



## Annual Report 2025

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This annual report gives an overview of Wikimedia Norge's (WMNO) operations in 2025. The year's efforts were in line with the organisation's bylaws and the steering documents passed by the Annual General Assembly, as well as grantors' requirements.

For more detail than the Annual Report can provide, please refer to our [Metrics](#) for key figures from this year's work and volunteer efforts. Details about our finances can be found in [the 2025 Annual Accounts](#) and in [the project accounts](#).

## Continuation and growth

We are now halfway through the [2023–2028 Strategic Plan](#) period. Our activity level has been consistently high, and this continued throughout 2025. Wikimedia Norge is a small members' organisation with limited resources, but even so, we hosted nearly fifty small and large events over the year and continued or initiated new collaborations. Most importantly, we have followed up and worked alongside the many community volunteers on concrete projects, competitions, events, and daily wiki activity, in addition to planning for Wikipedia's 25th anniversary in 2026.

The world has changed significantly in recent years. The thousands of volunteers participating in the knowledge efforts on Wikipedia and its sister projects, will remain a vital part of the work against disinformation and for quality knowledge in the years to come. But Wikipedia is under attack internationally. It is therefore essential to continue creating good meeting grounds for knowledge exchange, both onsite and online, and to share the story of this important knowledge project.

We are very pleased to report that efforts to increase membership, which have been ongoing for several years, resulted in a 50 % growth in 2025. Wikimedia Norge has become a vibrant members' organisation. We maintain a high activity level with learning opportunities and community-building measures for members and Wikimedia project volunteers. Effective communications work and a broad interface with partners in institutions, public administration, and civil society increase our visibility and open new opportunities. However, as an attractive actor in digital volunteering, we must also decline some of the offers that we receive. Fortunately, our Strategic Plan provides a clear direction. While 2023 and 2024 saw our operations develop in leaps and bounds, 2025 focused more on continuing and strengthening existing measures. We are well-equipped for another year of important work!

## Organisation and digital infrastructure

### Board and committees

		<i>Elected term:</i>
<b>The Board</b>		
Chair:	Marie Nicolaisen, Oslo <i>Previously: Chair 2022–2024</i>	2024–2026
Deputy Chair:	Edvard August Moen Haaland, Kristiansand	2025–2027
Board Member:	Sigrun Espe, Leikanger <i>Previously: Board Member 2018–2019, Chair 2019–2022, Board Member 2022–2024</i>	2024–2026
Board Member:	Anders Wahl, Alvdal	2025–2027
Board Member:	Kjetil Ree, Oslo <i>Previously: Board Member</i>	2025–2027
First Deputy Board Member:	Jørgen Løken, Bergen	2025–2026
Second Deputy Board Member:	Trond Trosterud, Tromsø <i>Previously: Board Member 2007–2011 and 2012–2023</i>	2025–2026

During the year, the board had four digital meetings, one hybrid meeting, and two weekend retreats. The retreat in March was focused on board training, with briefings from Civil Society Norway and experienced board members. Minutes are available in [the list of board meetings](#).

### The Nomination Committee

The members of the Nomination Committee, elected at the Extraordinary General Assembly on 7 September, are

- Andreas Kilde Lien (2025–2027)
- Knut Hjelleset (2025–2027)
- Kimberli Mäkäräinen (2025–2026)

### The Audit Committee

The members of the Audit Committee are

- Helge Høifødt (2025-2027)
- Ole Anders Flatmo (2025-2026)

### The Wikigrants Committee

The awarding committee consists of one member and two board members. A WMNO staff member provides practical facilitation. In 2025, the board appointed

- Anders Wahl
- Kimberli Mäkäräinen
- Sigrun Espe

### Staff

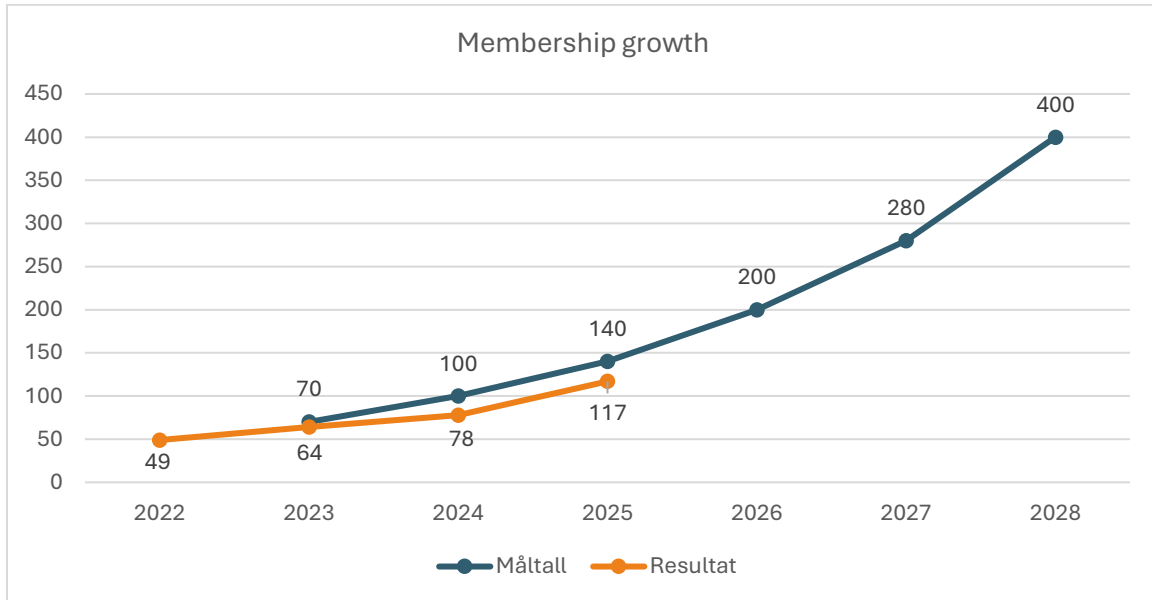
Executive Director:	Elisabeth Carrera
Community Outreach Specialist:	Jon Harald Søby
Communications Coordinator:	Sean Siddiqi from 01.04
Project Lead (50 %):	Anne Brit Sande up until 01.04 Brita Rojahn from 01.10

### Members and Wikimedia projects contributors

WMNO is a members' organisation, and in the 2023–2028 strategic period, we have an ambitious goal of 40 % annual membership growth. We are beginning to see the results of this:

### Annual growth

2023	31 %
2024	22 %
2025	50 %



Growth in 2025 was largely driven by digital marketing targeted at defined audiences. Some new members may have a weaker connection to the organisation, potentially leading to greater fluctuations in the membership base. When more people sign up, more may also cancel their membership next time the annual fee is due. Recruitment must therefore be an ongoing effort.

Unfortunately, many participants in WMNO activities don't sign up as members. This applies to those new to Wikimedia platforms and experienced contributors alike. We will continue to offer member benefits and communicate how higher membership numbers grant the organisation legitimacy. This can provide greater impact in our advocacy work and open new funding opportunities. Members are also vital in planning and executing our initiatives, and many make their competence and networks available to us.

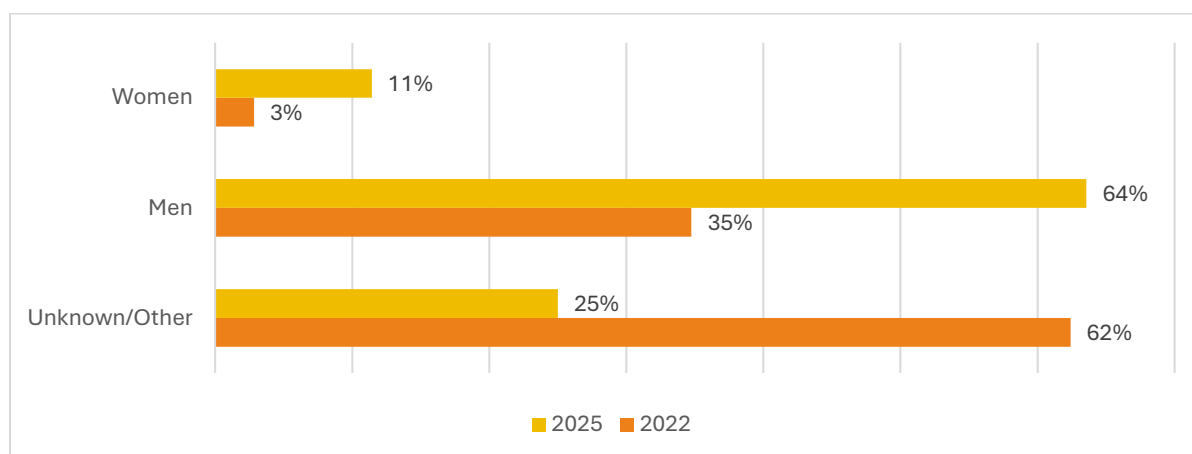
Every month, 3,000 volunteers from Norway and Sápmi perform important knowledge work in the Wikimedia projects. WMNO offers learning opportunities and community-building events that are free and accessible to all. Our roots in the wiki communities are constantly growing stronger, and with more members, we can achieve even more for the collective.

### Gender balance

The gender balance in the board was slightly lower than in previous years, but the two women, including the Chair, were active and visible representatives. Overall, there is a healthy gender balance across the board, committees, and staff. Among our members, the female ratio increased from 36 % in 2024 to 41 % in 2025, and 46 % of participants in this year's WMNO activities were women.

	Women	Men	Sum
The Board	2	5	7
The Nomination Committee	1	2	3
The Audit Committee	0	2	2
The Wikigrants Committee	2	1	3
Staff	2	2	4
Members	48	69	117

In September–October 2022, we mapped out the gender balance among the most active editors on Norwegian Bokmål and Norwegian Nynorsk Wikipedias. We repeated the mapping in September–October 2025:



Although we have improved our mapping, the Unknown/Other category still leaves a lot of uncertainty. The general tendency of the 2025 mapping is, however, similar to that of the overall statistics for all Wikipedia language version. Across languages the female ratio of active editors was 14 % in 2024. [The female ratio among admins on Norwegian Wikipedias](#) is 10 % in 2025, compared to 7 % internationally in 2024.<sup>1</sup>

## Wikimedia projects in Norway

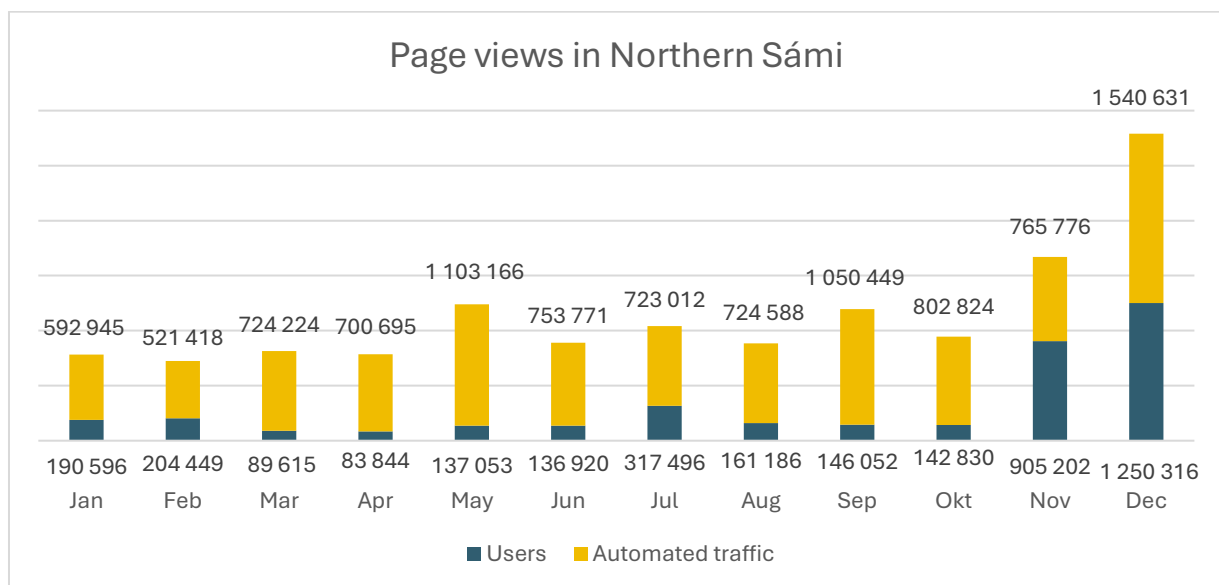
WMNO supports efforts on Wikimedia Commons and Wikidata, but first and foremost on Wikipedia:

<sup>1</sup> [meta.wikimedia.org/wiki/Community\\_Insights/Community\\_Insights\\_2024\\_Report#Gender](https://meta.wikimedia.org/wiki/Community_Insights/Community_Insights_2024_Report#Gender)

Wikipedia language version	Average per month in 2025		End of year 2025		
	Editors <sup>2</sup>	Active editors <sup>3</sup>	Administrators	Mentors	Patrollers
Norwegian Bokmål	2 760	285	35	9	174
Norwegian Nynorsk	207	30	13	2	14
Northern Sámi	18	2	3	1	-
<b>Sum</b>	<b>2 985</b>	<b>317</b>	<b>51</b>	<b>12</b>	<b>188</b>

The number of editors was slightly lower than in 2024, but not to an alarming degree, and the number of experienced Wikipedians contributing as admins, mentors and patrollers remains stable.

There is reason for concern regarding the long-term viability of Northern Sámi Wikipedia, as the number of contributors and edits is low and declining. In the final quarter, WMNO began to actively look for a person proficient in Northern Sámi to lead outreach and recruitment. This small language version faces more automated traffic than ever.<sup>4</sup> With few free Northern Sámi sources online, it's increasingly difficult to measure the extent of "scraping" by tech actors. While human page views averaged 161,000 from January to October, automated traffic increasingly mimicked human behaviour in November and December, causing page views to spike at 905,202 and 1,250,316 those two months. The Wikimedia Foundation is working to improve systems that better filter automated traffic.



<sup>2</sup> The number of editors includes non-registered users.

<sup>3</sup> Editors that have made five or more edits within a month.

<sup>4</sup> "Automated traffic" refers to visits from spiders (programs that index the Internet on behalf of search engines) and other traffic that is likely to consist of computer programs/bots.

## Knowledge production and use in 2025

	New articles	New articles (excluding deleted ones) started by new editors <sup>5</sup>	Page views		
			Desktop	Mobile/tablet	All traffic (including automated)
Norwegian Bokmål	26 549	1 283	129 500 146	195 329 694	657 004 279
Norwegian Nynorsk	4 179	55	29 367 885	7 519 662	145 889 031
Northern Sámi	8	3	3 064 645	700 914	13 769 058
<b>Sum</b>	<b>30 736</b>	<b>1 341</b>	<b>161 932 676</b>	<b>203 550 270</b>	<b>816 662 368</b>

Production of new Wikipedia articles in Norwegian and Sámi fluctuates slightly from year to year, and the total increase from 2024 to 2025 was about 5,000. The number of page views have also risen, and mobile/tablet remains the primary reading platform. Automated traffic is on the rise, and Wikipedia is increasingly becoming a core content supplier for other platforms and services.

## Finances

In recent years, WMNO has budgeted according to a model where costs can easily be scaled based on available funding. In 2025, applications for new external funds had to be put on hold until our staff has sufficient capacity and the right skillset, causing some project costs to lapse. Additionally, revenue from consultancy work for Lokalthistoriewiki (on behalf of the National Library) decreased. This resulted in revenues being NOK 400,000 lower than budgeted. Nevertheless, the net profit for the year was NOK 151,298, which was NOK 96,298 over budget. This was primarily due to vacant positions for parts of the year and measures that yielded significantly higher bank interest revenue.

WMNO maintains good fiscal management. In March, the board adopted the [Instructions for Operational Responsibility, Finance, and Accounting](#) as a supplement to [the bylaws](#). In 2025, Board Member Anders Wahl was tasked with monitoring finances on behalf of the board.

## Revenues

This year's revenues consisted of:

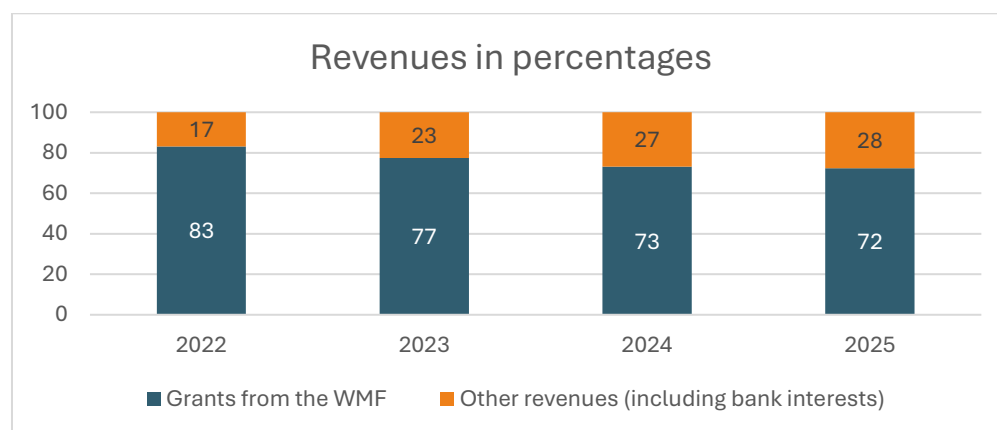
- **Annual grant from the WMF (General Support Fund) NOK 2 460 000**  
Support for general operations and annual plan activities. Funding is granted based on an application and dialogue, and the grantor offers advice on strategic direction and has certain expectations to our priorities.

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<sup>5</sup> «New editors» are those with user accounts registered less than 90 days before the article was started.

- **Project funding with hard earmarking** **NOK 510 000**  
The Norwegian Directorate for Children, Youth and Family Affairs (Bufdir) supported our *Growing the female ratio on Wikipedia* project.
- **Unrestricted revenues** **NOK 431 251**  
These revenues are primarily VAT compensation and bank interests. Donations, membership fees, and income from consultancy or events make out lesser amounts.

WMNO is working to become less dependent on WMF grants. While 2023–2024 saw good progress, 2025 saw only a one percent improvement.



## Expenses

The organisation's total 2025 costs were NOK 3,249,630.

### Payroll

The single biggest expense is payroll, which amounted to NOK 2,386,571 in 2025. This was NOK 313,429 below budget.

### Meetings and travels

This year's costs for meetings and travels were NOK 254,350, which is a result of our initiatives to offer knowledge exchange and social events.

- Annual General Assembly **NOK 30,341**
- Members weekend and extraordinary General Assembly in Trondheim **NOK 46,648**
- Admin and mentor retreat in Oslo **NOK 32,423**
- Project work **NOK 36,519**
- Wikigrants **NOK 42,795**
- WikiNobel, WMEU General Assembly, other meetings and conferences **NOK 65,624**

We have made sure that an increasing share of these costs is tied to activity and travel for members and volunteers (rather than just staff), reaching 66 % in 2025.

### IGF 2025 costs

During the Internet Governance Forum 2025, WMNO hosted 71 international guests at a social event (NOK 18,425). Other costs tied to WMNO's efforts during this UN conference were NOK 12,951, so total costs amounted to NOK 31,376. This was offset by a NOK 13,086 fee for

facilitation and communications efforts paid by Wikimedia Europe, who co-hosted the social event.

### Gifts and prizes

In 2025, we ran five campaigns with editing or photo competitions:

- *Fix it! From unsourced to sourced*. All year.
- *Women in Red* in March.
- *India* in April.
- *Pride* in June.
- *Cultural Heritage 2025* in September.

Overall, that meant that we spent as much as NOK 120 806 on gifts and prizes:

- Gifts and prizes for editors	NOK 46 819
- Wikimedia Europe membership fee (gift)	NOK 35 000
- Part-payment of 500 cups with printed logos	NOK 38 986

### Net profit and equity

The year's net profit of NOK 151,298 was transferred to the capital account, which at end-of-year was NOK 1,697,899. We are nearing our goal of a buffer equalling six months of operational costs. Budgeted costs for 2026 are NOK 3,983,150, which means the buffer ought to be NOK 1,991,575.

## This year's activities

When the capacity to deliver on planned efforts is lower than expected, day-to-day priorities are driven by operational needs, the purpose stated in our bylaws and our strategy. In 2025, we had a high activity level, but development work and some initiatives that were not already initiated had to be put on hold.

### Members and contributors

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*Strategic goal 2023–2028: To support and strengthen the communities of members and volunteers and readers of the Wikimedia projects.*

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“Wikimedia Norge's purpose is to strengthen Wikimedia projects, particularly in the Norwegian and Sámi languages”.<sup>6</sup> The best way to achieve that, is to stimulate and facilitate the huge efforts made by members and other volunteers. In 2025, WMNO organised 47 activities, large and small, with 341 participants, 157 of whom were new to wiki. The last few years, interaction between staff and volunteers when developing initiatives has increased, [the Fix it! competition](#) being one of the results.

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<sup>6</sup> [no.wikimedia.org/wiki/Bylaws](https://no.wikimedia.org/wiki/Bylaws)

## Regular events

### Wiki Lunch Break

The first Thursday of every month, we meet up at Sentralen and online for a packed lunch meeting. In 2025, there were ten of these lunches with a total of 54 participants. The topics discussed included

- the US political climate
- Wikipedia fundraising
- *Growing the female ratio on Wikipedia*
- manual release of image rights on Commons
- [free access to the Lovdata dataset](#).

The Wiki Lunch Breaks that don't have a set agenda are equally important, as they offer ample time for casual knowledge exchange and discussions. This informs and enriches WMNO's work.



Hans Rosbach and Ulla Lise Johansen at the May edition of the Wiki Lunch Break. Photo: E. Carrera, CC BY-SA 4.0.



15 participants joined [the Christmas lunch where the Lovdata dataset was on the agenda](#). Photo: B. Rojahn, CC BY-SA 4.0.

### Wikipedia Kickstart ([wikimedia.no/en/kickstart](https://wikimedia.no/en/kickstart))

The first Wednesday of every month, and at other times by appointment, we offer one-hour online Wikipedia training sessions for individuals and small groups. 14 Kickstart sessions were held in 2025 with a total of 24 participants.

### Annual General Assembly and Extraordinary General Assembly

[The 2025 Annual General Assembly](#) took place 8 February at the Deichman Bjørvika public library in Oslo, followed by a roundtable discussion titled *Idealists or dinosaurs? How do we keep the dream of the Internet alive?* with researchers Silje Susanne Alvestad and Asbjørn Følstad as guests. The day was capped off with a dinner party.



Photo: E. Carrera, CC BY-SA 4.0.

The Board, represented by Kjetil Ree, Marie Nicolaisen and Anders Wahl, announced [Frankemann](#) as Wikipedian of the year. In the [announcement](#) he was labelled “a systematic and productive writer that raises the bar on Wikipedia in Norwegian Bokmål”. Fantastic effort over many years!

At the time of the Annual General Assembly, candidates for the Nomination Committee had not yet been found. It was decided to organise an Extraordinary General Assembly to elect new committee members. The meeting, which was hybrid, was conducted on 7 September, in combination with other activities in Trondheim. Three members were elected, so that the committee's composition and the period for which each individual was elected is now in accordance with [our bylaws](#).

## Campaigns

### [Pride: the monthly competition in June](#)

In June, we facilitated writing or improving Wikipedia articles on queer topics. During Queer Culture Year in 2022, WMNO worked to improve the body of knowledge in the Wikimedia projects, but in later years the work has not been continued. There was low participation in the competition. WMNO needs a better overview of the field and time to work on relevant collaborations.

### Cultural Heritage 2025 – activities in September



*Karoline, Sara, and Linh from Trondhjems Kameraklubb.  
Photo: E. Carrera, CC BY-SA 4.0.*

#### *Photo walk in Trondheim*

How is Trondheim's cultural heritage illustrated on Wikipedia? And what photographic challenges do we face when monuments and living heritage are to be documented?

13 eager participants from Trondhjems Kameraklubb (the Trondheim Camera Club) and WMNO discussed this and learned about Wikimedia Commons at the Nidaros Cathedral's visitor centre and on a photo walk.



*Varhaug chapel became the winning motif in the competition class for monuments. Photo: Marianne Sunde Hestetun, CC BY-SA 4.0.*

Our annual photo competition gave a decent increase in quality images to Wikimedia Commons and contributed to increased awareness of the documentation of cultural heritage. [See the winning images!](#) [Ten of them](#) advanced to the international finals of Wiki Loves Monuments. In parallel, we organised a writing competition on Wikipedia. Many thanks to everyone who contributed, not least the jury of the photo competition!

### [WikiNobel](#)

WMNO's annual editathon during the announcement of the Nobel Peace Prize took place at the Nobel Peace Centre and digitally on 10 October. Originally, there were Wikipedia articles about the prize winner María Corina Machado in 32 languages, and just one hour after the

announcement, Wikipedians around the world had added her biography to a further 15 language versions!



Sean Siddiqi, Elisabeth Carrera, Brita Rojahn, and Jørgen Løken at the Nobel Peace Centre. Photo: Sean Siddiqi, CC BY-SA 4.0.

### Topical meetings, seminars, and social wiki meetups organised by WMNO

24 April	online	Templates on Wikipedia
8 May	online	Modules on Wikipedia
6 September	Trondheim	Wiki Meetup
7 September	hybrid, Trondheim	AI and disinformation
23 September	Kristiansand	Wiki Meetup
24 September	VID Stavanger	<a href="#">Wikidata-workshop for librarians</a> at the BETH (Bibliothèques Européennes de Théologie) annual conference

But not only WMNO organises Wiki Meetups. In 2025, enthusiasts took the initiative for a further two gatherings in Trondheim, one in Oslo and one in Kristiansand. These are important meeting grounds that strengthen collaboration and knowledge exchange in the wiki communities.

### [Admin and mentor retreat 25-26 October](#)



For the third time, WMNO organised a weekend retreat for administrators and mentors in the Wikimedia projects. Nine participants took part in sessions on doxxing, reporting of technical errors, AI, and other topics. There were also good conversations about vandalism, the Universal Code of Conduct, and guidelines on Wikipedia.

### Projects

Mapping the Maintenance Backlog on Norwegian Bokmål Wikipedia

Project period: July 2023–March 2024, August 2024–December 2025

## Participants:

Reference group of volunteers. Working group of Wikipedia administrators. Internal project lead. Hired help. Project staff in certain phases.

In this project, we have mapped whether there is content on Norwegian Bokmål Wikipedia that has been fetched from The Great Norwegian Encyclopedia (SNL) without proper quotation marks or citation. Volunteers have willingly contributed during planning and implementation, but low execution capacity in the WMNO administration has slowed progress. In November–December 2025, an extra staff member was again hired on an hourly basis, to complete the project.

## Fix it! competition: From unsourced to sourced

Project period: October 2024–December 2025

Participants: Wikipedians

At the end of 2025, we celebrate the significant effort volunteers have made in adding sources and removing maintenance templates from unsourced Wikipedia articles. In 2025, 14,042 sources were added and 5,943 templates were removed. The project is completed, but the monthly competition continues as a volunteer-led initiative with support from WMNO.

## Partnerships and advocacy

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*Strategic goal 2023–2028: To be a visible and attractive partner for relevant parts of GLAM (archive, library, and museum) and the educational sector, the authorities and civil society in general.*

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WMNO has a handful of partnerships that inform our work or are part of projects. In 2024 and 2025, we continued the dialogue with researchers at the University of Oslo and SINTEF, and we are part of the stakeholder forum in the [NxtGenFake](#) project. Other collaborations take place within WMNO-managed projects.

## Sámi knowledge

*50 articles about Sámi intangible cultural heritage on Wikipedia*

Project period: July 2022–December 2025 (original end date December 2022)

Grantor: The Norwegian UNESCO commission

Main target: 50 articles on Sámi intangible cultural heritage (Bokmål and Northern Sámi)

The purpose of this project has been to strengthen knowledge of Sámi living heritage on Wikipedia. There is little activity on Northern Sámi Wikipedia, and WMNO has had stubs written and translated for use during recruitment and training of new editors. The project was essentially completed in 2024, but in 2025 we collaborated with [WikiPortraits](#), which provided photo documentation from two Sámi festivals. See the photos [from Márkomeannu](#) and [from Riddu Riddu](#).

At the turn of the year, WMNO is in the process of recruiting a staff member hired by the hour for recruitment and communications efforts in Northern Sámi. Materials from the UNESCO funded project will be used moving forward.

## Wiki into education

Pre-project: July 2023–June 2024  
Project: September 2025-December 2026

This important project was at a standstill for a long time, but in autumn 2025 work began to give a firmer shape to WMNO's educational offerings:

- 1) **Wikipedia Kickstart** ([wikimedia.no/en/kickstart](https://wikimedia.no/en/kickstart)), which is the one-hour digital session where we give beginners a quick introduction to Wikipedia.
- 2) **Wikipedia courses for beginners**  
Two-hour onsite courses, and then we sometimes expand them into full- or half-day tailored workshops.
- 3) **Online training on WikiLearn** (being developed)  
15-minute self-study modules with short videos, text, and simple tasks. Working titles:
  - Getting started on Wikipedia
  - Neutral and sourced knowledge
  - Source criticism, online etiquette, and open knowledge sharing in Wikimedia projects.

The online courses with accompanying teacher guides will be the core of the offering aimed at students in the 19–26 age group. Teachers who also want Wikipedia Kickstart or Wikipedia courses can receive teaching assistance from WMNO and (in the long term) volunteer course holders. Testing and improvement of teaching plans started in autumn 2025 and will continue in collaboration with educational institutions in the first half of 2026.

## The Wikipedia gender gap

### Women in Red



*Heidi, Janne, and Jon Harald at an editathon.  
Photo: E. Carrera, CC BY-SA 4.0.*

Wiki meetups, editathons, #5women, and our [editing competition on Wikipedia](#) – in March, many people learned something new about the Wikipedia gender gap, and a total of 567 new female biographies were written! Learn more about [Women in Red in 2025](#).

### Growing the female ratio on Wikipedia

Project period: Phase 1, July 2023–March 2024. Phase 2, April 2024-December 2026.  
Partners in 2025: Oslo Kvinnesaksforening, Trondheim Public Library, Feministhuset  
Funders: The Fritt ord foundation in phase 1, The Norwegian Directorate for Children, Youth and Family Affairs (Bufdir) in phase 2.

The long-term work to increase the ratio of female contributors, administrators, and mentors on Wikipedia continued in 2025. Wikipedia editing courses for women were held in Oslo, Trondheim, and Kristiansand with a total of 29 participants. The project reference group gave good advice, and various teaching methods were put to use. Onboarding of our new Project

Lead, Brita Rojahn, slowed progress in the second half of the year, but also provided new impulses and opportunities.

## Important conversations

### Oslo Freedom Forum



Photo: E. Carrera, CC BY-SA 4.0.

In the end of May, we met artists and human rights activists at [Oslo Freedom Forum](#). Some had not been written about on Wikipedia before. We compiled knowledge on Wikidata, which was linked to a unique Q-number. The data can be used on Wikipedia and in all other digital platforms. Freely available for everything and everyone!

### Internet Governance Forum 2025

On 23–27 June, Norway hosted [IGF 2025](#), which was the largest UN conference ever held in this country. Over 4,000 participants at Nova Spektrum in Lillestrøm, and as many digitally, gathered for lectures, discussions, and networking centred around digital development and internet governance. Leaders from around the world had political conversations, and a total of six Norwegian ministers, led by the Minister of Digitalisation Karianne Tung and the Minister of Foreign Affairs Espen Barth Eide, stood on stage during the week. The Wikimedia Foundation was there with a team of six, who staffed a Wikipedia info booth. Wikimedia Europe, Wikimedia Italy, and WMNO attended with one participant each.

The social program was important for good networking, and our Executive Director was invited to the ministries' reception at Oslo City Hall, dinner with the Wikimedia Foundation, and a party organised by a network of research institutions. On Thursday 26 June, WMNO and Wikimedia Europe collaborated on an [AI Rooftop Party](#) at Sentralen with a total of 71 participants.

WMNO is becoming an actor in public discourse on internet regulation, and during IGF 2025 we had some good conversations with the public officials from the Ministry of Digitalisation.



Reception at Oslo City Hall. Photo: E. Carrera, CC BY-SA 4.0.



Ricky Gaines, Amalia Toledo and Joseph Donat Bolton from the Wikimedia Foundation at the AI Rooftop Party. Photo: E. Carrera, CC BY-SA 4.0.

## Stakeholder forum and public hearing submissions

Throughout the year, WMNO participated in the Ministry of Digitalisation's [stakeholder forum for Open Government Partnership](#) when the forum discussed digital information. WMNO has particularly promoted the need for open access to public datasets. Also, in autumn 2025, we submitted [public hearing input to the Parliament's Standing Committee on Family and Cultural Affairs](#), where we encouraged the committee to signal

- that the Ministry of Culture and Equality should work faster on changes to the Norwegian Copyright Act, so that appropriate frameworks for text and data mining can be put in place.
- that the National Library should work to give the population and digital actors increased access to publications submitted through the mandatory deposit scheme.

At the turn of the year, the government has not yet submitted a proposal for a new AI Act, which will implement the EU AI Act in Norway, and a Digital Services Act, which is linked to EUs Digital Services Act. These are processes that WMNO will continue to monitor.

## Organisational foundation

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*Strategic goal 2023–2028: To be a professional non-profit organisation, which works for healthy finances, active membership coordination, and good long-term plans.*

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### Strengthened competence, but insufficient capacity

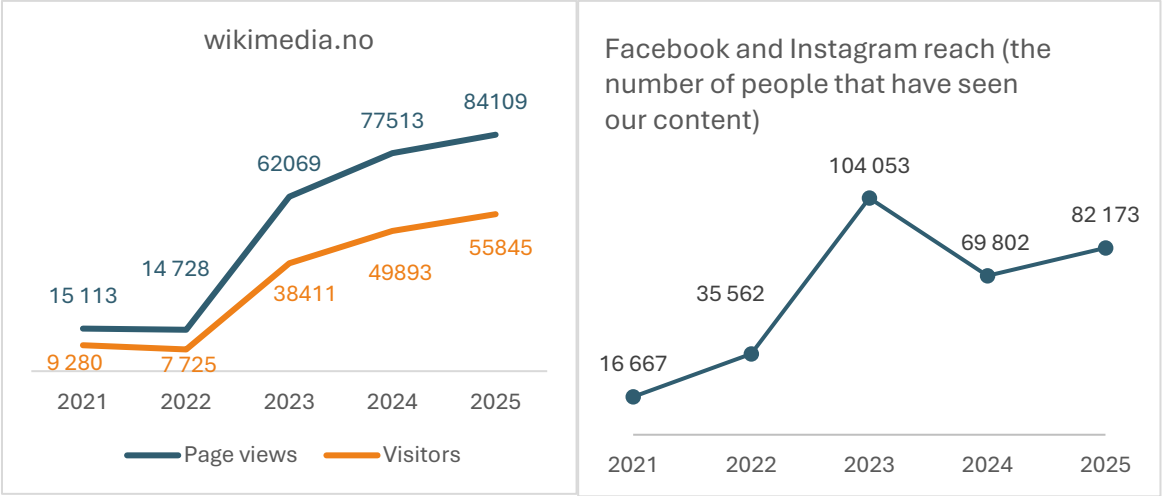
In 2025, there were four positions in WMNO, a total of 3.5 FTEs, but two positions were vacant for parts of the year. Purchasing external services and extended working hours for our one part-time position compensated, to some extent, for this. Since 2022, work has been done to adapt the types of positions and to get the right capacity in the administration, so that we are equipped to solve the tasks that follow from the strategy and annual plans determined by our Annual General Assembly. A clear distribution of responsibilities and improved role understanding is crucial, as is the right competence.

During 2025, we onboarded a Communications Coordinator, and *Growing the female ratio on Wikipedia* got a new Project Lead (50 %). Within their work areas, work is carried out systematically and firmly rooted in professional standards. The remaining work in WMNO was in 2025 characterised by ad hoc solutions due to high absence. On average there wasn't much sick-leave in the administration, only 2.8 %, which is far below the national average of 6.6 % (preliminary figures for the 1st–3rd quarter). The challenge was that total absence (sick leave, annual leave, unpaid leave) varied from 8.5 to as much as 16 % between staff members, so that the workload per employee became very uneven. This created difficulties, but we still managed to carry out all activities and collaborations to which we had committed.

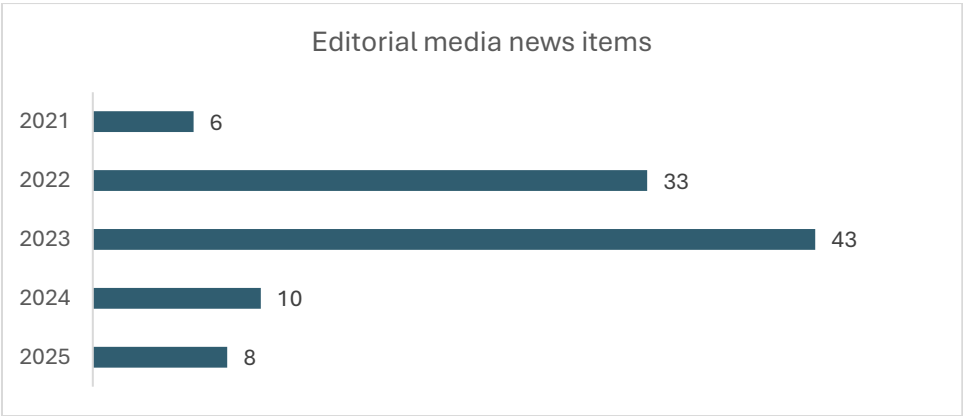
The challenges affected project development and revenues to the greatest extent. We can't enter into new partnerships or apply for fresh funding when our staff capacity is so unpredictable.

**Communications efforts**

The digital landscape is constantly changing, and the administration now has strengthened competence to meet this. In 2025, under 4 % of visitors to our website wikimedia.no arrived via search engines. In the final quarter, we therefore worked on traditional Search Engine Optimization (SEO), but also Generative Engine Optimization (GEO), and we hope for an increase in these visitors moving forward. At the same time, we must expect that the bulk of the traffic to the website will still come via banners on the Wikimedia platforms and social media. In social media, it's increasingly difficult to gain visibility for organic content, meaning content that we do not pay to promote. Nevertheless, we have good results with a minimal advertising budget. Over the past year, we have professionalised how we work with segmentation and target group adaptation, and we perform continuous analysis of our results.



Gaining visibility in external channels is time- and resource-demanding, and the number of news items about or with WMNO in editorial news media has fallen since the peak years 2022–2023. We have a lot of attractive material, and the competence to write press releases, op-eds and more, but lack capacity.



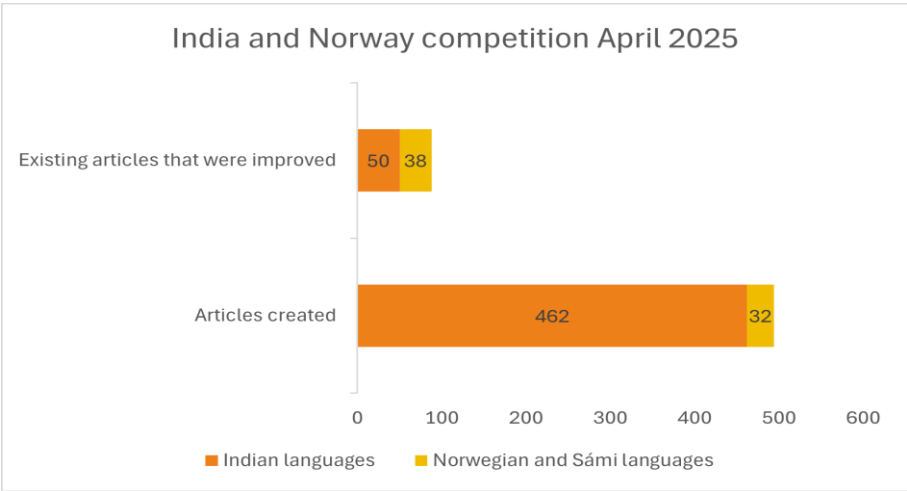
# International wiki efforts

*Strategic goal 2023–2028: To play an active part in international wiki efforts.*

WMNO is an independent Norwegian members’ organisation, but with an affiliation agreement with the [Wikimedia Foundation](#) (WMF) in the US. At the turn of the year, there were 40 such national Wikimedia organisations, two thematic organisations and 143 user groups. The movement also includes many unaffiliated permanent or temporary campaign and project organisations.

## Topic: India

In March, the Board and administration invited a representative from India’s embassy and a handful of Indians living in Oslo to the conversation “What do Norwegians know about India and Indians about Norway?” Over coffee and cake, we shared knowledge, experiences, and tips about useful reading materials. This was the starting point as we tried out how to host a competition across languages and national borders in April. [Norwegian and Sámi Wikipedia articles about India](#) were written, as well as [Indian-language articles about Norway and Sápmi](#). The response was overwhelming, especially on Indian language versions: 36 participants wrote articles in 13 different languages!



## Networking

On a strategic level, our Chair participates in a European network for Wikimedia organisation Chairs, and both the Chair and Executive Director follow up on Wikimedia Europe and participate in the [Wikimedia Europe & Friends](#) sessions. The Executive Director is active in the [Executive Directors Group](#), in a professional network for Wikimedia leaders in Northern and Western Europe and in regular meetings with the [Wikimedia Foundation](#).



Executive Director Elisabeth Carrera and Chair Marie Nicolaisen in Prague. Photo: E. Carrera, CC BY-SA 4.0.



Jørgen Løken, Kimberli Mäkäräinen, Andreas Lien and Jon Harald Søby attended Wikimania, two of them on behalf of WMNO. Photo: Private.

Staff participate in a number of digital collaborations with colleagues, such as the Peer-to-peer fundraising group and [Nordic/Northern European collaboration](#). Until October 2025, 20 % of a position was earmarked for international collaboration to facilitate for small languages. [The Language Diversity Hub](#) has its own staffing resources, and it makes more sense for WMNO to concentrate its scarce capacity on facilitation for Northern Sámi wiki efforts.

Learning and networking are important, but for several years it was mostly staff who represented WMNO at international meetings and conferences. We are in the process of turning this around.

15-16 March	Community Outreach Specialist	<a href="#">Edit-a-thon</a> organised by Inari Saami Wikimedians User Group and Wikimedia Suomi	Helsinki
25-27 April	Chair and Executive Director	<a href="#">Wikimedia Europe General Assembly</a> and <a href="#">Wikimedia Deutschland's workshop</a> on collaboration between Wikimedia organisations and wiki communities	Prague
6-9 August	two members	<a href="#">Wikimania</a>	Nairobi

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