



2020 Annual Activity Report

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INTRODUCTION

This document details actions and work done by the board and staff of Wikimedia Poland in 2020. The document is based on the goals established and described in the balanced scorecard of our 2020–2022 strategic plan (in Polish).

This report is also based on and refers to the “Board's Action Plan for 2020” which has been presented at the Wikimedia Poland General Meeting on July 18, 2020.

We wanted the document to be easy to read and to present in a concise manner all activities of the association. Hence the condensed form and links to pages with descriptions of individual projects.

If anything here is unclear - feel free to ask for details by emailing us at kontakt@wikimedia.pl

Yours,

Szymon Grabarczyk

HOW TO READ THIS REPORT

This report presents:

- activities undertaken in 2020 on the basis of the annual plan,
- execution of the board's budget resolution for 2020.

The objectives and the state of their implementation presented in this document relate to the objectives defined in these two documents.

AREA: COMMUNITY SUPPORT

Objectives in the Community Support area

Metric	Expected value	Value achieved	Result
Increase the number of active Wikipedia editors	5%	1500	✓
Develop a method for tracking the retention of experienced editors	YES	NO	✗
Train at least 100 advanced editors	100	264	✓
Train at least 150 novice editors	150	316	✓
Increase the participation of volunteers in the activities of the Association by creating 5+ volunteer workgroups	5	5	✓
Conference Organization	3	2	✗

Details on key activities

Objective: Increase the number of active Wikipedia editors by 5% per year

This metric measures the overall state and wellbeing of the Wikipedia community. Natalia and Paulina have elevated the activity levels of editors through various forms of community integration and integration (including editing competitions, online meetings, sending prizes and gifts).

Although we have no complete control over the growth rate (it is influenced by various factors apart from the work of volunteers and WMPL employees), tracking editing activity as a metric reflects a wide range of activities of the organization and emphasizes our focus on the continued growth the largest Polish project from the Wikimedia family.

Gazeta Wyborcza, one of the major press titles in Poland, wrote about the growth of Wikipedia in 2020 in the article *Wikipedia's twentieth birthday*. Amidst pandemic, it's growing for the first time in years.

Objective: Develop a method for tracking the retention of experienced editors

Accurate statistical analysis of users' editing behavior over time, unfortunately, turned out to be more difficult than we assumed and the few expert volunteers we asked for help could not deliver the metric we asked for.

We learned that one of the Wikimedia Foundation (WMF) teams was also working to create a retention index. So we started cooperation, but unfortunately the work on their side is proceeding very slowly.

We intend to continue working together in 2021, and if there is no progress on the WMF side, we will create a less accurate but easier-to-calculate way to track burn out for our most experienced editors.

Objective: Organize of 3 conferences

We managed to organized two out of the three events we initially planned for 2020: the annual Winter Retreat and the summer Wikimedia Polska Conference. We cancelled Źródłostów, a conference for Wiktionary and Wikisource editors.

The reason for cancelling Źródłostów in the second half of the year was the COVID-19 pandemic and resulting sanitary restrictions introduced by the government.

For the same reason, we moved the summer conference online, and changed its name to Forum Wolnej Wiedzy (Free Knowledge Forum).

Despite being forced to go digital, we have successfully implemented the concept of dividing conference events into two types: integration and community events (Winter Rally) and events directed towards outreach and partners (Free Knowledge Forum). We intend to continue this model in the coming years.

We also note with gratitude that all the events took place with the enormous support of volunteers. Wojtek Pędzich took helped us as interpreter, and the team of moderators of the Winter Rally and the Free Knowledge Forum helped organize the events. Our thanks go to Bonvol, Elfhelm, Gdarin, Maikking, Nostriks, Nux, Turnerka and Zoedyta.

At the same time, we developed the skills of volunteers and event staff by organizing training in event safety and moderation.

Objective: Train at least 100 advanced editors and at least 150 novice editors

Paradoxically, the COVID-19 pandemic allowed us to achieve more in terms of training than we originally predicted. The reason for this was the move to on-line trainings, which were more accessible to a wider group of interested participants. This significantly increased their availability, and the lockdown provided willing participants with free time.

As a result, instead of the projected 100 + 150 people, we trained 264 novices + 316 advanced editors.

We owe many thanks to the entire team of employees for their great organization and skilled execution of a smooth transition to online training methods in less than two weeks.

Objective: Increase the participation of volunteers in the activities of the Association by creating 5+ volunteer workgroups

The creation of these groups is aimed at strengthening the relationship of volunteers with the Wikimedia Poland and between each other, as well as enabling scaling of our activities using volunteer help.

Groups in operation in 2020 and meeting regularly were:

- group of wikiguides
- group of trainers
- community health team
- Wikigrants Commission
- Wikisource expert group

In 2020, some of these groups were recruited and organized from scratch by Natalia and Paulina. Others existed earlier, and our employees only support their activities, offer help and collect feedback & ideas for future projects.

Other activities

- testing new ways of animating and engaging the community ("Wikipedia as substitute teacher" contest with an altruistic prize awarded to the school chosen by the contest winner)
- testing reward schemes and mutual recognition programs (Wikipedia medals)

AREA: GLAM

Objectives in the GLAM area

Metric	Expected value	Value achieved	Result
Number of new media files acquired	25,000	31,704	✓
Number of wikiresidents in cultural institutions	5	5	✓
Percentage of newly acquired resources is used in Polish Wikimedia projects	1%	[...]	✗
A project of acquiring unique content through cooperation with a selected cultural institution	1	0	✗

Details on key activities

Objective: 25,000 new files have been uploaded to Wikimedia Commons

The largest contribution to this goal was the creation of an automatic system for downloading files from the resources of the Mazovian Digital Library into Commons.

Our special thanks go to our volunteer programmer, Maciej Brencz, who, with Celina's support, created the download software for us.

2020 was the first year in which we decided to move away from "manual" or semi-automatic loading of large amounts of files obtained in the course of cooperation with cultural institutions - in favor of automated uploads and better support for wikipedians in residence.

Objective: We have a total of 5 wikiresidents in cultural institutions

Working with wikipedians in residence in 2020 meant both maintaining contact and supporting previously acquired residents, as well as contacting institutions in order to find new institutional partners and embed wikipedians in them.

A particular success here was establishing a cooperation with the Wawel Royal Castle Museum in Kraków.

Note, however, the very different competences of residents and their different levels of involvement in cooperation with Wikimedia Poland and Wikimedia projects. Today we cannot say that "wikipedian in residence" is one specific and well-defined role.

Celina has tried in various ways to engage and support less technical and less Wikipedia-savvy wikipedians in residence, creating methods of cooperation other than generating content. Here, special thanks go to Ewa Caban for her willingness to volunteer help and to Borys Kozielski for creatively combining the activities of his "Otwórz się" Foundation with the mission of Wikimedia Poland.

However, the takeaway for 2021 and the following years is that the association must be deeply involved in the process of recruiting and training each Wikipedian in residence, and that delegating an employee from within a partner institution to fill the role of a wikipedian in residence works only if that person had already been an active participant or participant in Wikimedia projects.

Objective: 1% of the newly acquired resources are used in Polish Wikimedia projects

In parallel with the automatic sourcing of images to Wikimedia Commons, we wanted to ensure their wider use in articles within other Wikimedia projects.

This was partly done through editions and editing contests, but it did not allow this (probably too) ambitious goal to be achieved.

Work in this direction will continue, and it should be facilitated by the introduction of a new version of Growth extensions (activated on the Polish Wikipedia in 2020), which will add a new type of "articles needing illustrations" tasks and enable the generation of lists of such tasks for volunteers. According to information from the Wikimedia Foundation, testing of this solution will start in September 2021.

Objective: Project of acquiring unique content through cooperation with a selected cultural institution (similar to an earlier WikiKarpaty project)

Achieving this goal was prevented by the COVID-19 pandemic, which hindered or suspended the work of many cultural institutions in Poland, prevented meetings and froze the budgets of our potential partners.

We hope to return to these goals in 2021, including by returning to the implementation of the Living Heritage project with the National Heritage Institute (photographic and encyclopedic documentation of dying crafts and other elements of living cultural heritage with study trips and cooperation with craftsmen).

Other activities

- The “Poużywaj Sobie” contest (“Use it!” contest) – a competition to create collage-style artwork using freely licensed content from Commons, started in 2019 and ended in 2021,
- Wiki Loves Monuments photo competition,
- Cooperation with the Fashion Museum in Poznań.

AREA: EDUCATION

Objectives for the Education area

Metric	Expected value	Value achieved	Result
Creation of a course for teachers on Wikimedia projects and the development of digital competences	YES	NO	X

Details on key activities

Objective: Creation of a course for teachers on Wikimedia projects and the development of digital competences

Unfortunately, our 2020 education efforts have been hit hardest by COVID-19. Not only because of the pandemic risk itself, but also because of the additional workload placed on teachers, we were forced to change plans many times and eventually give up a large part of the original project concept (i.e. creating course content with a large input from teachers).

Because of this Klara changed plans and launched several other projects in 2020, the most important of which are listed in the section below.

Other activities

- Wikizesyty project
- Wikipedia summer editing competition on “Wikipedia, the Substitute Teacher”
- Educational One-Day Conference

AREA: COMMUNICATION

Objectives for the area of Communication

Metric	Expected value	Value achieved	Result
Reconstruction of the communication team	2	2	✓
Create of a new website (wikimedia.pl)	YES	YES	✓
Wikiradio project	YES	YES	✓
Implementation of a thematic promotional campaign in social media	YES	YES	✓

Details on key activities

Objective: Reconstruction of the communication team

In 2020, we began rebuilding our communication team. The management board decided not to renew the contract with the previous media spokeswoman, who worked for us part-time, and was not able to actively promote Wikimedia initiatives. We were therefore limited to responding to questions from journalists who came to us, and did not initiate contact and create narratives.

In place of this single part-time role, we created and cast 2 full-time roles:

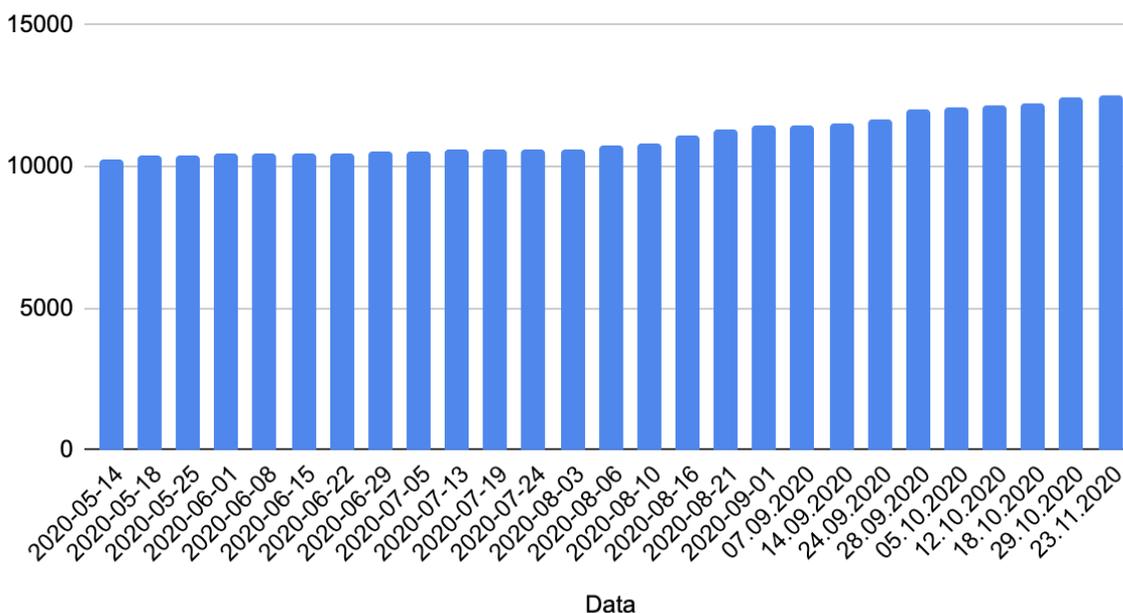
- a communication specialist and spokeswoman,
- a fundraiser.

We have also developed a communication strategy with goals for 2021-2022 (Communication 2.0). This work was the basis of defining communication goals in our plan for 2021.

Objective: Continuous development of reach in social media for the purpose of our 1% of tax donation drive in Q1 2021

In line with the strategy proposed by Nina, we focused on acquiring larger audiences on two social media channels: the Polska Wikipedia Facebook page and the polska_wikipedia profile on Instagram.

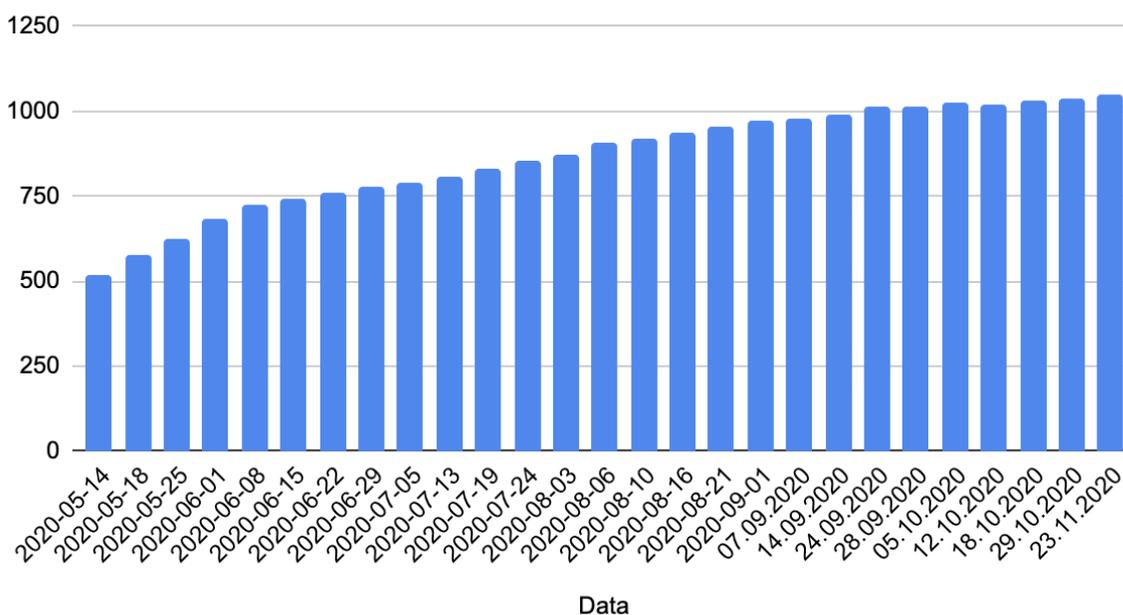
Facebook: Polubienia strony polska Wikipedia



Facebook likes on 2020-05-14: 10268

Facebook likes on 2020-11-23: 12509

Instagram: Obserwujący profil polska_wikipedia



Facebook likes on 2020-05-14: 520

Facebook likes on 2020-11-23: 1049

Objective: Create of a new website (wikimedia.pl)

The new website is based on a graphic design used by the Wikimedia Foundation, which has been adapted by Łukasz. Thanks to this, we saved on design and implementation costs.

The site is to act as our primary point of contact for people not involved in Wikimedia projects. A more attractive design and presentation of content helped to increase the number of donations made through PayPal.

Objective: Implementation of 1 thematic promotional campaign in social media

Using social media, we have created a number of campaigns, including campaigns promoting:

- select wikipedians with their various passion and drive for sharing knowledge,
- featured and high quality Wikimedia Commons resources.

Objective: Wikiradio project

In collaboration with Fundacja “Otwórz się” (Open Up Foundation), we have released a podcast series about Wikimedia projects and related topics under the title "How Wikipedia is Changing the World".

Although the audience was small compared to Wikipedia itself, it was a “high-quality” audience: employees of cultural institutions and educational organizations. The podcast encouraged 2 organizations to resume discussions with us about future collaboration and projects. We intend to continue using Wikiradio as our way to reach potential content partners.

The podcast was advertised on social media. In 2021, we plan to expand the promotion with banners on Wikipedia pages.

Other activities

- Acquiring a marketing company for pro bono cooperation to support us in the preparations for the 1% tax fundraising campaign

AREA: ORGANIZATIONAL DEVELOPMENT AND GROWTH

Annual goals for the area

Metric	Expected value	Value achieved	Result
Acquire an 18-month Simple APG grant from the Wikimedia Foundation for 93,000 USD	YES	YES	✓
3 other grant applications submitted	3	3	✓
Introducing volunteers to the Management Team	YES	YES	✓
Improve tools for cashflow management and financial controlling	YES	IN PROGRESS	✗
Cleanup of our bookkeeping and financial documentation	YES	IN PROGRESS	✗
Improve communication with members	YES	IN PROGRESS	✓
Establish a Program Council, an advisory body of experts and celebrity supporters of the Wikimedia movement	YES	NO	✗

Details on key activities

Objective: Acquire an 18-month Simple APG grant from the Wikimedia Foundation for 93,000 USD

In 2020, we received a significantly larger grant from the Wikimedia Foundation than was the case in previous years.

Thanks to better preparation of the grant application and negotiations with the representatives of the Wikimedia Foundation, we received funds for 2 years (18 months), the sum of which per year was 100% higher than in 2019 and previous years.

The grant financed or will finance some of our activities in 2020 and 2021.

See also:

- text of the grant application
- 2020-2021 sAPG grant budget

Objective: 3 other grant applications submitted

In 2020, we applied for grants from public funds (funded by Polish ministries or government agencies):

- Development of fundraising under Priority 2a of the Civic Organizations Development Program (PROO) run by the National Freedom Institute,
- Wikibiblioteka (Wikilibrary, a new front for Wikisource) to the National Center for Culture,
- Academy of Openness (a series of training courses on open licenses and independent opening of cultural institutions) to the Active Citizens program.

Unfortunately, none of our grant applications received a positive decision from the grantmaking institutions.

The ideas developed as part of creating grant applications will be used to construct future grant applications addressed to the same or other institutions. We especially want to return to the implementation of the Wikilibrary idea - this application was on the ministry's reserve list of project, but did not receive funding. In case we do not receive funding from Polish government sources, we will seek funding from the Wikimedia Foundation.

Objective: Reduction of fixed costs

Various types of activities, including renegotiation of contracts and resignation from unnecessary services, resulted in a total annual savings of approximately 10 000 PLN per year.

Details of the changes introduced were sent to the association's mailing list on July 15, 2020.

Objective: Finding a new space for our activities and establishing partnerships with Wikimedia-friendly spaces in different parts of the country

In 2020, we moved the office to new premises at the Imperial Castle in Poznań.

Unfortunately, it was not possible to find a location in Warsaw, and the pandemic did not allow the opening of friendly spaces through partnerships in other cities.

Both the search for an office in Warsaw and efforts to create friendly Wikipedia spaces will continue in 2021.

Objective: Introducing volunteers to the Management Team (an expanded board)

In 2020, for the first time, volunteers selected by the Board participated in the creation of the action plan for 2021, supporting WMPL employees and signalling development directions important for the community.

The Management Board has adopted a formal document on the Rules of Conducting Matters, which establishes an extended Management Team and enables the appointment of volunteers to support the Board.

We would especially like to thank Gdarin and Maciej Nadzikiewicz for their involvement in planning our work in the areas of community support and education.

Objective: Improve tools for cashflow management and financial controlling

We improved the our internal billing process used to manage accounting and track expenses, subdivided into budget categories.

In 2021, we still have to create an automatic report on planned expenses in the coming quarters, which will facilitate the management of Treasury bonds owned by the association.

Objective: Cleanup of our bookkeeping and financial documentation

As a result of the COVID-19 pandemic, we have finally switched to fully digital communication with an accounting office (sending documents in digital form). This made working with invoices much easier and saved time.

However, we did not complete the planned organization of paper documents and archives. These activities were dependent on the acquisition of a new office in Warsaw and the employment of a new office manager. Due to the pandemic, the search for an office was delayed. Documentation and file cleanup work will continue in 2021.

Objective: Improve communication with members

Due to the increasing scale of the association's activities, we were looking for a way to better inform members about our work. To this end, we have started working on an internal communication strategy (including a communication audit). Due to the workload of the team, it was not possible to finish the document, the work continued in 2021.

The most important effects of these activities was the launch of the Wikipedia:Support page, transparently presenting the most important current, planned and completed activities, relevant metrics, as well as various services and ways of obtaining support from Wikimedia Polska and involvement in activities.

Other ways of communicating with members introduced in 2020 include:

- open community support meetings,
- experiments with a new form of the newsletter and surveying the needs of community members,
- Launch of the Discord server and the #wikimedia-polska channel on Discord in place of the little-used IRC channel.

Objective: Establishment of the Program Council, an advisory body of experts and well-known supporters of the Wikimedia movement

Since the creation of the Program Council assumed live meetings of its members, we have postponed the completion of its composition and will start it after the end of the COVID-19 pandemic.

More information about the Program Council was outlined in our 2021 action plan.

VOLUNTEERS AND MEMBERS

Volunteer Statistics

Number of volunteers involved in the activity: 50 people Δ + 103% year over year

Volunteer support project or type of service	Number of volunteers
<i>In future reports, a breakdown of the number of volunteers by project or task performed will be provided here.</i>	<i>NO DATA</i>

Note: As the same people may be involved as volunteers in more than one type of support activities or multiple projects, the sum in the table above may not equal the total number of volunteers.

Statistics on the number of members

At the end of 2020, the association had 129 members.

REVENUE

source of income	Expected value	Realized value	% completion
1% tax donations	715,000.00 PLN	805,944.09 PLN	113%
Membership fees	3,000.00 PLN	3,000.00 PLN	100%
Paid public benefit activity	6,500.00 PLN	0.00 PLN	0%
Other donations	20,000.00 PLN		0%
Income from financial activities ¹	10,000.00 PLN		0%
Simple APG Grant	90,000.00 PLN	\$ 93,000.00	406%
Government grants	90,000.00 PLN	0.00 PLN	0%
Civic Organizations Development Program, priority 1a	200,000.00 PLN	0.00 PLN	0%

Explanations

¹ income from financial activities includes income from investments and government bonds.

COSTS

This section presents the operating costs by budget category. Details for each of the categories are provided below in the relevant sections of the program areas.

Category	Budgeted for 2020	Used in 2020	% of funds utilization
Community Support	210,393.66 PLN	PLN 62,318.78	30%
Content Acquisition	PLN 135,774.61	PLN 61,164.24	45%
Education	125,000.00 PLN	PLN 57,247.32	46%
Communication	PLN 77,500.00	PLN 56,446.26	73%
Administration	PLN 267,500.00	193,443.95 PLN	72%
Organizational development and growth	PLN 96,700.00	PLN 9,494.72	10%

ASSESSMENT OF THE FINANCIAL SITUATION OF THE ASSOCIATION

Revenue:	PLN 920 314.10	Δ + 10.19% year on year
Operational expenses	PLN 773,954.88	Δ + 14.23% year on year
Financial result:	PLN 126,962.63	on the basis of the balance sheet

LEGAL AND ADMINISTRATIVE MATTERS

Occasionally, the Association is mistakenly sued for content published on Wikipedia. For example, people featured in articles ask us to permanently remove specific (critical) portions of articles.

On average, we are a defendant in 1 lawsuit of this type annually. In such cases, the Board consistently has always presented the position that the Wikimedia Poland Association does not control the content posted on Wikipedia and is not its publisher as defined by Polish law.

Due to defamation and personal data disputes over Wikipedia content, in 2020 we were the party to:

- 1 civil trial (as a defendant for infringement of personal rights) - action has been dismissed,
- 2 proceedings conducted by the President of the Personal Data Protection Office (UODO).

Szymon dealt with handling these matters with the presence of Michał and Łukasz's support.

In 2021, we plan to acquire the pro bono services of a law firm as a permanent partner. We will be looking for one that will handle the lawsuits brought against us, and will be able to help members of our community in matters related to their activity in Wikimedia projects.

EXTERNAL INSPECTIONS AND AUDITS

In 2020, no external inspections were carried out in the association.

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