to establish learning partnerships and to thus enable constant exchange. In this way, for instance, we can share our experiences from our project for recruiting new authors for Wikipedia and learn more about what

is being done in other countries to counteract the declining number of contributors.

Wikimedia Deutschland also takes a leading role in the international network. In 2016, we organized for the second year in a row the [Wikimedia Conference](#). At the annual conference, Wikimedia organizations and groups, and the Wikimedia Foundation get together to discuss and determine the future direction of our global network. Simultaneously, the Wikimedia Conference is a meeting place for participants to learn from and to inspire each other and also to form new partnerships. The program is based on the specific wishes, experiences, and needs of the participants, and the topics of the conference are pursued and monitored throughout the entire year. By means of this approach, in 2016, we successfully laid the foundation for understanding and improving the relations between the Wikimedia Foundation and its organizations and groups.



The annual Wikimedia Conference was organized in Berlin from April 22-24, 2016.



# Regionalization: Local spaces and hubs give Wikimedia projects a face

Many Wikimedia project volunteers also want to get together outside of the digital world. As a consequence, regular Wikimedia “Stammtische” (reserved tables for participants) and editing sessions have already been routinely taking place at various locations across Germany since 2003. Several cities now have volunteer-based community-led offices where volunteers can meet for joint editing sessions or events.

Volunteers in **Bremen**, **Hamburg**, **Hanover**, **Cologne** and **Munich** (as well as in Berlin starting in 2017) meet in local spaces to plan shared projects and to grow together as a community locally. At the same time, they exchange ideas with other organizations that have similar areas of focus and are available for collaborations with regional institutions. In the process, new solutions, projects, and ideas develop that they implement themselves or with the support of Wikimedia Deutschland. The **WikiMUC** space, which opened in Munich in the spring of 2016, is already active at the regional level with Serlo (an open-learning platform), Kiron (higher education for refugees) and Start2Code (where kids learn computer programming).



Wikimedia Deutschland supports the globally unique concept of local spaces as a logistical and financial partner. This includes contract negotiations and payments for rent, utilities, and operating costs as well as funding for equipment, events, and public relations. The volunteers, as a result, can concentrate entirely on their activities. Wikimedia Deutschland regularly exchanges with them at events about the local work and supports them in evaluating it. In 2016, a total of 489 activities were conducted in local spaces and hubs. Among these, many events brought together volunteers, disseminated information about the Wikimedia projects, or actively contributed to them.

For more information about the local spaces: [wmde.org/LokaleRäume](https://wmde.org/LokaleRäume) (in German)

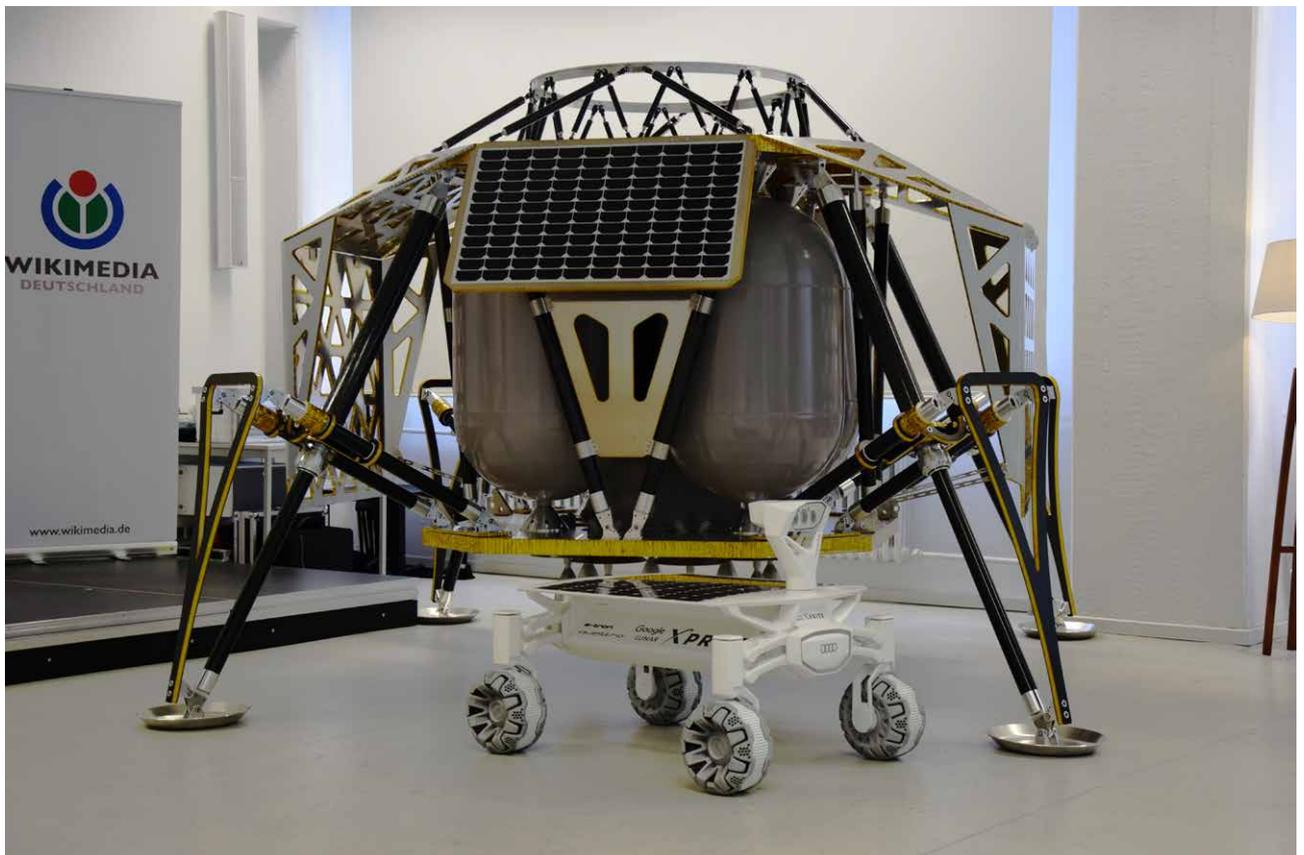
 local spaces and hubs

In some cities in Germany, there are now local spaces and hubs - the first offices worldwide to be organized by Wikimedia volunteers.





# Wikipedia turned 15 ... and is heading to the moon!



Not only will the "Audi lunar quattro" moon rover be on board the ALINA landing module - so will a disc with tens of thousands of Wikipedia articles and lists.

The PTScientists at Wikimedia Deutschland after receiving the Wikipedia data disc on International Volunteer Day 2016.

An encyclopedia that anyone can edit? “The idea has no future, it can’t work ...” most people thought in 2001. Now, in 2016, Wikipedia is celebrating its 15th anniversary. Despite all the naysayers, an idea that was once frequently dismissed has become one of the world’s largest volunteer projects: Today, people from around the world read and edit about 44 million articles in nearly 300 languages.

On Wikipedia’s 15th birthday, it received a very special gift. As the largest encyclopedia in history and a symbol of cooperation, Wikipedia has been selected to take a trip to the moon. After all, the heart and soul of the project is people sharing their knowledge with the whole world – and now far beyond.

The PTScientists from Berlin, who began as part-time researchers with the Google Lunar-X-Prize, aim to memorialize Wikipedia with their first purely privately funded lunar flight. As newcomers to the subject of space travel, the PTScientists acquired a great deal of their own knowledge from Wikipedia. As Robert Böhme, head of the PTScientists, recalls: “For us, Wikipedia was an incredibly important source of knowledge at the beginning, because we’re really outsiders when it comes to space travel. It helped us to get started and to just learn the essentials – and to see what’s possible with an open exchange of information.”

Since the encyclopedia now exceeds the limits of conventional data carriers, it was first necessary to decide which articles should be retained for the moon. For the project, we were given a 20 gigabyte data disc, which is specially designed to survive travel into space. In the first phase of the “Wikipedia to the Moon” project, the international Wikipedia community discussed which of the millions of articles should be preserved. One suggestion was to send the Wikipedia article on the moon in all the languages of the world. Another proposal that found support was to send all the articles that would make it possible for extraterrestrials to reconstruct human DNA. On the basis of the excellent articles and lists from all language versions, the community finally decided to go with the very best articles from Wikipedia as a time capsule for posterity. Following an extensive evaluation process, the Wikipedia community determines these articles to have the

highest quality and to be the most comprehensive. From July through October, Wikipedia authors from all over the world then worked on their favorite articles to make them even better and to qualify them for the moon data disc. As a result, more than 450 new featured articles were produced within four months, 19 of which came from Germany. The Munich Olympic stadium will now be immortalized on the moon right along with Dalí’s mustache.

Wikimedia Deutschland supported this process communicatively and logistically. We wanted to utilize the project to draw attention to the possibility of collaborating in Wikipedia. At the project’s closing event on December 5, 2016, which was also International Volunteer Day, the PTScientists visited Wikimedia Deutschland with their ALINA landing module and a moon rover. They received the Wikipedia disc and answered questions about their mission to the moon. The data carrier is expected to be attached to the landing module and shot to the moon in early 2018. It will remain there as a time capsule for at least 1,000 years. Along with the articles themselves, the user names of the respective authors will also be deposited on the moon to honor their commitment as digital volunteers.

“WHAT IS REALLY GREAT ABOUT THE PROJECT IS THAT THE WORK OF THE MANY THOUSANDS OF PEOPLE WHO MADE WIKIPEDIA WHAT IT IS TODAY IS ACTUALLY GOING TO LAND ON THE MOON.”  
Michael Jahn, spokesperson for the “Wikipedia to the Moon” project at Wikimedia Deutschland.

For a video summary of the Wikipedia to the Moon project:

[wmde.org/Projektvideo\\_WP2M](http://wmde.org/Projektvideo_WP2M)

Project’s webpage:

[wmde.org/WikipediatotheMoon](http://wmde.org/WikipediatotheMoon)

# Finances 2016

**From a financial standpoint, 2016 was a good year for Wikimedia Deutschland – Gesellschaft zur Förderung Freien Wissens e. V.**



## REVENUE

After the final accounting, the amount of revenue in 2016 fell slightly to 5.2 million euros (by comparison: last year the amount was 5.4 million euros). While revenue from donors declined to 3.2 million euros (previous year: 3.5 million euros), there was an inheritance in the previous year of around 500,000 euros. Revenue from membership fees increased markedly to 1.6 million euros (previous year: 1.2 million euros), since the number of members as of December 31 rose to 35,758 (previous year: 24,107). The externally funded "Mapping OER" project ended last year. Therefore, the revenue line item "Other revenues" decreased by around 180,000 euros.

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## EXPENDITURES

The amount of expenditures increased to 5.2 million euros (previous year: 4.9 million euros). There were increases both in personnel expenses of 3.1 million euros (previous year: 2.9 million euros), as well as in operating expenses of 2 million euros (previous year: 1.9 million euros).

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The use of funds is more precisely laid out in the summary "Use of funds."

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## UNUSED DONATIONS/RESERVES

Wikimedia Deutschland applies the HFA 21 accounting standard. A special feature of this standard is that revenue from donations is only recognized in the profit and loss statement at the time of the donations' disbursement. Therefore, the item "Unused donations" located on the liabilities side of the balance sheet is an important benchmark for assessing the financial condition of Wikimedia Deutschland. This amount increased to 4.3 million euros (the previous year: 4.2 million euros) and is available to the organization in the following year.

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## USE OF FUNDS

Wikimedia Deutschland, like many fundraising organizations, strives to ensure that funds are maximized to benefit substantive work and that costs are minimized for indirect project expenses, i.e. incurred administrative costs. Nevertheless, the latter are necessary and appropriate, as they organize the application of funds and accountability and thus

permit transparency. The direct project expenditures for implementing the statutory work of Wikimedia Deutschland increased to 4 million euros (previous year: 3.8 million euros), while their share of the total expenditures remained at 78 percent. The total indirect expenditures increased slightly to 1.12 million euros (previous year: 1.06 million euros). The pro-rated value of the total expenditure also did not change with 22 percent.

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## GEMEINNÜTZIGE WIKIMEDIA FÖRDERGESELLSCHAFT MBH (WMFG)

The organization has a 100% subsidiary, whose exclusive purpose it is to procure donations for forwarding to the organization and the Wikimedia Foundation (fundraising). Donation revenue declined this year to 10.4 million euros (previous year: 10.9 million euros). This is due to the fact that the fundraising this year with known donors was carried out by the organization and not the WMFG, so that these donations directly benefited the organization. The personnel and operating expenses decreased to 0.7 million euros (previous year: 1.1 million euros). This allowed 6.8 million euros (previous year: 7 million euros) to be forwarded to the Wikimedia Foundation in the US and 2.6 million euros (previous year: 3 million euros) to the organization in Germany. The distribution of funds is based on an agreement concluded between Wikimedia Deutschland and the Wikimedia Foundation.

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## AUDITING

Wikimedia Deutschland voluntarily allows audits of its internal operations, allocation of donations, along with its assets, earnings, and financial position. The audit of Wikimedia Deutschland – Gesellschaft zur Förderung Freien Wissens e. V. and Gemeinnützige Wikimedia Fördergesellschaft mbH was conducted by the KWP Revision GmbH Wirtschaftsprüfungsgesellschaft Berlin and carried out in December 2016 and February/March 2017. An unqualified audit certificate was issued. It confirmed that the accounting of Wikimedia Deutschland and its affiliated organizations was carried out completely and conscientiously and that the audit did not result in any objections.

# Wikimedia Deutschland e. V.

## Balance sheet

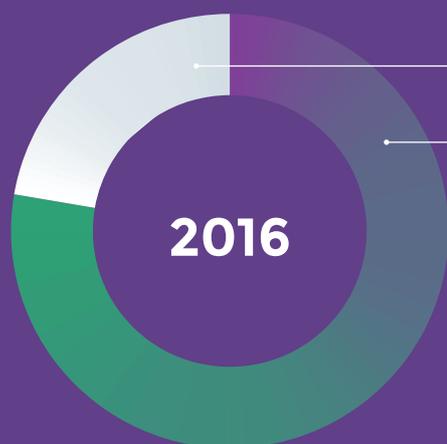
ASSETS	31.12.2016	31.12.2015	31.12.2014
<b>Fixed assets</b>			
Intangible assets	24.460 €	1.789 €	2.869 €
Tangible assets	222.560 €	174.976 €	159.831 €
Investments	25.655 €	25.655 €	25.655 €
<b>Current assets</b>			
Advance payments	2.151 €	0 €	0 €
Claims for forwarded funds	1.581.856 €	3.040.732 €	2.558.145 €
Accounts receivable	64.567 €	101.241 €	140.351 €
Other assets	95.001 €	219.790 €	141.393 €
Securities	107.164 €	265.665 €	0 €
Cash and bank deposits	2.552.120 €	1.263.264 €	284.098 €
Deferred items	48.322 €	28.548 €	20.254 €
<b>Balance sheet total</b>	<b>4.723.856 €</b>	<b>5.121.660 €</b>	<b>3.332.595 €</b>

LIABILITIES	31.12.2016	31.12.2015	31.12.2014
Unused donations	4.349.061 €	4.238.145 €	3.104.021 €
Of these free reserves	605.246 €	605.246 €	126.635 €
<b>Accrued liabilities</b>			
Tax accruals	198 €	187 €	376 €
Other accruals	143.626 €	149.257 €	118.297 €
<b>Accounts payable</b>			
Earmarked payables	0 €	0 €	38.280 €
Trade payables	111.057 €	195.969 €	29.042 €
Other accounts payable	99.701 €	517.889 €	42.580 €
<b>Deferred items</b>			
Deferred items	20.213 €	20.213 €	0 €
<b>Balance sheet total</b>	<b>4.723.856 €</b>	<b>5.121.660 €</b>	<b>3.332.595 €</b>

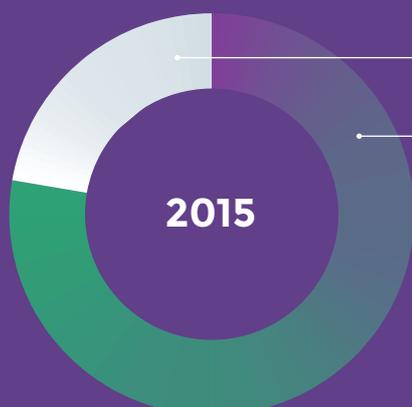
# Profit and loss statement

	31.12.2016	31.12.2015	31.12.2014
Donation revenue	3.218.133 €	3.530.014 €	3.776.325 €
Membership fees	1.632.360 €	1.196.638 €	532.987 €
Other income	265.760 €	443.686 €	157.178 €
Other operational income	61.096 €	195.256 €	203.140 €
Income from other investments	345 €	0 €	0 €
Other interest and related revenue	14 €	7.411 €	185 €
<b>Total income</b>	<b>5.177.709 €</b>	<b>5.373.004 €</b>	<b>4.669.815 €</b>
Personnel expenditures	-3.095.159 €	-2.916.042 €	-2.554.270 €
Depreciation	-78.572 €	-50.584 €	-76.993 €
Other operating expenditures	-2.003.978 €	-1.923.667 €	-2.037.041 €
<b>Total expenses from ordinary business activity</b>	<b>-5.177.709 €</b>	<b>-4.890.293 €</b>	<b>-4.668.304 €</b>
Extraordinary expenditures	0 €	0 €	-1.511 €
Taxes on income and earnings	0 €	-4.099 €	0 €
<b>Annual net profit</b>	<b>0€</b>	<b>478.612 €</b>	<b>0€</b>
Allocation to reserves	0€	-478.612 €	0€
<b>Retained profits</b>	<b>0€</b>	<b>0€</b>	<b>0€</b>

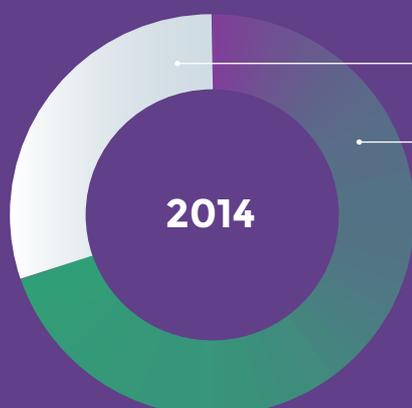
# Use of funds



Indirect project expenditures	1.116.153 €
Direct project expenditures	4.061.556 €
<b>Total</b>	<b>5.177.709 €</b>



Indirect project expenditures	1.058.727 €
Direct project expenditures	3.835.666 €
<b>Total</b>	<b>4.894.393 €</b>



Indirect project expenditures	1.389.591 €
Direct project expenditures	3.280.224 €
<b>Total</b>	<b>4.669.815 €</b>

# Use of funds

	31.12.2016
Attract and retain new volunteers for Wikimedia projects – p.06/07	439.667€
Software development: extend Wikidata, implement the community's needs, and further develop MediaWiki – p.08/09	1.469.247€
Strengthen political and legal work efforts aimed at promoting free knowledge – p.10/11	227.907€
Improve the relationship between the association and the communities – p.12	735.158€
Attract educational, scientific, and cultural institutions for flagship projects – p.13	189.853€
Promote framework for free knowledge through Open Educational Resources – p.14	355.272€
Define and consolidate WMDE's position within the international movement – p.15	308.350€
Regionalization: continue and analyze – p.16	91.535€
Involve volunteers – p.17	612€
Achieve clarity on the association's identity and strategy – p.17	54.392€
Program support functions (e.g. communication, event management, etc.)	189.563€
Indirect project expenditures (rent, personnel, accounting, IT, etc.)	1.116.153€
<b>Total</b>	<b>5.177.709€</b>

# Gemeinnützige Wikimedia Fördergesellschaft mbH

## Balance sheet

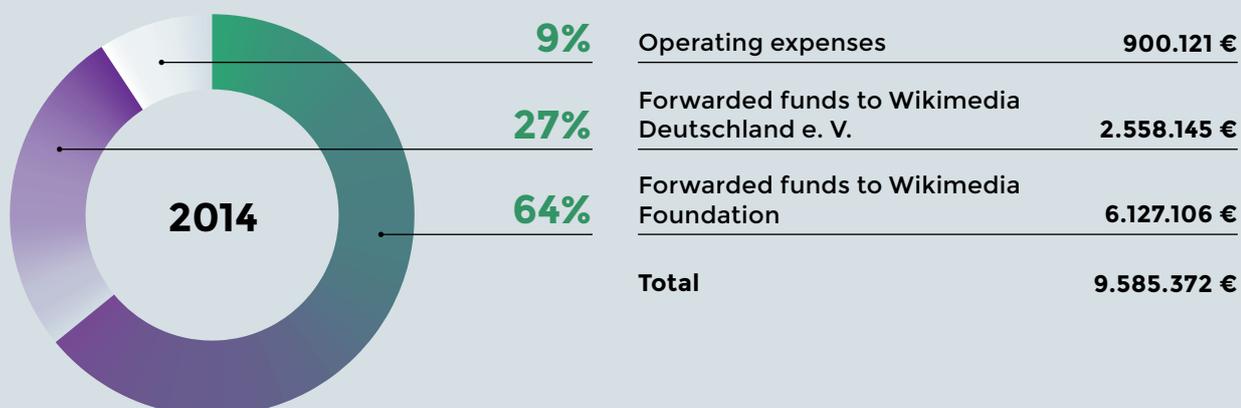
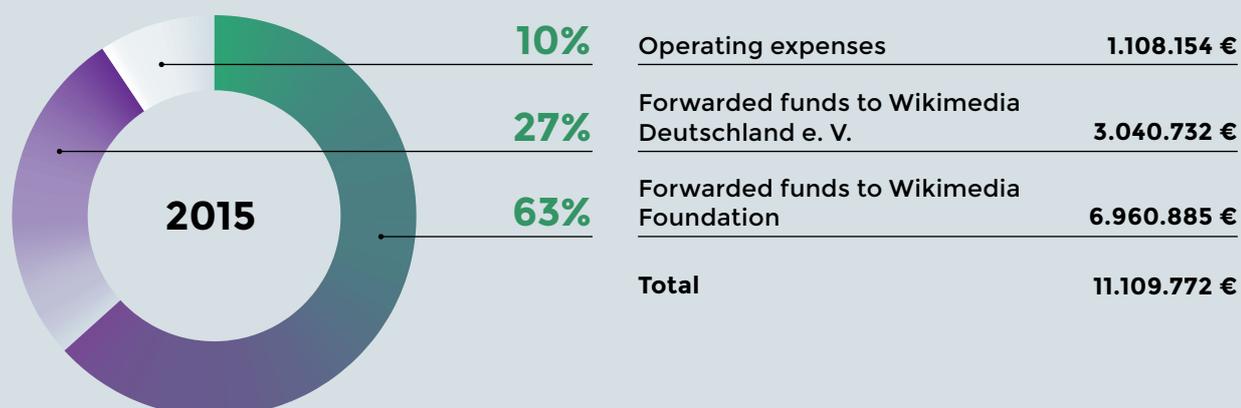
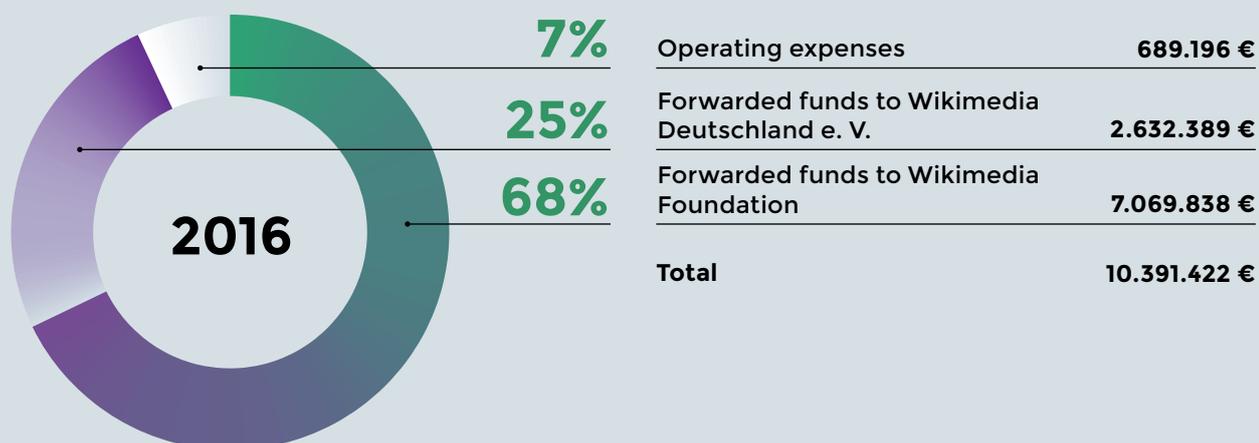
ASSETS	31.12.2016	31.12.2015	31.12.2014
<b>Fixed assets</b>			
Intangible assets	0 €	1 €	1 €
Tangible assets	0 €	182 €	1.384 €
<b>Current assets</b>			
Receivables and other assets	569.171 €	367.364 €	365.787 €
Bank deposits	7.765.241 €	8.328.541 €	7.913.666 €
Deferred items	1.820 €	1.897 €	1.898 €
<b>Balance sheet total</b>	<b>8.336.232 €</b>	<b>8.697.986 €</b>	<b>8.282.735 €</b>

LIABILITIES	31.12.2016	31.12.2015	31.12.2014
<b>Equity</b>	<b>25.000 €</b>	<b>25.000 €</b>	<b>25.000 €</b>
Unused donations	0 €	0 €	516.146 €
Accrued liabilities	218.785 €	299.134 €	274.317 €
<b>Accounts payable</b>			
From forwarded funds	8.065.148 €	8.349.482 €	7.420.318 €
Trade payables	24.517 €	20.191 €	42.330 €
Other accounts payable	2.782 €	4.179 €	4.624 €
<b>Balance sheet total</b>	<b>8.336.232 €</b>	<b>8.697.986 €</b>	<b>8.282.735 €</b>

# Profit and loss statement

	31.12.2016	31.12.2015	31.12.2014
Donation revenue	10.363.878 €	10.902.065 €	9.567.373 €
Other operational income	26.784 €	198.864 €	2.768 €
Other interest and related revenue	761 €	8.844 €	15.231 €
Expenditures from forwarded funds	-9.702.226 €	-10.001.618 €	-8.685.251 €
Personnel expenditures	-179.321 €	-206.416 €	-202.065 €
Depreciation	-180 €	-1.202 €	-7.169 €
Other operating expenditures	-509.695 €	-900.537 €	-690.887 €
<b>Annual net profit</b>	<b>0 €</b>	<b>0 €</b>	<b>0 €</b>

# Use of funds





50,000 members

# 50,000 members: can actively make a difference

None of the projects and grants presented in this annual report would be possible without the financial support of our donors and our currently more than 50,000 members.

Wikimedia Deutschland primarily recruits its members through the donations campaign at the end of the year on Wikipedia. This approach has been very successful, but also means that our organization is often equated with the encyclopedia. We promote the infrastructure, meetings, and workshops for the project, but Wikimedia Deutschland also stands for the underlying idea that extends beyond Wikipedia. Our goal is for open knowledge to become part of everyday life. Knowledge can only continue to grow if all people are able to use and disseminate it.

We think it's important that our members know who and what they are supporting. That's why we publish our newsletter "Wikiversum" four times a year. Here, we report on our work over the recent months and highlight events.

Our sponsors and active members spread the word about our concerns and give a voice to open knowledge. Like all Wikipedia users, they are particularly encouraged to get involved – by improving and writing articles in Wikipedia, as well as through participating in projects such as Wikidata, photo competitions such as "Wiki Loves Monuments," or joining in our information events, which are often organized in conjunction with exciting partners.

Our 2,000 active members can also participate in the organization's annual planning, help determine the direction of the shared work, and select the Supervisory Board. Wikimedia Deutschland invites all members to the general meeting twice a year. Unlike in many other organizations, sponsoring members also have the right to speak and table motions at these annual meetings.

Moreover, anyone who wants to switch from being a sponsoring to an active member can simply send an email to: [mitglieder@wikimedia.de](mailto:mitglieder@wikimedia.de)

## BECOME A MEMBER OF WIKIMEDIA DEUTSCHLAND...

- because Wikipedia and other forward-looking open-knowledge projects are important contributions to ensuring equal opportunity and a better society for everyone.
- because it's great to be socially engaged.
- because you will become part of a truly global movement.

IT'S EASY TO BECOME A MEMBER ONLINE AND IT STARTS AT ONLY 2 EUROS PER MONTH:  
[WMDE.ORG/WIKIMEDIAMITGLIED](http://WMDE.ORG/WIKIMEDIAMITGLIED) (IN GERMAN)

Katrin Dreier-Lippmann is a day-care center coordinator. She lives with her husband and two children in Jena.



## Our 50,000th member: Katrin Dreier-Lippmann

**QUESTION:** You and your husband have already supported open-knowledge projects like Wikipedia for some time with donations. What made you decide to now become a sponsoring member?

“When I was a child, our home was filled with books. I became a bookworm and reading played an important role in opening up the world to me. I especially remember two rows of shelves, where 15 volumes of a reference work stood side by side. Each spine was as wide as my palm. I browsed through these books – sometimes out of boredom, sometimes out of curiosity or, specifically, because I was seeking information for school. When I looked something up, I had a very peculiar feeling that I could not describe as a child. Today, I would call it awe. I was especially impressed by the title of the reference work: “The Knowledge of the World in 15 volumes”!

Just as we understand more and more of the world as we get older and how we can expand our horizon – even spatially – and sense that the environment, which seems enormous to a child, is at once smaller and yet even more vast as adults: In the same way, I realized that the “knowledge of the world” could

never fit into 15 volumes. The knowledge of my parents, educators, teachers, and professors also became my knowledge, and yet I knew there was more.

That’s why I didn’t buy a thick reference work for my children. We get our information through the newspaper, radio, and in doing research for school at local libraries. We also use the Internet, and, first and foremost, Wikipedia.

The accumulated knowledge on these “pages” is not limited to 15 volumes. It’s not important whether the cover was designed by Hundertwasser and it doesn’t take up any space in our small apartment. Access is free. It’s not restricted to certain hours of operation and I don’t need a membership card.

All of these things and, finally, my own personal approach to acquiring knowledge, along with the tremendous importance of possessing knowledge and sharing it, convinced me to become a part of Wikimedia. It’s a thank you, and an expression of my appreciation and support. At the end of the day, it’s a great feeling!”

# Imprint

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**DESIGN:** Atelier Disko, [www.atelierdisko.de](http://www.atelierdisko.de)

The audit of Wikimedia Deutschland – Gesellschaft zur Förderung Freien Wissens e. V. and the non-profit Wikimedia Fördergesellschaft mbH was conducted by KWP Revision GmbH Wirtschaftsprüfungsgesellschaft Berlin and carried out in December 2016 and February/March 2017. It was issued an unqualified audit certificate.

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