



2023 Annual Report

A year of change and new opportunities

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A year of change and new opportunities

This annual report gives an overview of Wikimedia Norge's operations in 2023. All activities were in line with our bylaws and the planning documents that were passed by the Annual General Assembly in February: [2023–2028 Strategic Plan](#) and [2023–2024 Annual Plan](#). These new plans introduced targets and performance indicators for our operations, so that we can realise our vision statement:

Wikimedia Norge will be a visible advocate for knowledge sharing and open access to information. Wikimedia Norge will be the leading Norwegian organisation for everyone that supports the network of Wikimedia projects.

A small administration loses its pace when there are staff changes, and two staff worked through their notice period from April through June. The board, and especially the Board Chair, stepped up their efforts during the transition to a new Executive Director. Our full, permanent staff was in place as late as September. Even so, WMNO's operations were stable throughout the year, and the financial report shows a profit of NOK 161,250. This profit is somewhat misleading, because we have ordered external services at a value of NOK 150,000. These services will be delivered, and the costs will incur, in 2024.

We are invested in setting up positive meeting spaces and increase recruitment and follow-up of members and contributors to the Wikimedia projects. Internationally, there is a decline in the number of contributors, and we also see a small decline in Norway, but more volunteers than before participate in Wikimedia Norge's work. We have seeds for new collaborations with institutions and non-profits, especially in our efforts to bridge gender gaps and to add Sámi knowledge to the Wikimedia projects. These collaborations can help grow the number of contributors.

So far, WMNO's new strategic direction has yielded results. Especially when it comes to communications work – we have multiplied our reach in editorial news media, social media and on our website [wikimedia.no](#). We have also noted that some strategic efforts need to be refined and allowed to mature before they can yield results. For instance: There is a lot of interest in our Wikipedia courses for women, but we need to recruit more participants that are in it for the long term. Courses and marketing need to be adapted to the right target audiences. This characterises some of our work areas: We are doing a lot of things right, but at times we lack the ability to see things through to the end. The solution is to keep growing the capacity and competence that is needed for systematic long-term efforts.

Organisation

Board and committees

Board of Directors		<i>Elected term:</i>
Chair:	Marie Nicolaisen, Førde	2022–2024
Deputy Chair:	Stian Amadeus Antonsen, Oslo <i>Previously: Deputy Board Member 2021–2022, Deputy Chair 2022–2023</i>	2023–2025
Treasurer:	Fredrik Ljone, Bergen <i>Previously: Board Member 2021–2023</i>	2023–2025
Board Member:	Sigrun Espe, Leikanger <i>Previously: Board Member 2018–2019, Board Chair 2019–2022</i>	2022–2024
Board Member:	Åshild Telle, Seattle, US	2023–2025
Board Member:	Cathrine Myhre Sanden, Oslo	2023–2025

– withdrew from the board on 18/10/2023

Board Member:	Marius Vassnes, Austevoll – advanced from deputy board member to regular board member on 18/10/2023. <i>Previously: Deputy Board Member February–October 2023</i>	2023–2024
Deputy Board Member:	Naomi Ichihara Røkkum, Oslo <i>Previously: Deputy Board member 2022–2023</i>	2023–2024

During the year, the board had five virtual meetings, one hybrid meeting and one hybrid weekend retreat. Minutes are available from the [overview of board meetings](#).

Nomination Committee

The members of the Nomination Committee, elected for the 2023–2024 term, are

- Helge Høifødt
- Hilde Blix
- Jan-Tore Egge

Audit Committee

The members of the Audit Committee, elected for the 2023–2024 term, are

- Ole Anders Flatmo
- Kjetil Ree

Staff

At the start of the year, WMNO had three employees in 2.8 full-time equivalents. Staff turnover presented an opportunity to reshape job descriptions and part-time percentages. By the end of the year, there were three full-time permanent positions and one 30 % project hire.

Executive Director:	Elisabeth Carrera, 1/1–31/3 and 1/5– <i>Interim E.D. 1/8/2022–31/3/2023. Permanent E.D. from 1/5/2023.</i>
	Astrid Carlsen, 1/4–30/6 <i>On leave 1/5/2022–31/3/2023. Resigned as of 30/6/2023.</i>
Community Outreach Specialist:	Jon Harald Sjøby
Project Manager, diversity:	Mali Konstad Brødreskift, 1/1–30/6 <i>80 % position</i>
Communications Coordinator:	Bjarne Bjørnevik, 1/9–
Project Team Member:	Anne Brit Sande, 15/8– <i>30 % position up until 15/2/2024</i>

Members and Wikimedia contributors

A large number of contributors volunteer in the Wikimedia projects. Some contribute to Wikidata and Wikimedia Commons, but most of the activity is on the Wikipedias in Norwegian Bokmål,

Norwegian Nynorsk, and Northern Sámi. In 2023, there were 3200 volunteer contributors per month.¹ WMNO's efforts to recruit, train and provide knowledge top-ups for contributors support the work that is being done. Even so, only 64 people have actively signed up as members of our organisation. This is a 31 % increase from 2022, but WMNO has a large untapped potential for membership growth. Some people are not aware of the difference between creating a user account in a Wikimedia project and signing up as a WMNO member. It's also a challenge that donations made on Wikipedia go to the Wikimedia Foundation in the United States, but in order to join WMNO or to support work in Norway and Sápmi directly, you need to visit our website wikimedia.no.

Wikipedia volunteer contributors, 2023

	<i>Monthly average</i>		<i>End of year</i>		
	Contributors ²	Active contributors ³	Administrators	Mentors	Patrollers
Norwegian Bokmål	2,954	320	40	6	164
Norwegian Nynorsk	232	29	15	2	10
Northern Sámi	20	3	3	1	0
Total	3,206	352	58	9	174

In total, there was a 6.6 % decrease in the number of contributors per month in these three language editions. The decrease for active contributors was 5.1 %.

Content contributions and their reach

	<i>All year</i>				
	New articles	New articles created by new contributors ⁴ (except deleted articles)	Deleted articles created by new contributors	Page views	
				Desktop	Mobile/tablet
Norwegian Bokmål	15,884	527	1,044	328M	298M
Norwegian Nynorsk	4,177	26	29	91M	24M
Northern Sámi	16	12	10	9M	2M
Total	20,077	565	1,083	428M	324M

A large amount of content is fetched from Wikipedia and shown in external services like Google's knowledge panels and AI generated content. Nonetheless, the number of human visits to our three language editions of Wikipedia remain high. In 2023, this constituted 752 million page views. The monthly average was 63 million page views from 6.4 million different devices. The Wikipedia readership that uses mobile devices (including tablets) increases every year, and in 2023 this share was at 43 %. The fact that some of the content is poorly adapted to mobile device viewing remains a challenge.

¹ <https://no.wikimedia.org/wiki/Statistikkbank/en#Enthusiasts>

² The number of contributors also includes unregistered users.

³ Contributors who have made five or more edits in a month.

⁴ "New contributors" are those who have created a user account that year.

Gender balance in the organisation

In total, the gender balance in our board, committees and staff is good, with a 40 % female ratio.

	Women	Men	Total
Board	3	3	6
Nomination committee	1	2	3
Audit committee	0	2	2
Staff	2	2	4
Members	22	42	64

Statistics on contributors to the Wikipedias in Norwegian Bokmål, Norwegian Nynorsk, and Northern Sámi, however, show substantial gender gaps:

	<i>End of year</i>					
	Administrators			Mentors		
	Women	Men	Other/ unknown	Women	Men	Other/ unknown
Norwegian Bokmål	2	35	2	0	5	1
Norwegian Nynorsk	2	13	0	1	2	0
Northern Sámi	1	2	0	0	1	0

We are doing a lot to help more women take on these roles in the future, not least by supporting women one-on-one and in groups in our project *Growing the Female Ratio on Wikipedia*.

Wikimedia Foundation and Wikimedia Europe

WMNO is an independent Norwegian members' organisation, but we are affiliated with the [Wikimedia Foundation](#) (WMF) in the United States. There are 38 national Wikimedia chapters. In addition, 2 thematic organisations and 146 user groups are affiliated with the WMF. The movement also includes a large number of permanent and temporary unaffiliated campaigns and project organisations. And let's not forget that globally there are close to 300,000 volunteer contributors to the [Wikimedia projects](#).

WMNO is a member of [Wikimedia Europe](#) (WMEU), which is an association of 26 Wikimedia affiliates. WMEU's purpose is to strengthen cooperation between European Wikimedians, to work for free access to knowledge, and to promote public digital rights. The administration is based in Brussels, but according to the bylaws the annual general assembly should be held in Prague. The first annual general assembly took place 9–10 June 2023, and WMNO was represented by its Executive Director, Elisabeth Carrera. There is no mandatory membership fee in WMEU, but WMNO supported its work with a gift of NOK 30,000 in 2023.

Finances

Earmarked and unrestricted revenues

Some of the organisation's revenues in 2023 were tied to projects or specific thematic work areas.

- **Project funding with hard earmarking** **NOK 295,999**

<i>Project</i>	<i>Granter</i>	<i>Income</i>
Translating MediaWiki into Northern Sámi	The NUUG Foundation	66,000
Translating Wikipedia apps into Northern Sámi	The Sámi Parliament	66,666
50 articles about Sámi intangible cultural heritage on Wikipedia	The Norwegian National Commission for UNESCO	133,333
Growing the Female Ratio on Wikipedia	The Fritt Ord Foundation	30,000
	Total	295,999

In the years from 2020 through 2022, WMNO averaged NOK 478,984 in project funding. The average was pumped up by the project funding received in 2021, which was close to NOK 700,000. Out of that, the Wikimedia Foundation's grant for the Arctic Knot conference constituted almost NOK 600,000. Currently, we are transitioning from small to larger projects, and we apply for larger bulk grants than before. If our applications are granted, that will influence our activities and accounts from 2024 and onwards.

- **Annual Plan Grant from the WMF** **NOK 2,194,887**
This funding was awarded to support our three thematic work areas, but the internal distribution between the three was not given. The grant has contributed to financing projects (see above) and to day-to-day operations.
- **Unrestricted revenues** **NOK 307,091**
These revenues consisted mainly of VAT compensation, but lesser amounts came from donations, membership fees, consultancy or course fees.
- **Subsidies from the Norwegian Labour and Welfare Administration** **NOK 98,349**
In September–December we received inclusion and wage subsidies to onboard a new staff member.

Expenses

Payroll

The organisation's single largest expense is payroll, which amounted to NOK 1,984,158 in 2023. The expenses increased when there were two Executive Directors during a transitional phase. Also, there was a one-month project hire for the *Mapping the Maintenance Backlog on Norwegian Bokmål Wikipedia* project. To counter growing expenses one position was left unstaffed for two months.

Travels

This year's travel expenses of NOK 138,851 are indicative of a high activity level. Travel expenses related to the Annual General Assembly and board retreat were low, but volunteers also participated in WMNO events and project meetings. One Wikigrant went towards a photo excursion. Staff had travel expenses related to courses, conferences, and meetings.

- Annual General Assembly and board retreat NOK 18,045
- Project-related travels (volunteers and staff) NOK 50,696
- Wikigrants NOK 9,988
- WikiNobel and administrator meetup NOK 18,145
- Staff travel expenses NOK 41,977

57 % of the costs were for volunteers' travels.

Thematic distribution of expenses

WMNO worked on five projects in 2023, and the total expenses were NOK 386,973. The thematic distribution of these costs and some costs from day-to-day operations illustrate the past year's priorities:

- Knowledge equity internationally NOK 157,935
- Knowledge equity in Norway NOK 47,717
(NOK 150,000 will incur in 2024, see below)
- Supporting the local community of Wikimedians and Wikipedians NOK 286,794

Net profit and equity

This year's net profit of NOK 161,250 is a result of receiving project funding while some of the corresponding expenses will not incur until 2024. This applies to fees for Northern Sámi translations. We have taken on future expenses in these projects:

<i>Project</i>	<i>Granter</i>	<i>Remaining cost expected in 2024</i>
Translating Wikipedia apps into Northern Sámi	The Sámi Parliament	50,000
50 articles about Sámi intangible cultural heritage on Wikipedia	The Norwegian National Commission for UNESCO	100,000
	Total	150,000

If that is taken into account, our 2023 operations just about broke even.

The equity at the end of the year was NOK 1,542,477, which is in line with our intention of having reserves that are equal to at least six months of operational costs.

This year's work

In order to reach the goals laid out in WMNO's [2023–2028 Strategic Plan](#), we are working within four thematic areas:

1. Members and contributors
2. Norwegian partners and advocacy
3. Organisational foundation
4. International work

In 2023, we did well in areas 1 through 3, but experienced some stagnation in area 4.

Members and contributors

In 2023, members, Wikimedians and course participants were gathered on many occasions. In addition to our Annual General Assembly and a members' meeting, WMNO organised 13 training events, five thematic meetups, seven Wiki Lunch Breaks and four social meetups. Several activities took place in Oslo, some in Trondheim, and many online. Groups were small to medium-sized with ample follow-up of individual participants. In total, there were 244 participants.

Within this work area we also have a handful of projects to recruit contributors or to support the work that is done in Wikimedia projects.

Annual General Assembly and a members' meeting



The Board Chair Marie Nicolaisen gave [Wikipedia of the Year](#), Trond Trosterud, a big hug.
Photo: E. Carrera, CC BY-SA 4.0.

On 4 March the Annual General Assembly carved out a new course for our organisation with the [2023–2028 Strategic Plan](#) and [2023–2024 Annual Plan](#). There was also a roundtable session on international strategic discussions in the Wikimedia movement, and the participants' experiences in the Norwegian wiki community.

At the 19 August members' meeting there was an update on day-to-day operations and activities, as well as a session on copyright and use of sources on Wikipedia. To conclude the meeting, we watched some [interesting presentations from Wikimania in Singapore](#).

Wiki Meetups

[Wiki Meetups](#) are organised by volunteers or by WMNO, and we offer financial support to anyone who wishes to organise a meetup. There were 12 Wiki Meetups in 2023.

Workshops and seminars

- | | |
|---------------|--|
| 11 March | Pywikibot workshop |
| 21 March | Workshop on on-going projects and WMNO's Annual Plan |
| 28–29 October | Weekend meetup for administrators and mentors on Wikimedia projects.
Topics: Universal Code of Conduct , conflict resolution, copyright and use of sources, and the Fakespeak project . |

Wiki Lunch Breaks

On the first Thursday of every month, anyone who is interested is welcome to have their packed lunch at WMNO's office. There were seven Wiki Lunch Breaks in 2023, with a total of 32 in-person and 4 online attendees. The attendance was best when there was a pre-announced topic. One of the lunch breaks we were joined by Lokalhistoriewiki ("Local History Wiki"), and in March, Wikimedians and OsloMet students were invited to have lunch at the National Library. That day there was also a session about how to search the National Library's collections.

Other social meetups

Whenever we organise meetups, we try to have an informal, social component that is open to everyone. In Oslo we hosted two dinners and a Christmas dinner with a pub quiz, and in Trondheim we met up in a pub.

Wikipedia Kickstart

On the first Wednesday of every month, anyone can join an online meeting and get help from an experienced Wikipediaian for one hour. For the time being, a WMNO employee hosts the [Kickstart](#) sessions, but we have made a simple teaching aid so that volunteers can be phased in as meeting hosts. There were five kickstart sessions in 2023, with a total of eight participants. Seven out of the eight have been active contributors on Wikipedia after their session.⁵ We have also held one-on-one kickstart sessions on request.

⁵ Contributors who have made five or more edits during one month.

Wikigrants and Atekst access

WMNO members can apply for [Wikigrants](#). The grants committee consists of two Wikipedians, one board member and one staff, but in 2023 they only received one application. The committee granted travel support to the Midgard Viking Centre area at the [Midgardsblot Metal Festival](#). The grantee documented traditional crafts, and [76 images were uploaded to Wikimedia Commons](#).

In previous years, WMNO has offered Wikipedians access to Retriever's [Atekst news archive](#). This has been an expensive service, and in spring 2023 a price hike of 66 percent was announced, combined with a 20 percent decrease in the number of articles we could access. Due to this, the service agreement was cancelled. WMNO consulted the National Library about access to legal deposit materials, that is currently available to university and college academics as part of their [Feide](#) access rights. This would have given us access to the National Library's [newspaper archive](#) without embargos. The reply was that the academics' access is regulated by the Copyright Act § 11 and § 12 and agreements with publishers and can not include other groups. WMNO will continue to work to give our members access to closed sources, as well as advocate for opening sources up for the general public.

Projects with/for volunteer contributors

Mapping the Maintenance Backlog on Norwegian Bokmål Wikipedia

Project period:	July 2023–June 2024
Partners:	Reference group of Wikipedians. Working group of Wikipedia administrators.

In this project, WMNO are mapping whether there is material on Norwegian Bokmål Wikipedia that has been fetched from [Store Norske Leksikon](#) without proper citation. Using a custom script and the [Copyleaks](#) service, a large quantity of articles are checked, and a list of articles that need closer inspection is generated. Volunteers formed a reference group that gave advice on the project plan, and starting in January 2024, Norwegian Bokmål Wikipedia administrators are contributing to a manual review of articles. Part of the project is to help increase awareness about copyright and the right to quote, so that guidelines and policy pages on the Norwegian Bokmål Wikipedia can be improved.

Translating MediaWiki and Wikipedia apps into Northern Sámi

Project period:	September 2022–April 2024 (original end date April 2023)
Partner:	Giellatekno, the research group for Sámi language technology, Arctic University
Granter:	NUUG Foundation (for MediaWiki) and the Sámi Parliament (for Wikipedia apps)
Goal:	User interface in MediaWiki and Wikipedia apps (Android and iOS) is translated.

Today, Northern Sámi readers see many Norwegian or English terms when using Wikipedia. WMNO is working to give them a full language experience, in order to stimulate more contributors and content to the Northern Sámi Wikipedia.

In this project it has proved difficult to recruit translators with the right experience and capacity to do the work. An agreement with a new translation agency is now in place. At the turn of the year, 60 % of the messages had been translated, and we expect faster progress in 2024.

Growing the Female Ratio on Wikipedia

Project period:	July 2023–June 2024
Partners:	Folkeakademiet, The Norwegian Association for Women’s Rights and others
Granter:	The Fritt Ord Foundation
2023 participants:	23 participants in 3 courses. Reference group with 3 Wikimedians.
Main goal:	25 participants, and half of them become active contributors.
Preliminary result:	18 % have become active contributors



This project is not focused on thematic content, but a targeted and long-term effort to increase the share of women amongst Wikipedia contributors and mentors. The courses are organised in collaboration with other organisations, and many of the contributors have been recruited from their membership base.

Depending on additional external funding, WMNO aims to develop this into a three-year project.

Pre-project: Wiki into Education

Pre-project:	July 2023–June 2024 (original end date December 2023)
Partners:	Dialogue with academia has been started
Granter:	We will file grant applications for the main project phase.

Autumn 2023 was hectic, and the *Wiki into education* pre-project was put on hold. In the main project, WMNO will develop digital learning bundles with the following topics: Source criticism, digital formation and free knowledge sharing in the Wikimedia projects. The bundles will be adapted to high school and/or higher education. The planned project start is postponed until the second half of 2024.

A visible and attractive partner

The work to promote open knowledge sharing and to bridge knowledge gaps in the Wikimedia projects is a collaboration with a number of external partners. Especially within GLAM, but also in the wider cultural and education sectors.

Bobcatsss 2023

On 25–27 January, European students of library and information sciences met at the [Bobcatsss 2023](#) conference at OsloMet. WMNO took part in a panel discussion about open knowledge and hosted a workshop about how Wikimedia projects can be used for free knowledge sharing in education.

Women in Red and a student group from OsloMet

Both experienced and new contributors participated in the [Women in Red campaign](#) in March, which included a [writing contest on Wikipedia](#). 665 new biographies on women were written. Perhaps this annual campaign is why the Wikipedias in Northern Sámi and Norwegian Bokmål have a higher share of women’s biographies than the international mean of 19 %? In 2024, WMNO will be working to get more contributors from the Norwegian Nynorsk Wikipedia to join. Share of women in biography articles:

Northern Sámi 32 %, Norwegian Bokmål 25 %, Norwegian Nynorsk 18 %.

During Women in Red, WMNO also organised a Wikipedia course and a number of digital support sessions for 14 OsloMet students writing biographies on women. This has been a regular

collaboration with the OsloMet Department of Archivistics, Library and Information Science for a number of years, but the students' motivation has varied. WMNO and the department is looking at which subjects and which school year the course should be part of. None of the 2023 students' accounts have been active after the course ended.

Art+Feminism panel discussion and edit-a-thon in Trondheim



*Artist Veslemøy Lilleengen.
Photo: E. Carrera, CC BY-SA 4.0.*

On 6 May Kunsthall Trondheim, the Norwegian Association for Arts and Crafts and WMNO organised a panel discussion with artist Veslemøy Lilleengen and the director of the National Museum of Decorative Arts and Design, Ingrid Lunnan Nødseth. The topic was female and nonbinary artists with material-based artistic practices. To what degree has their art been purchased by museums and galleries, and how have they been portrayed in art history and on Wikipedia? Afterwards, WMNO hosted a Wikipedia editing course and an edit-a-thon.

Wiki Loves Living Heritage



Photo: Kjell Magnus Økland. CC BY-SA 4.0.

In 2023, 20 years had passed since the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage was adopted. WMNO and Arts and Culture Norway collaborated on documenting and communicating living heritage in Norway and Sápmi through the [Wiki Loves Living Heritage campaign](#).

Cultural Heritage 2023



*The winning image in the living heritage class, with smith Mikkel Skaug.
Photo: Morten Lauveng, CC BY-SA 4.0.*

WMNO has organised the Norwegian part of the [Wiki Loves Monuments](#) competition since 2011, and 12,600 images of Norwegian and Sámi monuments have been uploaded to Wikimedia Commons since then. In 2023, we renamed the contest to "Cultural Heritage 2023", and split it into two classes, so that we could also include images of living heritage. Arts and Culture Norway and The Norwegian Federation of Cultural Heritage Organisations were co-organisers.

500 images were submitted, which can now be used to document and communicate cultural heritage. [Worthy winners were announced](#), and ten photos went on to the international finals of Wiki Loves Monuments. The international winners will be announced in February–March 2024.

In addition to the photo competition, we organised an [article writing contest](#) on Wikipedia. A total of 67 new articles on cultural heritage were created in Norwegian Bokmål, Norwegian Nynorsk, Northern Sámi, and Inari Sámi.

WikiNobel, 6 October

For many years, WMNO has organised an edit-a-thon at the Nobel Peace Centre as the Nobel Peace Prize laureate is announced. In 2023, the centre was closed for renovations, so we moved the event to Sentralen. We tested how to make WikiNobel more interesting for more people in an improvised live stream where we mixed short videos and input from participants and partners. [This year's little test](#) showed us some of the ways in which we can develop and professionalise how we organise WikiNobel.

During WikiNobel we praise international peace work and show off how quickly and precisely Wikimedia editors work. When Narges Mohammadi was announced as the laureate, a Wikipedia article about her was created in ten new languages within one hour. Two hours in, articles in 16 additional languages had been created.

50 articles about Sámi intangible cultural heritage on Wikipedia

Project period:	July–December 2024 (original end date December 2022)
Granter:	UNESCO Norway
Main goal:	50 articles on Sámi intangible cultural heritage (Bokmål and Northern Sámi)
Preliminary results:	52 articles in Norwegian are about to be translated into Northern Sámi

In 2022 and 2023, the number of contributors to Northern Sámi Wikipedia has been low, and WMNO's attempts at recruiting new contributors have so far been unsuccessful. So, completing this project, which involves creating a large number of articles, has been challenging. Autumn 2022, WMNO decided to ask volunteers to write or translate the articles. They could potentially contribute to Northern Sámi Wikipedia long-term. The last quarter of 2023, we had to change course: Stubs in Norwegian Bokmål and Nynorsk were to be translated into Northern Sámi by a translation agency. In 2024 we will host two edit-a-thons in collaboration with Samisk hus in Oslo, where participants will learn how to expand these stubs into complete articles. This will take less technical skill than creating articles from scratch and will hopefully make it easier to motivate participation in the project.

Organisational foundation

Communications work

One of our strategic goals is to be a visible and attractive partner for relevant parts of GLAM, the educational sector, the government and civil society at large. Visibility is also a prerequisite if we want government entities and organisations to lend us an ear in hearings, which is part of the mission statement in our bylaws.

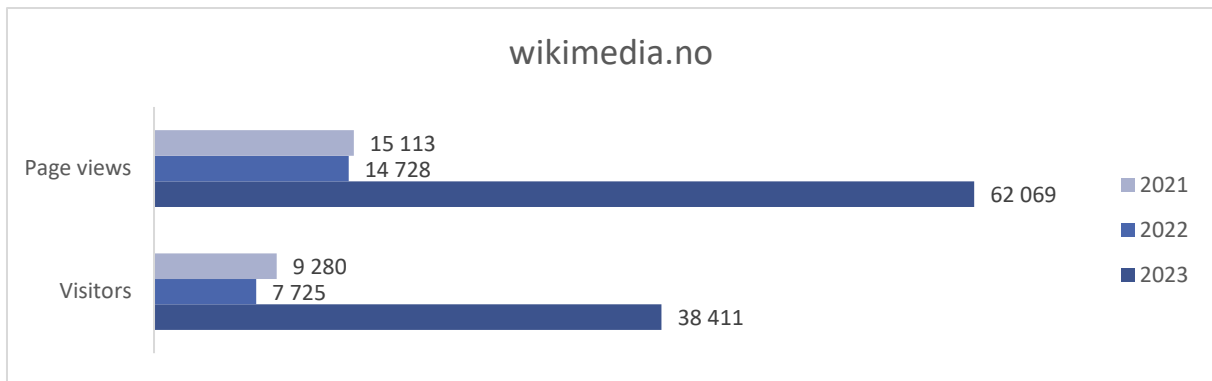
During autumn 2022, we started scaling up and professionalising our communications work, which has yielded good results in 2023. We set a goal of a 25 % increase, but the growth was much larger.

- Editorial media news items 34 %
- Facebook reach⁶ 142 %
- Instagram reach⁷ 450 %

For many years, the traffic to wikimedia.no was consistently low. In 2023 we had an explosive growth of 322 %. The increase was mainly due to a banner campaign on Wikipedia and traffic from social media posts.

⁶ Number of people who have seen content from/about WMNO's Facebook page.

⁷ Number of people who have seen a post or story at least once.



Communications work in 2023 led to new collaborations within documenting and disseminating knowledge about cultural heritage. Now we must find ways of using our strengthened public profile to promote a wider range of our work.

See more details in our [quarterly communications reports](#).

Competence and tools

In addition to long-term plans and good governance, WMNO needs competence and the right tools. The past year, we have adjusted our staff priorities. The three full-time positions are now the Executive Director, a Community Outreach Specialist, and a Communications Coordinator. Permanent staff take care of day-to-day core tasks. During the year, two short-term hires helped us add the competence needed for the project tasks at hand. A continued focus on professionalising our operations and making sure everything runs smoothly, will free up capacity to grow our unrestricted funding. That is important to strengthen our financial platform, and this work is a priority in the first half of 2024.

We have mapped out which systems our board and staff need, and the board has started using the messaging app [Slack](#). Our staff is ready to migrate our accounts to the [Tripletex system](#) at the turn of the year. Our current CRM [Solidus](#) will be replaced in 2024.

An important change is that we measure and evaluate our work to a larger degree than we used to, and with our emerging [metrics bank](#), we do this every quarter instead of only at the end of the year. We follow up on our annual plan by [monitoring our results](#), and adjust our [long-term timeline](#) so that we can juggle many tasks and projects with only a small staff.

International wiki work

Wikimedia Language Diversity Hub

In 2021, WMNO took the initiative to start the [Wikimedia Language Diversity Hub](#), which is a collaboration led by a steering committee with members from many different countries. In 2022, WMNO was given funding from the Wikimedia Foundation (WMF) to provide project management and support for the hub. This was a natural continuation of WMNO's language work over the years, including the collaboration with Giellatekno.

The next phase of the hub's work was supposed to start in January 2023, depending on a continued project grant from the WMF. At the end of the year, the hub steering committee has not finished its application for funds, and the hub has been stagnant for a year. The steering committee has started a strategy process but has declined WMNO's offer of recruiting and providing a professional project lead.

WMNO will continue our efforts to support underrepresented languages. One day a week a staff member is relieved of his other duties in order to focus on the hub, the [language committee](#) and the

[Incubator](#). He has facilitated the set-up of new language editions of Wikimedia projects in the Incubator, and in 2023, 22 new projects went live.

Collaboration with Anarâškielâ servi (Inari Sámi Language Association)

Sámi Wikimedia efforts know no borders, and WMNO collaborates closely with the contributors to [Inari Sámi Wikipedia](#). Our Community Outreach Specialist has held courses in Inari, and one of the Finnish contributors takes part in our project to translate MediaWiki and the Wikipedia apps into Northern Sámi. We are talking to other Nordic Wikimedia affiliates about future project development and a shared wiki grant.

Meetings and conferences: networking and knowledge top-ups

Most meetings within the Wikimedia movement and with external partners happen online, but our staff has presented WMNO at some on-site events.

5 May	Meeting with the Department of Teacher Education at NTNU	Trondheim
19–21 May	Wikimedia Hackathon 2023	Athens, Greece
25 May	IKA network meeting (the Norwegian network for intangible cultural heritage)	Maihaugen
9–11 June	Wikimedia Europe General Assembly	Prague, Czech Republic
22–26 September	Wikipedia seminar	Inari, Finland
24–26 October	The Wikimedia Executive Directors Group meeting	Utrecht, the Netherlands

Learn more about Wikimedia Norge's work

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Oslo, 31.01.2024

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