

Annual Report 2011
(English summary)

Wikimedia Nederland



Colofon

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1 Foreword

Dear reader,

Free knowledge. For many people, it's a concept that means a lot, but also a lot of different things. Some people will think of the website Wikipedia, which is now a natural part of their lives. Others will think of smart ways of sharing content. Still others have found, in Wikipedia and the Wikimedia movement, a place where they can show their different sides and talents.

The Articles of Association of Wikimedia Nederland deliberately avoid describing ourselves as a 'Wikipedia club'. Of course, in some ways, that is just what we are. But our goals go beyond Wikipedia alone: we want to spread free knowledge and content that – subject to conditions – can be re-used freely. Wikipedia and other Wikimedia sites are just one way of spreading this free knowledge.



Photos for the WMNL offices in Utrecht

Websites are not important. Nor are pixels and bytes. People are. Our volunteers, for example, our members, our donors and everybody who uses free knowledge. There are many of them: according to the statistics, Wikipedia has 450 million visitors worldwide every month.

An impressive number but, even so, a fraction of what is possible. The world population numbers billions and many of them will go online in the next decade. And they will often be using a mobile connection. What information will all those new users in Southern Asia or South America find on the Internet? They will certainly have large numbers of pictures and texts under a free license. But new users can, of course, contribute content of their own. For example, you might be looking at a Wikipedia article about a village in Africa and come across photographs that haven't been taken by a tourist, but by local people.

And Wikimedia is still in full development in the Netherlands, too. The photo competition Wiki Loves Monuments in 2010 produced approximately 12,000 photographs of cultural heritage by Wikipedia veterans and people contributing for the first time. This initiative, which originated in the Netherlands, was adopted in more than 15 European countries in 2011. Lodewijk Gelauff and Maarten Dammers presented the project Wiki Loves Monuments to the world at the international Wikimania 2011 meeting in Haifa, Israel. As president, I was filled with pride at the sight of our Dutch guys whipping up enthusiasm among people from Canada, Australia and even the Philippines about the idea of organising something similar in their countries in 2012.

Wikimedia Nederland is a young organisation. We may not be one of the country's largest or most well-known associations, but I have been impressed time and again by the results we achieve. Wikimedia Nederland celebrated its fifth birthday in 2011 and so we would like to look back at the events of recent years in this annual report. And, for the future, we have a question for you, the reader: what role do you want to play in our annual reports in later years?

Ziko van Dijk, president

2 About the association and the board

Wikimedia Nederland wants a world where everybody has access to the sum of all human knowledge. We strive to collect all sorts of information and materials, and to provide access to them, working together with the Wikimedia Foundation and the volunteers of Wikimedia projects such as Wikipedia and the Wikimedia Commons media collection.

Wikimedia Nederland and its 110 members have no control over the content of these websites or the volunteer community that manages the sites, but it has the same objectives and it works together with volunteers. It does this by organising activities and providing support where possible, acting as the spokesperson for communications with the general public and by collaborating at the international level with similar organisations. Globally, there are approximately thirty chapters that, within their own countries, engage in similar activities with the aim of spreading free information. There is also the Wikimedia Foundation in the USA, that manages the technical side of the Wikimedia projects and provides the volunteers with an infrastructure.

2.1 Free licences

To make and keep information free, free licences are indispensable. When somebody produces a work, it is automatically covered by copyright. Distributing and editing require the permission of the copyright holder, who is in many cases the author of the work. With a free licence, the author grants this permission in advance to everybody on condition that a number of conditions are met. Stating the name of the author, for example.

The best-known free information project is probably Wikipedia: this on-line encyclopaedia would never have been written if the authors had not granted permission to spread and edit their work. So Wikimedia Nederland strives to raise public awareness of this licensing option and to encourage people to think about what they want for their work – protection or sharing.

3 Key data

registered name	Vereniging Wikimedia Nederland
registered office	Eindhoven
legal form	Association

The **vision** of the Dutch organisation matches the vision of the Wikimedia movement as a whole:

Imagine a world in which every single human being can freely share in the sum of all knowledge. That is what we are working on.

In 2011, we started on the development of a detailed **strategy**. Our Articles of Association describe the **goal** as follows:

1. The goal of the association is: To encourage the collection of, and the establishment of access to, free and/or freely accessible information in any form, particularly – but not limited to – using the Internet to preserve this information;
2. The association strives to accomplish this goal by, among other things, supporting the objectives formulated by Wikimedia Foundation Incorporated established in San Francisco, California (United States of America) using all the legal resources available to it.

3.1 Structure of the association

It was deliberately decided to adopt the current legal form – an association – for the Vereniging Wikimedia Nederland. An association is ultimately answerable to the general meeting, at which all members are entitled to vote. This ensures that the strategy of the association can be determined in a democratic way by all stakeholders.

The board, the members of which are listed below, is responsible for managing the association and it represents the association. The general meeting appoints and dismisses the members of the board. All members of the board resign annually and are available for immediate re-appointment. Members of the board do not receive any fees for their work and receive only an allowance for expenses actually incurred for work done on the association's behalf. Expense claim regulations apply.

In 2011, the association did not (yet) have a management. No supervisory body had been appointed in line with Guideline 650 of the Council for Annual Reporting, and the supervisory activities therefore resided in part with the board. The board did answer to the general meeting for its policy and prior permission is required from the general meeting for important decisions. Furthermore, as required by law and the Articles of Association, there is an audit committee that has access to all accounting records and documents, and that reports to the general meeting.

Since April 2011, the association has had its own offices at 3, Mariaplaats in Utrecht. In the same month, Marjon Bakker joined us as a freelance communications officer. She was responsible for the production of the newsletters and information aids, and managed press contacts.

3.2 Looking ahead

We aim to professionalize the association further in the years after 2011 in order to establish a basis for the extension of our activities. This will be done on the basis of a strategic plan that will be established in close consultation with the members in 2012. To structure all these processes, a director was appointed with effect from 1 May 2012. This will allow the board to operate more as a supervisory body and less as an executive, resulting in an improved demarcation of responsibilities. The success of worldwide Wikimedia fundraising in recent years means that we can be confident there will be adequate resources to achieve our ambitions. The budget for 2012 can be found elsewhere in this annual report.

3.3 Board members



Board members and a consultant at the WMNL office in Utrecht in September 2011

position	Name	note
president	Ziko van Dijk	(from 2 April 2011 onwards)
former president	José Spierts	(resigned as a member of the board with effect from 2 April 2011)
former vice-president	Austin Hair	(took up office on 2 April 2011 and resigned as a member of the board with effect from 22 October 2011)
former vice-president	Lodewijk Gelauff	(resigned as a member of the board with effect from 2 April 2011)
secretary	Siebrand Mazeland	(from 2 April 2011 onwards)
former secretary	Marianne Korpershoek	(resigned as a member of the board with effect from 2 April 2011)
treasurer	Paul Becherer	
board member without portfolio	Maarten Brinkerink	
board member without portfolio	Jane Darnell	(from 2 April 2011 onwards)
board member without portfolio	Marco Swart	
board member without portfolio	Cyriel Brusse	(from 22 October 2011 onwards)

4 Celebrating the tenth anniversary of Wikipedia

4.1 Boot camp and hackathon



Boot camp

A hackathon was organised on 14 January in the Kennisland office in Amsterdam. Approximately 20 Wikimedians and other interested people attended. Together, they worked on building a new iPhone app for uploading pictures straight to Wikimedia Commons, our collection of media files, and developed a way of making Wikipedia edits easier. There was a parallel event in the Amsterdam Museum led by a number of Wikipedians. This 'boot camp' was organised for museum staff from institutions including the Amsterdam Museum, the Boerhaave Museum and the Netherlands Institute for Sound and Vision. They were taking their first steps in the field of Wikipedia and Wikimedia Commons and learnt about areas including the process of writing an article.

4.2 Amsterdam Museum



Civic Guards Gallery of the Amsterdam Museum with Wikimedians and other guests

On 15 January, a meeting was organised in the Civic Guards Gallery of the Amsterdam Museum. The results of the hackathon were presented to an audience of approximately 150. The presentation was followed by a debate with representatives from the Tropical Museum, the Amsterdam Museum, the Brabant Historical Information Centre and Wikimedia Nederland about the challenges facing museums in the digital age and collaboration between museums and Wikimedia Nederland.

Hay Kranen from WMNL was handed over a small – in terms of size at least – birthday present: the Amsterdam Museum gave us (and therefore the entire world) a USB stick with about 50,000 photographs of paintings and objects from the collection, obviously with a free licence!

4.3 Wiki takes Den Bosch and another anniversary



Photography is an art

Ten years ago, on 19 June, the first edit was made on the Dutch-language Wikipedia so it was obviously time for a celebration. Under the heading 'Wiki takes Den Bosch' WMNL's Cyriel Brusse organised a photo safari through 's-Hertogenbosch with 30 participants. The event generated press interest but, above all, it also yielded a large number of free licence pictures of the centre of 's-Hertogenbosch. The same evening, in the premises of the Talent Factory, an old iron-casting factory, there were snacks and drinks, giving the participants the opportunity to talk over the day and raise a toast to the years to come. The guest of honour was Ting Chen, the chair of the board of the Wikimedia Foundation.

4.4 Netherlands Wikimedia Conference 2011



Keynote speaker Jill Cousins

Ad Huikeshoven and his team were responsible for maintaining a WMNL tradition. On Saturday, 5 November, the association organised another Netherlands Wikimedia Conference in MeetingPlaza in Utrecht that was sponsored by MeetingMasters.

There was interest from Wikipedians and Wikimedians, including MediaWiki developers and interested people from Dutch cultural heritage institutions such as Heemschut, de Vrede van Utrecht, Stichting Open Monumentendag en WikiDelft. Jill Cousins, the executive director of Europeana, gave the keynote speech in English, introducing her audience to this European cultural alliance.



Lunch meeting

The programme, which was compiled by Vadim Zaytsev, consisted of three 'tracks'. Hardcore Wikipedians swapped stories about the technology and the organisation of our flagship, Wikipedia. The people from Wikimedia Nederland with an interest in culture and the heritage institutions met one another in their own track, and the Wikiworld track was a colourful mix of subjects that were mainly geared to beginners.



WLM award ceremony

Between the keynote speech and the final part of the programme, the number of visitors rose from 100 to 120 when Bas awarded the prizes for 'Wiki Loves Monuments'.

5 Wikimania

Since 2005, the Wikimedia movement has met annually at the Wikimania. In 2011, the location was Haifa, Israel. The excellent programme was an accurate reflection of the broad spectrum of the movement and, as usual, there were various meetings before the start of the actual Wikimania, for example for software programmers and representatives of the national chapters.

Unfortunately, the meeting was somewhat overshadowed by a letter from the board of the Wikimedia Foundation announcing that only the Wikimedia Foundation would be receiving direct donations through Wikipedia in the future. The national chapters will then, as often happens elsewhere, be able to apply for subsidies from the Foundation. Understandably, the national chapters were unsettled by this prospect.

The discussions about distributing funding have now moved ahead, as has the brainstorming process relating to the admission of new Wikimedia chapters. In the future, for example, there will be not only national chapters but also chapters that focus on a specific subject.

6 Dutch National Archives



The future Prime Minister of the Netherlands, Wim Kok, in 1982

In September 2010, the Dutch National Archives and Spaarnestad Photo 'donated' more than 1000 photographs for use on Wikipedia and elsewhere, making them available under a free licence. In late 2010 and during 2011, a survey was conducted that showed, among other things, that more than half of the photos donated have actually been used in articles. This percentage is higher than for many other, larger image donations, presumably because this selection of photos is more suitable for illustrating articles. The result is that the collection of the Dutch National Archives and Spaarnestad Photo has now been seen by a much wider public. It should be pointed out that relatively few users click to the website and the collection of the Dutch National Archives and Spaarnestad Photo from the photos. The full report can be found on [commons](#).

For Wikipedia, this was a major step forward. Many articles from the recent past in the Netherlands have now been enriched with a picture. Pictures like this are virtually unobtainable without alliances of this kind.



Winning photo of Marken by Hnapel



Winning photo from Wiki Loves Monuments Europe: the Chiajna monastery (near Bucharest) in the winter

7 Wiki Loves Monuments

7.1 Netherlands

In 2009, WMNL extended its network of contacts in the cultural world with the initiative Wiki Loves Art. Dozens of museums in the Netherlands asked volunteers to photograph buildings and objects. WMNL moved forward with this idea, organising Wiki Loves Monuments for the first time a year later. The competition was organised again in 2011. Approximately 250 photographers submitted about 13,500 photographs, even more than the previous year. The initiative included four photo safaris (Wiki takes ...), in which Amersfoort, Amsterdam, Leeuwarden and the Zaan area were visited by a total of 50 participants. Thanks to an alliance with the heritage organisation Heemschut, Els Arends was able to manage contacts with the press. At the concluding awards ceremony during the Wikimedia Conference in November, the jury awarded the first prize to an atmospheric photo of the village of Marken from user Hnapel.

7.2 Europe

In a change from 2010, Wiki Loves Monuments was not organised in 2011 in the Netherlands only. Photographers went out with their cameras in another 17 European countries, following the Dutch lead and focusing their lenses on cultural heritage monuments. The best photographs from each country were then submitted to an international jury, which ultimately selected a photograph of a monastery in Romania as the best entry. A total of more than 165,000 photographs were sent in by 5000 participants, 4000 of whom were new to Wikimedia projects.

8 Professionalisation and the office

The ongoing professionalisation of the association has been going on for some years now. In recent years, it has become clear that there are more than enough openings for new activities that can help the Wikimedia movement and its goals forward, but that we sometimes lack the required manpower and continuity. Even in places where we already have enough volunteers, it would be useful if we could fall back on professional staff, with offices of their own that can also be used as meeting places. In 2011, the first concrete steps were taken towards the achievement of this goal. A 'professional' organisation also implies sound management. That requires things like a clear vision for the medium term. The process of setting out a strategy of this kind was initiated in 2011.

8.1 Office

In April, Wikimedia Nederland moved into offices in Utrecht. We now have smart offices in the heart of Utrecht at walking distance from Central Station.

8.2 WikiSaturday

The new offices are also a great meeting place for volunteers. In addition to the formal meetings, volunteers can get together to work on activities or articles, or just to work out together how templates work, on WikiSaturday, the second Saturday of the month. Participation is free of charge, voluntary and great fun; coffee, tea and waffles are on tap. In 2011, there were 9 WikiSaturdays with 17 unique visitors. For more information, check out www.wikimedia.nl and come along!

8.3 Professionalization

The office also allows us to hire a member of staff for two days a week to manage communications and to provide project back-up. Although the professionalization process did not advance in 2011 as smoothly as we hoped, active steps were taken again late in the year, resulting for the meantime in the appointment of a director who started work on 1 May 2012.

8.4 Strategy

The first meeting with the board and interested members for the purposes of working towards the establishment of a strategy document was organised in 2011. The board went ahead, drawing on the results of this two-day meeting. The final strategy document will be determined in the course of 2012.

9 Financial statements

Valuation principles for assets and liabilities

General

The financial statements were drafted on the basis of the Dutch Annual Reporting Guideline 650 for fundraising institutions, and in accordance with the provisions of Part 9, Book 2 of the Netherlands Civil Code. The financial statements are in euros. The valuation of assets and liabilities and the determination of the result are based on historical cost. Unless stated otherwise for the relevant principle for the specific balance sheet item, the assets and liabilities have been entered at nominal value.

Principles for the determination of the result

General

Income and charges are allocated to the year to which they relate. Profits are only entered when realised on the balance-sheet date. Liabilities and possible losses originating before the end of the financial year are included if they are known before the financial statements are drawn up.

Balance sheet

Balance sheet				
		31 December 2011		31 December 2010
ASSETS				
<i>Intangible fixed assets</i>				
<i>Tangible fixed assets</i>				
<i>Financial fixed assets</i>				
<i>Inventory</i>				
<i>Accounts receivable and accruals</i>	4,150		2,509	
<i>Securities</i>				
<i>Cash at bank and in hand</i>	251,855		522,119	
		256,005		524,628
Total		<u>256,005</u>		<u>524,628</u>
LIABILITIES				
<i>Reserves and funds</i>				
- reserves				
- continuity reserve				
- appropriated reserves				
- revaluation reserve				
- other reserves	153,687		206,729	
		153,687		206,729
- funds				
- appropriated funds		90,625		304,448
		244,312		511,177
<i>Provisions</i>				
<i>Long-term liabilities</i>				
<i>Current liabilities</i>		11,693		13,451
Total		<u>256,005</u>		<u>524,628</u>

Overview of changes in reserves and funds

Reserves and funds			
The overview shows changes in the reserves and funds:			
	Other reserves	Appropriated funds	Total
	€	€	€
Balance as at 1 January 2011	206,729	304,448	511,177
Deducted from result appropriation	-53,042	-	-53,042
Addition	-	-213,823	-213,823
Balance as at 31 December 2011	153,687	90,625	244,312

	2011	2010
	€	€
Reserves		
Other reserves		
Balance as at 1 January	206,729	62,817
Deducted from result appropriation	-53,042	311,140
Addition to appropriated funds	-	-167,228
Balance as at 31 December	153,687	206,729
	31-12-2011	31-12-2010
	€	€
Appropriated funds		
Appropriated funds for professionalisation	73,548	73,548
Appropriated funds for Cosyne	10,023	10,023
Appropriated funds for international investments	5,609	5,609
Appropriated funds for WMF	1,445	1,355
Appropriated funds for WMF 2010/2011	-	141,326
Appropriated funds for WMF 2009/2010	-	72,587
	90,625	304,448

	2011	2010
	€	€
Appropriated funds for international investments		
Balance as at 1 January	5,609	5,609
Changes	-	-
Balance as at 31 December	5,609	5,609
Appropriated funds for WMF		
Balance as at 1 January	1,355	1,355
Addition	90	-
Balance as at 31 December	1,445	1,355
Appropriated funds for WMF 2009/2010		
Balance as at 1 January	72,587	130,256
Addition	-	15,879
72,587	146,135	
Withdrawal	-72,587	-73,548
Balance as at 31 December	-	72,587
Appropriated funds for WMF 2010/2011		
Balance as at 1 January	141,326	-
Withdrawal	-141,326	141,326
Balance as at 31 December	-	141,326
Appropriated funds for professionalisation		
Balance as at 1 January	73,548	-
Addition	-	73,548
Balance as at 31 December	73,548	73,548

In consultation with the Wikimedia Foundation, consideration is being given to the possible re-appropriation of the above appropriated funds. Given the fact that no agreement had yet been reached about re-appropriation at the time of the publication of the financial statements, no adjustments have been made. It is expected that re-appropriation will be finalised during the 2012 financial year.

	2011	2010
Appropriated funds for Cosyne		
Balance as at 1 January	10,023	-
Addition	-	10,023
Balance as at 31 December	10,023	10,023

Off-balance-sheet entitlements and commitments

Rental commitments

The association has entered into a rental agreement with Stichting Mira Media for the rental of office space at Mariaplaats 3-1 in Utrecht through 1 July 2012. The annual rent is € 11,000 and is subject to annual indexation on the basis of the monthly price index stated in the Dutch retail price index (CPI).

Income statement for 2011

Income statement (c.f. Dutch Model Annual Reporting Guideline 650)		Actual 2011		Budgetted 2011		Actual 2010
			—			
Income:						
- Income from own fundraising activities	8,815		3,000		2,704	
- Income from joint campaigns						
- Income from third-party campaigns	50,226		342,140		327,984	
- Subsidies from government authorities						
- Interest receivable and income from investments	4,069		4,000		1,871	
- Other income	7,145		4,000		10,023	
Total income		70,255		353,140		342,582
Charges:						
Spent on objectives						
- Furthering free knowledge	73,244		62,132		6,528	
- Support for WMF	225,000		218,388		0	
		298,244		280,520		6,528
Fundraising						
- Costs of own fundraising activities						
- Costs of joint campaigns						
- Costs of third-party campaigns	2,109		35,175		14,684	
- Costs of obtaining government subsidies						
- Costs of investments						
		2,109		35,175		14,684

Management and administration						
- Costs of management and administration		34,431		137,881		10,230
Total charges		334,784		453,575		31,442
Balance of income and charges		<u>-264,529</u>		<u>-100,435</u>		<u>311,140</u>
Appropriation of balance for 2011						
Addition/withdrawal to/from:						
- continuity reserve						
- appropriated reserves						
- revaluation reserve						
- other reserves	-53,042				143,912	
- appropriated funds	-211,487				167,228	
		<u>-264,529</u>				<u>311,140</u>

Received with specific appropriation

In 2010, the WMF granted a professionalisation grant to Wikimedia Nederland for 2010-2011 for the purposes of professionalising WMNL.

Income from own fundraising activities

	2011	2010
- collections		
- donations and gifts	5,798	385
- contributions	3,017	2,319
- sponsorship		
- legacies		
- own lotteries and competitions		
- sales of goods		
- other income from own fundraising activities		

Income from third-party campaigns

In late 2010 and early 2011, WMNL was involved as a 'payment processor' in the online fundraiser organised by the Wikimedia Foundation through banners on the Wikipedia website. At the time of the drafting of the budget for 2011, it was assumed that WMNL would also be involved in that fundraiser in late 2011. In the end, WMNL was not involved. For 2012, WMNL has applied for a grant from the WMF, which has been awarded in principle.

Income from investments

The WMNL capital and reserves are still located in full in accounts/savings accounts of Dutch banks. The income from investments consists entirely of interest received.

Charges

Spent on objectives

The Articles of Association of Wikimedia Nederland distinguish between two objectives.

1. **Furthering free knowledge:** To encourage the collection of, and the establishment of access to, free and/or freely accessible information in any form, particularly – but not limited to – using the Internet to preserve this information;
 - The costs relating to all the association's own activities are classified under this objective.
2. **Support for WMF:** The association strives to accomplish this goal by, among other things, supporting the objectives formulated by Wikimedia Foundation Incorporated established in San Francisco, California (United States of America) using all the legal resources available to it.
 - Contributions to the Wikimedia Foundation are classified under this objective.

Amount of costs and cost components

- The amount of costs and cost components are explained in the specification and allocation to costs on the basis of appropriation. Through to year-end 2011, WMNL did not have any staff on the payroll. The staff expenses relate to fees paid to a freelancer.
- In 2011, total expenditure on the objective(s) divided by total charges (spending percentage with respect to charges) was 89%. Total expenditure on the objective(s) divided by total income (spending percentage with respect to income) was 425% in 2011. The costs of the organisation's own fundraising divided by income from its own fundraising activities amounted to 0%.

Affiliated parties

- The general meeting of the Vereniging Wikimedia Nederland has the right to nominate one member of the board for appointment to the – dormant – Stichting Wikimedia Nederland. At present, it has not yet availed itself of that right.

Specification and allocation of costs according to appropriation

Specification and allocation of costs according to appropriation

Appropriation	Objective		Fundraising					Management and administration	Total 2011	Budgetted 2011	Total 2010
	Furthering free knowledge	Support for WMF	own fundraising activities	joint campaigns	third-party campaigns	obtaining government subsidies	from investments				
Subsidies and contributions	2,279								2,279	8,609	679
Contributions to WMF		225,000							225,000	218,388	0
Purchases and acquisitions	19,399								19,399	51,023	693
Work contracted out								3,155	3,155	14,000	0
Publicity and communications								5,041	5,041	6,500	1,325
Staff expenses	51,566								51,566	93,800	4,931
Accommodation expenses								7,500	7,500	9,500	0
Office expenses and general overhead								18,735	18,735	37,950	9,130
Depreciation and interest					2,109				2,109	13,806	14,684
Total	73,244	225,000	0	0	2,109	0	0	34,431	334,784	453,575	31,442

Future

Budget 2012		Budgetted 2012		Actual 2011
Income:				
- Income from own fundraising activities	13,500		8,815	
- Income from joint campaigns	0		0	
- Income from third-party campaigns	0		50,226	
- Subsidies from government authorities	0		0	
- Interest receivable and income from investments	0		4,069	
- Other income	233,100		7,145	
Total income		246,600		'70,255
Charges:				
Spent on objectives				
- Furthering free knowledge	189,500		73,244	
- Support for WMF	0		225,000	
		189,500		298,244
Fundraising				
- Costs of own fundraising activities	13,900		0	
- Costs of joint campaigns	0		0	
- Costs of third-party campaigns	0		2,109	
- Costs of obtaining government subsidies	0		0	
- Costs of investments	0		0	
		13,900		2,109
Management and administration				
- Costs of management and administration		123,200		34,431
Total charges		326,600		334,784
Balance of income and charges		<u>-80,000</u>		<u>-264,529</u>
Addition/withdrawal to/from:				
- continuity reserve				
- appropriated reserves				
- revaluation reserve				
- other reserves	-80,000		-53,042	
- appropriated funds	0		-211,487	
		<u>-80,000</u>		<u>-264,529</u>