Wikimedia Deutschland Annual Report 2017

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Dear friends of Free Knowledge,

We have enjoyed another successful year in which we have achieved a lot and which we can look back upon with pride.

Together we know more – this fundamental idea behind the free online encyclopaedia Wikipedia and its sister projects is strikingly visible each and every day: Thousands of volunteers and communities write and improve articles, take photographs, maintain data, develop software and make their knowledge freely available to all mankind.

As the association for the promotion of Free Knowledge, Wikimedia Deutschland works to ensure that projects such as Wikipedia can continue to exist in the future and that Free Knowledge becomes a standard in our society. We support the invaluable work of the volunteers working on Wikimedia projects and try to ensure that even more people take part. We develop and improve software so that volunteers can more easily share their knowledge through the Wikimedia projects. We work with cultural, educational and scientific institutions and promote the idea of Free Knowledge to political and societal decision makers.

We don't do all this on our own – we work together with the volunteer Wikimedia communities, with our partner organizations within and outside of the international Wikimedia Movement and with the support of around 65,000 members and countless donors. We would like to take this opportunity to thank everyone who worked so hard with us in 2017 to promote Free Knowledge.

Each year, Wikimedia Deutschland organizes the Wikimedia Conference. Around 300 representatives from all Wikimedia organizations and groups meet to learn from one another and discuss the future of the Wikimedia Movement.

WIKIMEDIA: A WORLDWIDE MOVEMENT FOR FREE KNOWLEDGE

Wikimedia is a worldwide movement for promoting the idea of Free Knowledge. All Wikimedia projects, such as Wikipedia, are operated by the non-profit Wikimedia Foundation based in San Francisco, USA. Almost 40 independent national organizations (so-called Chapters) provide local support for Wikimedia projects. Founded in 2004, Wikimedia Deutschland is a non-profit organization and the oldest and largest Chapter.

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Looking back at 2017

2017 was an exciting and successful year for Wikimedia Deutschland. We have been able to achieve many of our aims as an organization promoting Free Knowledge.

We have successfully continued and improved the support of volunteers in the various Wikimedia projects. We have also created tools that will enable us to improve the support for active Wikimedia contributors systematically and continuously in the future.
For the first time in our online campaigns, we used banners within Wikipedia to increase awareness of the possibility to contribute to the online encyclopaedia. Whilst this has not been able to stop the downward trend in the number of active Wikipedia contributors, we have been able to gain some valuable insights that we can use for our work in 2018.

We have carried out technical improvements to our Free Knowledge database Wikidata, which is seeing more and more use in Wikimedia projects. Wikidata is also seeing increasing use outside of the Wikimedia Movement through an increasing number of data partnerships. The first Wikidata Conference was held this year in Berlin, which we used to socially and sustainably strengthen the Wikidata community.
Together with our partners at the Wikimedia Foundation and many volunteers, we have also improved and extended the MediaWiki software upon which all Wikimedia projects are based.

At both the political level and in our collaborations with various institutions, we have successfully created important new partnerships, exercised influence as well as started and deepened discussions. We have informed various cultural and memory institutions about the benefits of free content and provided them with support to create and publish free content on their own and together with the Wikimedia communities. The Open Science Fellows Program has allowed us to successfully and sustainably campaign for Free Knowledge and spread the idea of Free Knowledge in scientific institutions via supported fellows.

We have again carried out a successful fundraising campaign and welcomed a significant growth in the number of new members. Around 65,000 people (as of March 2018) now support our activities promoting Free Knowledge. Using new formats at our general assembly and providing more opportunities to contribute and access information, we have improved communication with our members.

Wikimedia Deutschland was started in 2004 with a small number of committed Wikipedia contributors. Today, we are working together with more people than ever before, carrying out pioneering work in the promotion of Free Knowledge: Recruiting new volunteers, developing software, public outreach work and collaborating with partner organisations. 2017 has also seen the Wikimedia Movement come closer together with a common strategic direction. Take a look back at this successful year together with us over the following pages.

This annual reports is also available as an online version with a variety of videos and links for further reading.
2017.wikimedia.de

5,844
times people took part in activities related to the Wikimedia projects.

39,345
times the Digital-O-Mat was used before the federal elections.

436
volunteers received direct support in 2017.

1,531
new registrations on Wikipedia as a result of our 4 campaigns.

8
cultural institutions opened their doors to volunteers as part of Glam on Tour.

94
organisations from the Wikimedia Movement have given their support to the new strategic direction.

450
Wikimedia contributors work together with us on our Technical Wishes project.

20
young scientists have been supported by the Open Science Fellows Program (twice as many as last year).

65,000
people support Free Knowledge as members of Wikimedia Deutschland.

180
volunteer developers and Wikidata enthusiasts took part in the first Wikidata-Con.

Support digital volunteering

WikiCon takes place once a year – it is the largest meeting of the German-speaking Wikimedia volunteer communities. In 2017, 287 volunteers met in Leipzig to discuss their projects.

Voluntary Wikipedia contributors share their knowledge for free through the free encyclopaedia by correcting errors, adding photographs, ensuring information is kept up-to-date as well as writing entire articles. There is a whole range of other Wikimedia projects that work on the same principle as Wikipedia. This includes the free travel guide Wikivoyage, the free dictionary Wiktionary and the Free Knowledge database Wikidata. We regard this contributions to the Wikimedia knowledge-sharing projects as digital volunteering and provide support to strengthen it wherever we can. Without the tireless efforts of many thousands of volunteers, projects such as Wikipedia simply could not exist.

This is why providing support to volunteers is a core element of the work done by Wikimedia Deutschland. The aim of our volunteer support is to enable as many people as possible to make their contribution to Free Knowledge and remove any obstacles in their way. The support given to volunteers takes many different forms and is tailored to the organisational and financial needs of individual projects and plans.

For example, it is hugely important that those who digitally contribute to Wikimedia projects are also able to meet "in real life". This allows them to discuss new ideas, promote their projects, work on articles, talk with one another and resolve conflicts. Knowledge is best generated within a community, because together we know more. As in previous years, Wikimedia Deutschland has facilitated numerous meetings for Wikimedia contributors in 2017. The largest of these was WikiCon where 287 volunteers from the German-speaking Wikimedia community came together in Leipzig. Our organisation helped attendees with hotel and travel costs as well as organising and running the three-day event.

Wikimedia Deutschland has also continued and expanded the support of local Wikipedia offices, thus facilitating the work on the Wikimedia projects. 2017 saw the creation of the new community space "WikiBär" in Berlin, just as has been done previously in Cologne, Hamburg and Munich. Here, volunteers can offer services such as public Wikipedia introduction courses or editing workshops, work together on their projects and more easily show the general public their enthusiasm for projects like Wikipedia and explain how easy it is participate. Throughout 2017 we have also produced a wide range of materials, such as information flyers and brochures, that explain how to contribute to the various Wikimedia projects.

We further supported digital contribution to Free Knowledge in the Wikimedia projects by providing project-specific help, e.g. in the form of accreditation for events, literature stipends and the provision of photographic and video recording equipment. A total of 5,844 volunteers were supported in their activities around the Wikimedia projects in 2017. In 2017 we also developed the "Förderbarometer" ("support barometer"). This tool allows us to better evaluate the support we are providing to volunteers. The results of the Förderbarometer for 2017 show us that 81 percent of supported persons have described our support as very useful and given it a rating of 9 or 10 on a scale from 1 to 10 – the average was 9.46. This stands as wonderful confirmation that the volunteers are very satisfied with our work – and also serves as motivation to further increase this result next year.

With respect to our support work, 2017 was productive and successful. We want to continue improving our support for volunteers in 2018 so that even more people can use it to make a contribution to Free Knowledge. We will provide more intensive support for large projects, such as the world's largest photo competition "Wiki Loves Monuments", which coincides with the 2018 Year of Cultural Heritage and, as part of which, we are working with the German National Historic Preservation Committee and the German UNESCO commission. We will also initiate collaborative projects between various Wikimedia projects and other projects with the hope of bringing in new groups to help us in the pursuit of Free Knowledge.

All information about the types of support available can be found at de.wikipedia.org/wiki/Wikipedia:Förderung.

Getting more people excited about Wikipedia

Almost everyone has looked up something on Wikipedia at some time or other. For some people this is perhaps just once or twice a year, many others do this daily. It is now hard to imagine life without the free online encyclopaedia. What many do not realise is that Wikipedia is created exclusively by volunteer authors in their free time. However, the number of active contributors providing their knowledge to keep the German language version of Wikipedia alive by writing, expanding, improving, updating and illustrating articles has been decreasing for several years. We consider this downward trend in the number of Wikipedia authors to be a threat to a lively and diverse community and to the quality of the content in Wikipedia. We have attempted to do something about this in 2017.

But how do you convince people who primarily use Wikipedia as a reference to actively contribute? We attempted to do just that in 2017 using four banner campaigns. Within Wikipedia, we displayed a clear call to action for people to participate. This could be in the form of proofreading for errors, or putting images into articles. Wikipedia readers who clicked on the banner were taken to a site with resources such as explanatory videos, online training and guided tours making it easier for new contributors to get going with Wikipedia.

We used these campaigns to test different ideas and assumptions. What is more likely to appeal to Wikipedia readers: A simple and down-to-earth banner design, or a colourful and striking one? Which is better at motivating people: Generally asking for help, or displaying in the banner itself just how easily the article source can be edited? We tried these and many other things in the four campaigns and evaluated the results. Throughout the year, findings from the previous campaigns were used for the next.

In doing so, we were able to achieve some level of success. 1,531 people created a Wikipedia user account as a result of our banner campaigns, 334 of them successfully started working on articles. This means that we are able to convince people to actively contribute their knowledge to Wikipedia. The resources we produced were able to successfully explain how to participate in Wikipedia.

Have our banner campaigns in 2017 successfully managed to ward off the decreasing number of contributors that represent such a threat to Wikipedia? Certainly not. But we have learned a lot. For example, we know that whilst the campaigns were running, more people created a user account in order to start editing Wikipedia than otherwise would have.
This means that the campaigns are reaching readers and convincing them to participate. Surveys have shown us that still too few people are aware that everyone is able to contribute to Wikipedia. The campaigns have helped to spread awareness of this possibility.

Despite this, the campaigns are just a first step. They raise awareness. But the road to creating active Wikipedia contributors is long. Throughout 2018, we want to use the findings from our campaigns in 2017 to develop and test new options. We will continue to improve the resources for new users and therefore increase the proportion of people regularly contributing to Wikipedia. Furthermore, we will help the existing community to provide support to new authors getting started with Wikipedia.

Get involved with Wikipedia!
Find out how to get started here:
wikipedia.de/lernewikipedia

Develop software for Free Knowledge

Wikimedia Deutschland does not just provide support to volunteers who want to share their knowledge with the world through the Wikimedia projects. We also take care of making continuous improvements to the technical infrastructure behind Wikipedia and its sister projects. This includes, for example, working on the software that runs all Wikimedia projects. We also work closely with volunteers to develop technical projects that allow Wikipedia to be further developed and to spread Free Knowledge. A large project, on which we are working hand in hand with an international community, is the collaboratively maintained Free Knowledge database Wikidata. This was started at Wikimedia Deutschland in Berlin in 2012 and has since been expanded and further developed under our leadership. Our work in the field of software development aims to do that which the many thousands of Wikimedia contributors have dedicated themselves: giving more people more access to more knowledge.

Unlike Wikipedia, which has almost 300 different language versions, the knowledge about the world stored in Wikidata is stored language-independently so that it can be read by both humans and machines. Thanks to Wikidata, information which would otherwise have to be manually updated in each individual language version of Wikipedia, such as the names of heads of state, need only be changed once in Wikidata. This is then automatically shown on all linked Wikipedia versions. Wikidata has continued to grow throughout the last year and its data has been increasingly used in the various Wikipedia versions: 2017 saw an increase of more than 60 percent compared to the previous year. A third of all edits in Wikimedia projects are now done in Wikidata.

To make the data within Wikidata as useful as possible for people and knowledge projects it has to be deposited and structured in a certain way within the Free Knowledge database. Accordingly, one main objective of our work in 2017 was the improvement of data quality within Wikidata. We have laid the necessary groundwork to incorporate the structured data from Wikidata to the free media repository Wikimedia Commons, for example to facilitate the search for individual pictures. Furthermore, we have worked to ensure that in 2018, for the first time ever, it will be possible to edit and reuse data describing language elements within Wikidata.

→ Find out more about Wikidata at wikidata.org

How many things in the world are described in Wikidata? This map shows knowledge objects with location data stored in Wikidata as bright spots.

Share knowledge more easily

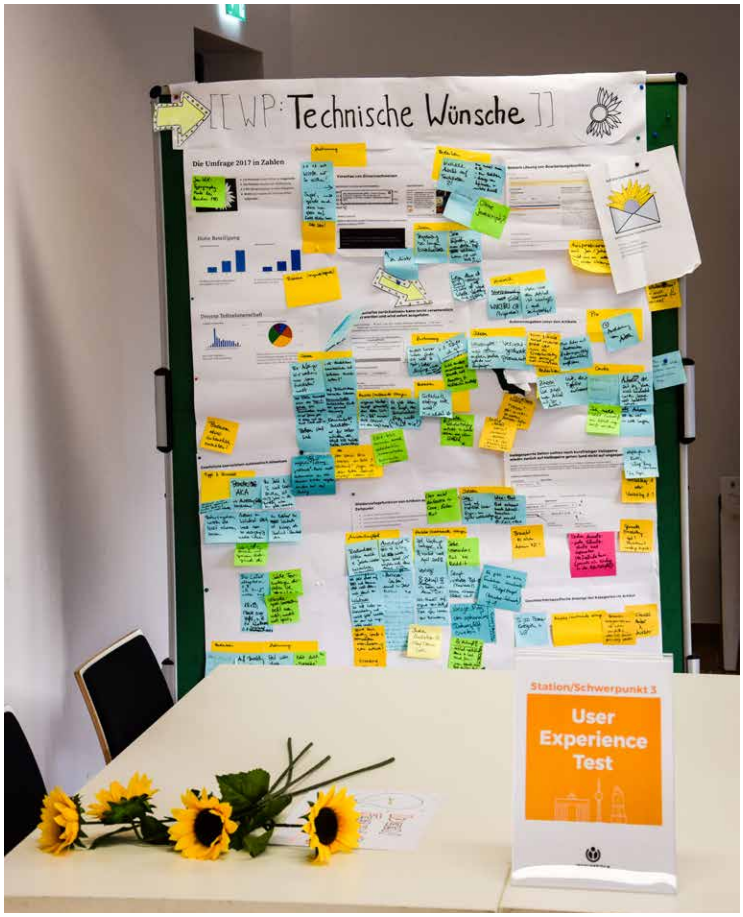
With the right tools, great things can be created more easily. The volunteers who create content for Wikipedia also need the best tools so that they can contribute to Free Knowledge as effortlessly as possible. Within our Technical Wishes project, we are improving the software behind Wikipedia and working to develop better tools together with the people who are using it: the volunteers from the Wikimedia projects.

Ideas for new or improved software features are collected together with the community via surveys. In 2017, a total of 450 Wikimedia contributors (twice the number as in the last survey) submitted, discussed and prioritised 188 technical wishes. 2017 saw the implementation of various features including an advanced search form that significantly improved complex searches within Wikipedia. Yet another wish that was fulfilled was the improved view for comparing two versions of Wikipedia articles. Changes to the text within added sections are now highlighted, making them easier to follow.

The new tools that were developed benefit more than just German Wikipedia contributors: They facilitate the work being done not only in the almost 300 different language versions of Wikipedia, but throughout all Wikimedia projects in all languages. Ideas that originate from the German language version of Wikipedia must be turned into features that can be used internationally. This means, for example, that they must work with languages that are written from right to left.

The most important tool for fulfilling technical wishes is still the contact we have with volunteers and listening to their needs. The weekly online discussion with the Wikimedia Deutschland development team, started in 2017, was very well received and enhanced the work done by all parties. We also work closely with the development teams at the Wikimedia Foundation in San Francisco and exchange ideas on a regular basis. More technical wishes will be fulfilled in 2018 and new features provided that will make it even easier to work with Free Knowledge.

More about the Technical Wishes project at de.wikipedia.org/wiki/Wikipedia:Technische_Wünsche



Open to suggestions: The Technical Wishes project allows Wikimedia contributors to put forward their ideas for technical improvements.

WikidataCon: the first international Wikidata conference

What started five years ago as an empty Wiki, has now grown into a huge knowledge database with more than 47 million entries, freely available to everybody: Wikidata. This has been made possible by the approximately 8,000 active volunteer editors from around the world. Wikidata therefore celebrated its fifth birthday with an event aimed at bringing the international community of volunteers closer together by holding a face to face exchange with one another: the world's first WikidataCon.

Since its launch in the autumn of 2012, the goal of Wikidata has been to give more people more access to more knowledge. Instead of articles, knowledge is stored in Wikidata in the form of language-independent data objects which can be edited and have information added in different languages simultaneously. More than 51,000 editors have already added a huge amount of Free Knowledge to Wikidata and it continues to grow.
Over 190 million edits were made in the Free Knowledge database by around 8,000 active volunteer editors from around the world in 2017. In comparison: In the same period, almost 71,000 active Wikipedia contributors made around 130 million edits across all 300 language versions of Wikipedia. This makes Wikidata the currently fastest growing Wikimedia knowledge project.

2017 saw Wikidata celebrate its fifth birthday with a conference organised by Wikimedia Deutschland for the Wikidata community. At the end of October, 180 participants – people who work on Wikidata, people who develop the software behind it or use the information held within it – came together in Berlin to share their knowledge about Wikidata. In more than 100 presentations, workshops, discussions and various other formats the attendees shared their knowledge. The enthusiasm for Wikidata of all those present could be felt throughout the entire conference and served to further strengthen the solidarity and dedication of the international Wikidata community.

This enthusiasm held by the volunteer community also stood out in the WikidataCon conference program. Three program threads focussing on the topics of "Education and Science", "GLAM" (Galleries, Libraries, Archives and Museums), and "Data Quality" allowed participants to not only take a look back at what has been achieved, but also see what the future holds for Wikidata. Alongside the long-term assurance of data quality and the strategic expansion of the platform, it was also of critical importance that as many people as possible could use the knowledge stored in Wikidata.

Participants felt that the conference showed just how important and inspirational this exchange of knowledge can be for the work being done on volunteer-run projects. "The diversity and quality of Wikidata-driven innovation at the #WikidataCon blew me away [...] At none of the other many Wikimedia events over the years have I seen such a high level of technical generosity" said Jakob @nichtich when summarising the conference on Twitter. Everyone who took part in WikidataCon went home eager to share their newly acquired knowledge with their local communities. The next WikidataCon is planned to coincide with the 7th birthday of the Free Knowledge database in 2019.

More information on WikidataCon at
www.wikidata.org/wiki/Wikidata:WikidataCon_2017

The first WikidataCon saw 180 Wikidata enthusiasts from around the world come together in Berlin to share their knowledge.

Volunteers discussed the Free Knowledge database Wikidata in the course of more than 100 presentations, workshops and discussions.

Lobbying for Free Knowledge

The strengthening of legal and political conditions for Free Knowledge at the European and national levels plays a central role for Wikimedia Deutschland. We are also working together with cultural, educational and scientific institutions to promote a better understanding of the benefits of Free Knowledge and to get more content released for Wikimedia projects, thus being available to everyone.

In 2017 we have been able to raise awareness of our position among politicians through direct meetings, events, statements and various other materials. Our series of events "ABC des Freien Wissens" (ABC of Free Knowledge) and Networks & Politics, as well as our contributions at the conference "Zugang Gestalten!" and OER-Festival 2017, demonstrated the great benefits of Free Knowledge for society. Our Attribution Generator, which quickly creates the appropriate information for the re-use of images, is currently available in four different languages (German, English, Spanish and Portuguese) and has undergone various technical improvements.

We have once again run the culture-hackathon Coding da Vinci with great success. Developers used open datasets and digital reproductions provided by cultural and memory institutions to create fascinating new applications in the space of just a few weeks. We have also been able to set up new collaborations with cultural institutions and expand upon existing ones.

In the area of education, 2017 saw us make progress with open educational resources (OER). For example, in cooperation with the Deutscher Industrie- und Handelskammertag e. V. (Association of German Chambers of Commerce and Industry), we have published a brochure about how to make practical use of OER in professional training environments. Using a range of different event formats, we have spread awareness about the work going on in the Wikimedia projects to around 100 cultural institutions and informed them about the legal aspects of openly providing their cultural assets in the digital world.

More information about Wikimedia Deutschland's political work can be found at wikimedia.de/wiki/Politik

How can we strengthen the conditions for Free Knowledge? Wikimedia Deutschland held a series of events during 2017 to spread information on the benefits of Free Knowledge.

Digital-O-Mat: an election aid for net politics

The federal government elections formed a key part of our political work in 2017. Digital topics, such as the right to internet access and open educational resources, which form the primary foundations of Wikipedia and Free Knowledge, often remain underrepresented when reporting on elections. Where do the parties stand on digital issues that affect our daily life and our rights within the Internet?

To help close this information gap, Wikimedia Deutschland worked together with partner organisations who are active in the area of digital rights to freedom to develop the Digital-O-Mat. We posed questions on topics like education, internet access, software and open data to all parties who took part in the 2017 federal elections and had consistently achieved at least 5% in opinion polls since September 2016.

Where do the parties stand on digital issues? The Digital-O-Mat allowed voters to compare their own position with that of the various parties before the 2017 election.

Using these questions and the answers provided by the parties, we created the Digital-O-Mat. The website was intended to help voters get a clear idea of the position taken by each party on digital matters and the specific actions they would take. By reading 12 different points of view from across various topics and clicking on “agree”, “neutral” or “do not agree”, voters could assess which party most closely aligned with their views on digital issues. Using this method, the online tool was intended to help voters decide who they should vote for.

In line with one of Wikipedia’s basic principles of verifying contributed knowledge with a source, the parties were also asked to provide more detailed explanations of their positions on various digital issues, rather than just simply agree or disagree. By clicking on the relevant area in the results generated by the Digital-O-Mat, voters were therefore able to see more detailed information about the view held by each of the parties on the various topics. In most cases, these explanations were far more detailed than the party manifesto, thus making additional information available. Since the Digital-O-Mat remained online after the election, it will be possible to later compare what the parties said before the election with what they have actually done.

In 2017, the Digital-O-Mat represented the first time that a freely accessible online comparison tool especially for digital topics has been available for federal elections. The Digital-O-Mat was used almost 40,000 times before the 2017 federal elections. We are planning further versions for the 2018 state elections in Bavaria and Hessen.

The Digital-O-Mat can be found at wmde.org/digitalomatBTW17

Cultural heritage for Wikipedia

Working together with volunteers and collaborating with institutions to make cultural heritage accessible to everyone free of charge – this is the crazy idea behind Wikimedia's GLAM work. GLAM is an abbreviation for the types of institutions that we would like to inspire with the idea of open access to cultural data: Galleries, Libraries, Archives and Museums. Numerous exciting partnerships have been created and continued to grow due to the dedication of the Wikimedia community in 2017.

Using the GLAM on Tour format, we are promoting cooperation between volunteers from the various Wikimedia projects and cultural institutions. The tour went to eight different locations in 2017 and travelled from the musical instruments department of the Museum of Art and Industry in Hamburg to the Monte Verita in Ticino. Special guided tours, scientific talks and editing workshops allowed volunteers to work directly with the represented institutions to share more specialist knowledge with the entire world through the Wikimedia projects.

For example, in 2017, 21 Wikipedia contributors visited the Fürstenberg Palace and were able to further their knowledge of Germany's oldest porcelain factory. The volunteers spent an entire weekend gaining exclusive insights into the porcelain workshops at the museums, listening to presentations from experts and working together on making this cultural heritage available in Wikipedia. 39 new articles were created, 25 existing articles were expanded and many more had new images added. The appreciation of the volunteers and their work for Wikipedia was made clear by the presence of the mayor on the opening day.

We will continue working to link volunteers with GLAM institutions in 2018. The European Cultural Heritage Year will also carry great significance in that it should help strengthen the awareness of common European cultural heritage across borders.

More information about GLAM on Tour at de.wikipedia.org/wiki/Wikipedia:GLAM/GLAM_on_Tour

Hands on: GLAM on Tour saw Wikimedia contributors visit cultural institutions to collect new knowledge for Wikipedia and its sister projects.

Driving forward open science

As the society for the promotion of Free Knowledge, Wikimedia Deutschland tries to apply Wikipedia's basic principles to all aspects of society. Our Open Science Fellows Program therefore provides support to young researchers for making their methods, data and results freely available for anyone to use. The idea is that fellows will not only themselves learn to practice open science, but also share their knowledge within the institutions. Thus, we are promoting a more open approach in scientific research and teaching.

The Open Science Fellows Program, which was founded in 2016 by Wikimedia Deutschland and the Stifterverband, continued to a second round in 2017. It links young scientists with experts who pass on the theoretical and practical foundations of taking the open approach to science. The second year of the program saw the addition of the Volkswagen-Stiftung as an important partner, allowing us to double the number of supported fellows compared to the pilot round from 10 to 20.

The supported projects cover a wide range of fields from Islamic science to neuroscience and climate research. The practice of research work focuses firstly on transparency: Processes and collections of data are documented and freely accessible. Secondly, it is about fostering an exchange with communities beyond academic fields. The "Ring a Scientist" project, for example, creates a link between researchers and schools. Teachers use an Internet-based platform to arrange video conferences with scientists and, for example, allow students to take part in a live experiment that can only be carried out in a specially equipped lab. Students can experience scientific work being done in an entirely new way.

The second round of the program ends in June 2018 with a public event where the fellows will present their projects and results. 2018 will again see up to 20 young scientists supported by the Open Science Fellows Program.

More information on the Open Science Fellows Program:
wmde.org/fellowprogramm

Wikimedia Deutschland advocates a more open approach to scientific research through its Open Science Fellows Program. 2017 saw 20 fellows supported by the program.

Join us as a member!

All our projects are only made possible thanks to the financial support of the many thousands of donors and our members. 2017 saw us achieve a new record number of members. More than 65,000 people now support us in our dedication for Free Knowledge. The number of members has more than doubled in the last two years alone.

Regardless of whether you are an active member or a sponsoring member – everybody has the opportunity to help guide the development of Wikimedia Deutschland. The top decision-making organ of the organisation is the General Assembly. This took place for the 21st and 22nd time in 2017. The resonance was greater than ever: 120 members took part in the spring assembly in Bamberg, and 132 participated in the autumn meeting in Berlin.

Alongside directional decisions, such as agreeing on a new strategic direction for the international Wikimedia Movement, both assemblies were characterised by the theme “approaching one another”. One of our main aims was to present our work and projects in an interesting way and to get members actively involved in the association’s activities. The formal part of proceedings were therefore accompanied by a varied supporting program. In Bamberg we had the “Jahrmarkt des Freien Wissens” (Free Knowledge Fair), in Berlin we held an open day at the “Haus des Freien Wissens” (House of Free Knowledge).

These gave attendees plenty to explore: In Bamberg, members discussed things such as the future of Wikipedia and took a photography tour through the town to get some images for the free media archive Wikimedia Commons. In Berlin, attendees marvelled at the ten winners of the photo competition

Helping to make decisions: The General Assembly is the top decision-making organ of the organisation.

"Wiki Love Monuments" and used interactive political position guessing to learn about the opinions held by individual players in politics and the effects of these on Free Knowledge.

Our introductory courses were once again met with great interest. These courses allow members and speakers to gain a huge amount of knowledge about Wikipedia, the Free Knowledge database Wikidata and the free media archive Wikimedia Commons. In Berlin, the newly founded "Partizipation" working group held a workshop to inform participants about the numerous opportunities to get involved within the organisation.

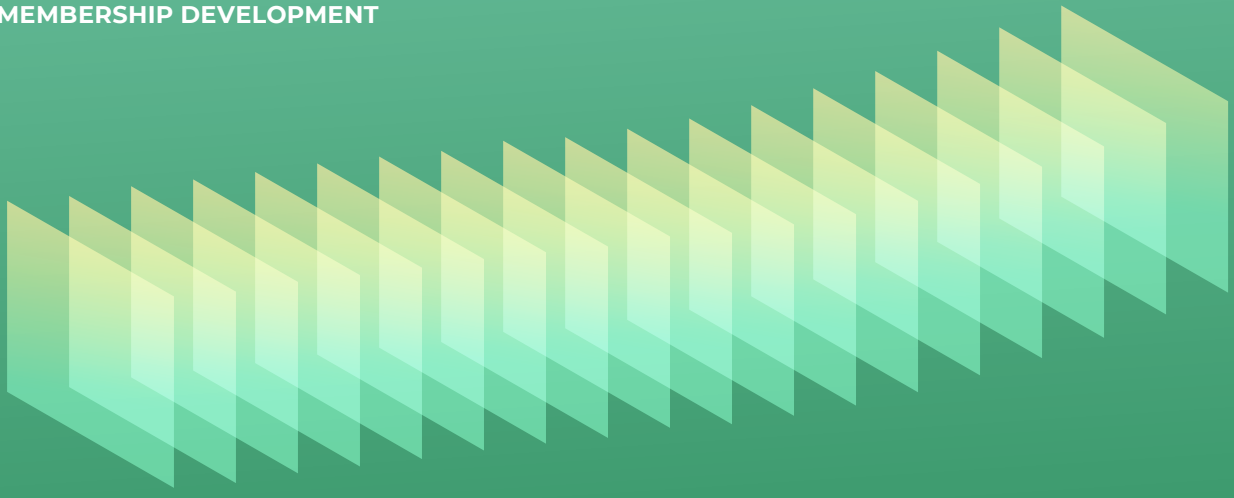
There will again be two general member assemblies in 2018. On 26th May we will be at the Center for Art and Media in Karlsruhe. Our "Zentrum des Freien Wissens" (Centre of Free Knowledge) supporting program will be further expanded and open to the general public for the first time. This should allow even more people to get excited about our work and projects. The second members' assembly takes place on 1st December 2018 in Berlin. The focus of this meeting will be the election of a new Supervisory Board.

General Assemblies take place at different locations throughout Germany. For example, in 2017 we visited the beautiful town of Bamberg.

Would you like join Wikimedia Deutschland and support us in keeping knowledge free? Find everything you need at wmde.org/mitgliedwerden

March 2013 – March 2018

MEMBERSHIP DEVELOPMENT



March 2013	March 2014	March 2015	March 2016	March 2017	March 2018
2.618	**9.803**	**15.778**	**29.169**	**43.138**	**65.169**

Finances

From a financial point of view, 2017 was yet again a good year for Wikimedia Deutschland.

REVENUE

Total revenues for 2017 has increased to 6.8 million euros (previous year: 5.2 million euros). Donations nominally dropped to 2.3 million euros (previous year: 3.2 million euros), but other revenues increased to 1.9 million euros (previous year: 0.3 million); this is primarily due to a grant of 1.4 million euros for Wikidata in 2017 being accounted for as other revenue rather than a donation. Revenues from membership and contributions rose to 2.5 million (previous year: 1.6 million euros) due to an increase in the number of members to 52,650 as of 31st December (previous year: 35,758).

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EXPENDITURES

Expenditures increased to 6.8 millions euros (previous year: 5.2 million euros). There were increases in both personnel costs of 3.5 million euros (previous year: 3.1 million euros) and operational costs of 3.2 million euros (previous year: 2 million euros).

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The use of funds is more precisely laid out in the "Use of funds" summary on page 26 of this report.

UNUSED DONATIONS/RESERVES

Wikimedia Deutschland applies the HFA 21 accounting standard. A special feature of this standard is that revenue from donations is only posted 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 5 million euros (previous year: 4.3 million euros) and is available to the organisation in the following year. The fiscal reserves are formed entirely from this sum according to Article 62 of the Fiscal Code.

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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. administrative costs. Nevertheless, the latter are necessary and appropriate, as they organise the use of funds and accountability and thus provide transparency. The direct project expenditures for Wikimedia Deutschland increased to 5.1 million euros (previous year: 4.1 million euros), while their share of the total expenditures dropped to 74 percent (previous year: 78 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. Donation revenue declined this year to 10.3 million euros (previous year: 10.4 million euros). This is because donations to the organisation (0.8 million euros) were for the first time recorded there only. Personnel and material expenditure remained constant at 0.7 euros (previous year: 0.7 million euros). This allowed 8.4 million euros (previous year: 6.8 million euros) to be forwarded to the Wikimedia Foundation in the USA and 1.9 million euros (previous year: 2.6 million euros) to the organization in Germany. The distribution of funds is based on an agreement concluded between Wikimedia Deutschland and the Wikimedia Foundation. For the first time, an annual surplus of 0.2 euros was achieved, which has been placed into the reserves.

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AUDITING

Wikimedia Deutschland voluntarily allows audits of its annual accounts, internal processes and allocation of donations. The audit of Wikimedia Deutschland – Gesellschaft zur Förderung Freien Wissens e. V. and Gemeinnützige Wikimedia Fördergesellschaft mbH was conducted by the KWP Revision GmbH auditors in Berlin and carried out in December 2017 and February/March 2018. An unqualified audit certificate was issued. It confirmed that the accounting of Wikimedia Deutschland and Gemeinnützige Wikimedia Fördergesellschaft mbH was carried out completely and conscientiously and that the audit did not raise any objections.

Wikimedia Deutschland e. V. **Balance sheet**

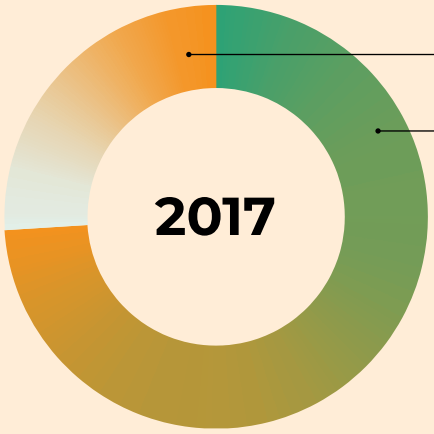
ASSETS	31.12.2017	31.12.2016	31.12.2015
Fixed assets			
Intangible assets	66.929 €	24.460 €	1.789 €
Tangible assets	338.408 €	222.560 €	174.976 €
Investments	25.655 €	25.655 €	25.655 €
Current assets			
Claims for forwarded funds	1.667.383 €	1.581.856 €	3.040.732 €
Accounts receivable	67.435 €	64.567 €	101.241 €
Other assets	180.326 €	97.152 €	219.790 €
Securities	104.198 €	107.164 €	265.665 €
Cash and bank deposits	3.453.485 €	2.552.120 €	1.263.264 €
Deferred items	55.459 €	48.322 €	28.548 €
Balance sheet total	**5.959.277 €**	**4.723.856 €**	**5.121.660 €**

LIABILITIES	31.12.2017	31.12.2016	31.12.2015
Unused donations	4.968.500 €	4.349.061 €	4.238.145 €
of which fiscal reserves according to §62 of the Fiscal Code	4.968.500 €	605.246 €	605.246 €
Accrued liabilities			
Tax accruals	54 €	198 €	187 €
Other accruals	222.110 €	143.626 €	149.257 €
Accounts payable			
Payments received	280.206 €	0 €	0 €
From trade payables and other accounts payable	289.630 €	111.057 €	195.969 €
Sonstige Verbindlichkeiten	198.777 €	99.701 €	517.889 €
Deferred items	0 €	20.213 €	20.213 €
Balance sheet total	**5.959.277 €**	**4.723.856 €**	**5.121.660 €**

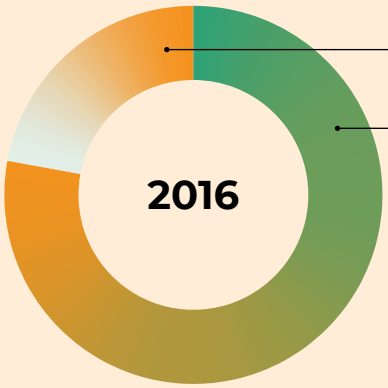
Profit and loss statement

	31.12.2017	31.12.2016	31.12.2015
Donation revenue	2.339.176 €	3.218.133 €	3.530.014 €
Membership fees	2.542.663 €	1.632.360 €	1.196.638 €
Other income	1.891.880 €	265.760 €	443.686 €
Other operational income	34.044 €	61.096 €	195.256 €
Income from others investments and other interest	2.367 €	360 €	7.411 €
Total revenue	**6.810.129 €**	**5.177.709 €**	**5.373.004 €**
Personnel expenditures	-3.510.509 €	-3.095.159 €	-2.916.042 €
Depreciation	-115.931 €	-78.572 €	-50.584 €
Other operational expenditures	-3.183.689 €	-2.003.978 €	-1.923.667 €
Total expenses from ordinary business activity	**-6.810.129 €**	**-5.177.709 €**	**-4.890.293 €**
Taxes on income and earnings	0 €	0 €	-4.099 €
Annual surplus	**0 €**	**0 €**	**478.612 €**
Allocation to reserves	0 €	0 €	-478.612 €
Net profit	**0 €**	**0 €**	**0 €**

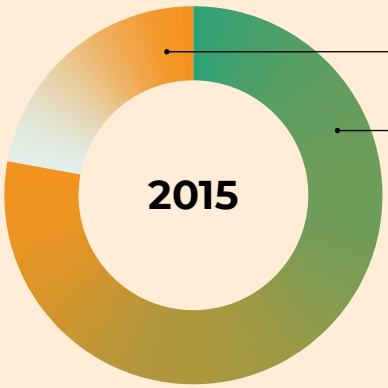
Use of funds



Indirect project expenditures	**1.745.439 €**
Direct project expenditures	**5.064.690 €**
Total	**6.810.129 €**



Indirect project expenditures	**1.116.153 €**
Direct project expenditures	**4.061.556 €**
Total	**5.177.709 €**



Indirect project expenditures	**1.058.727 €**
Direct project expenditures	**3.835.666 €**
Total	**4.894.393 €**

Use of funds

	31.12.2017
Focal point 1: Attract and retain new volunteers for Wikimedia projects — p.08/09	230.119 €
Focal point 2: Support Wikimedia project volunteers — p.06/07	1.189.857 €
Focal point 3: Expand Wikidata and further develop MediaWiki — p.10-13	1.848.354 €
Focal point 4: Strengthen political and legal work efforts aimed at promoting Free Knowledge — p.14/15	523.731 €
Focal point 5: Work together with the communities to get content released through collaborations with institutions — p.16/17	490.186 €
Programme support functions (e.g. communication, event management, etc.)	782.443 €
Indirect project expenditures (rent, personnel, accounting, IT, etc.)	1.745.439 €
Total	**6.810.129 €**

More information about our 2017 areas of focus can be found at meta.wikimedia.org/wiki/Wikimedia_Deutschland/Jahresplanung_2017

Gemeinnützige Wikimedia Fördergesellschaft mbH **Balance sheet**

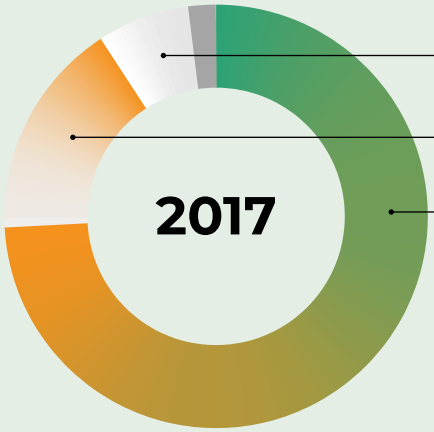
ASSETS	31.12.2017	31.12.2016	31.12.2015
Fixed assets			
Intangible assets	0 €	0 €	1 €
Tangible assets	0 €	0 €	182 €
Current assets			
Receivables and other assets	50.980 €	569.171 €	367.364 €
Bank deposits	8.278.607 €	7.765.241 €	8.328.541 €
Deferred items	5.326 €	1.820 €	1.897 €
Balance sheet total	**8.334.913 €**	**8.336.232 €**	**8.697.986 €**

LIABILITIES	31.12.2017	31.12.2016	31.12.2015
Equity			
Subscribed capital	25.000 €	25.000 €	25.000 €
Surplus reserves	217.141 €	0 €	0 €
Reserves	178.581 €	218.785 €	299.134 €
Accounts payable			
From forwarded funds	7.866.353 €	8.065.148 €	8.349.482 €
From trade payables	45.693 €	24.517 €	20.191 €
Other accounts payable	2.145 €	2.782 €	4.179 €
Balance sheet total	**8.334.913 €**	**8.336.232 €**	**8.697.986 €**

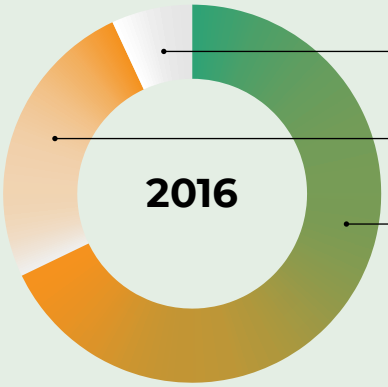
Profit and loss statement

	31.12.2017	31.12.2016	31.12.2015
Donation revenue	10.281.485 €	10.363.878 €	10.902.065 €
Other operational income	954.522 €	26.784 €	198.864 €
Other interest and related revenue	123 €	761 €	8.844 €
Expenditure from forwarded funds	-10.281.485 €	-9.702.226 €	-10.001.618 €
Personnel expenditures	-257.404 €	-179.321 €	-206.416 €
Depreciation	0 €	-180 €	-1.202 €
Other operational expenditures	-480.100 €	-509.695 €	-900.537 €
Annual surplus	217.141 €	0 €	0 €
Allocation to reserves	-217.141 €	0 €	0 €
Net profit	**0 €**	**0 €**	**0 €**

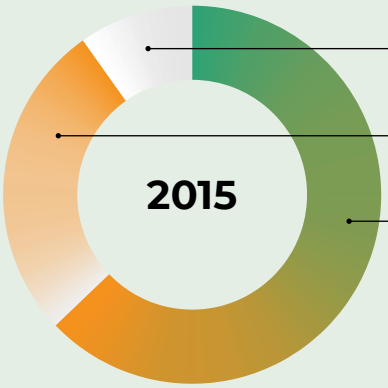
Use of funds



Operating expenditures	**737.504 €**
Funds forwarded to Wikimedia Deutschland e. V.	**1.891.497 €**
Funds forwarded to the Wikimedia Foundation	**8.389.988 €**
Reserves	**217.141 €**
Total	**11.236.130 €**



Operating expenditures	**689.196 €**
Funds forwarded to Wikimedia Deutschland e. V.	**2.632.389 €**
Funds forwarded to the Wikimedia Foundation	**7.069.838 €**
Total	**10.391.422 €**



Operating expenditures	**1.108.154 €**
Funds forwarded to Wikimedia Deutschland e. V.	**3.040.732 €**
Funds forwarded to the Wikimedia Foundation	**6.960.885 €**
Total	**11.109.772 €**

Addressing Wikimedia's strategic direction

What do we – the international Wikimedia Movement – want to achieve in the next 10-15 years? What should Wikipedia be known for in 2030? And who should have joined our movement? These big questions were tackled in 2017 by hundreds of people and organisations that would like to help shape the future of Wikimedia. As part of a large-scale global strategic process called "Wikimedia 2030", both those active within Wikimedia and many external partner organisations along with readers and donors were asked about the future of Wikimedia. Based on the diverse range of responses received as well as accompanying research and analysis, we have developed a new strategic direction for the strategic process of the international movement.

For the first time, Wikimedia sees itself as a social movement and wants to have an effect on society beyond just the encyclopaedia: We want to become the essential infrastructure for the Free Knowledge ecosystem. Anyone who shares our vision can join us. We place particular focus on the idea of "knowledge as a service" and "knowledge equity". Knowledge as a service: We will become a platform providing the entire world with interfaces and communities for accessing Free Knowledge. The goal remains to collect different types of Free Knowledge and make it available to as many organisations, people and machines as possible.

Knowledge equity means that we put more effort into addressing people and knowledge that were previously excluded due to power structures and privilege as well as political and social hurdles.

This strategic direction was supported by an overwhelming majority of Wikimedia organisations, including the full support of Wikimedia Deutschland. The task of all those involved in the Wikimedia Movement is now to find a way, together with our partners, of integrating this new direction into our daily work. Change is afoot, and Wikimedia Deutschland wants to play an active role in the international debate during the next phase of the process.

More information about the common strategic direction of the Wikimedia organisations at 2030.wikimedia.org

Where will Wikimedia be in the year 2030? This and other big questions were discussed in 2017 by hundreds of members of the international Wikimedia Movement.

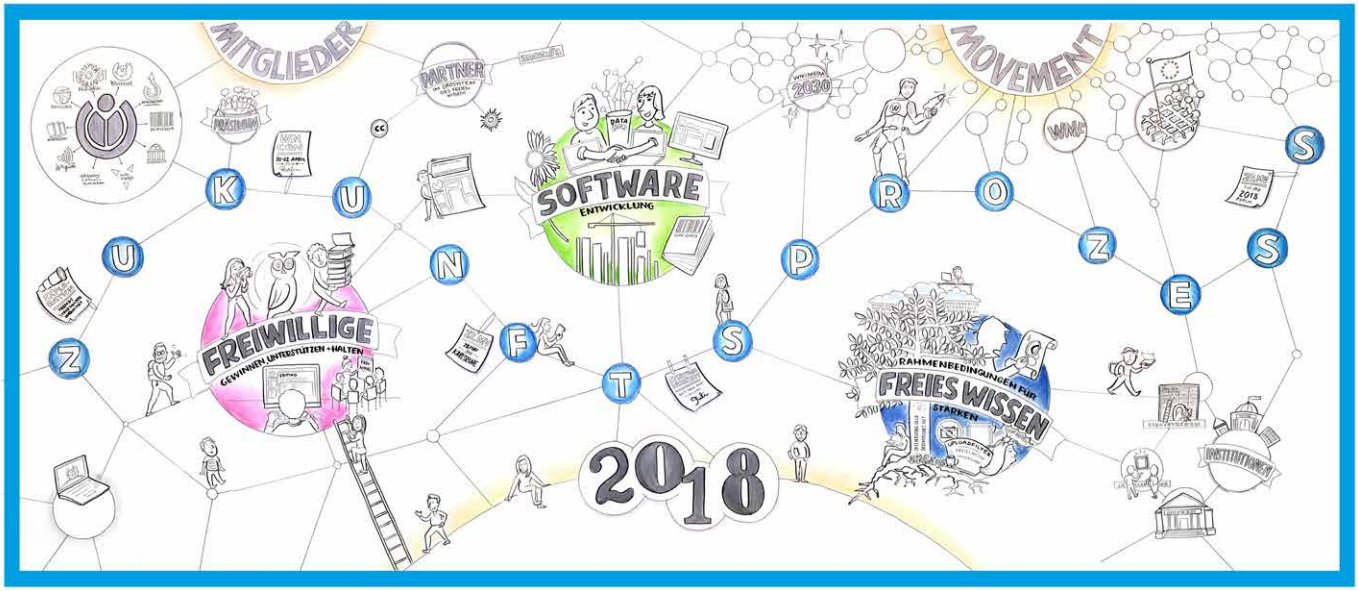
Prospects for 2018

During 2018 we will continue to work on our organisation's mission to promote Free Knowledge. We will concentrate on three main fields of action:

VOLUNTEERS
Everyone can join in with Wikipedia and its sister projects, but many Wikipedia readers are unaware of this. In 2018 we aim to get more people excited about actively contributing to the world of Free Knowledge. At the same time we want to provide new members with useful resources such as introductory and explanatory videos that will help them get going with Wikipedia. We want to continue supporting already active volunteers in their efforts for Free Knowledge.

SOFTWARE DEVELOPMENT
In 2018 we will continue to work with volunteers and the Wikimedia Foundation to improve the software that runs all Wikimedia projects. We will continue working to improve the quality of the data in Wikidata and ensure that the Free Knowledge database is made even more usable for other Wikimedia projects as well as external projects.

CONDITIONS FOR FREE KNOWLEDGE
In 2018 we will continue working to strengthen the conditions for Free Knowledge. We will explain the benefits of Free Knowledge in the fields of education, science and culture and actively support relevant institutions in making their own contributions to Wikimedia projects as a role model for others. Our aims in the political area include ensuring that publicly financed knowledge, such as studies carried out by the state and copyright-free information from official documents, is freely available to all and can be used in Wikipedia.



Our goals are set: In 2018 Wikimedia Deutschland will continue promoting Free Knowledge in three different fields of action.

Imprint

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