



**WIKIMEDIA
SVERIGE**

**ANNUAL REPORT
2008**



Photo: Johan Schiff, CC-BY-SA-3.0



Photo: Fluff, CC-BY-SA-3.0



Photo: David Castor, Public domain

Introduction

Wikipedia, the free encyclopedia, is one of the world's ten most visited websites. The site is run by the Wikimedia Foundation, a non-profit foundation, which also operates several other free sites. Wikimedia Sverige is a local chapter of Wikimedia Foundation. The objective of the Wikimedia Sverige, a non-profit organization, is to make knowledge freely available to all people, especially by supporting the Wikimedia Foundation projects.

Wikimedia Sverige was founded on October 20, 2007 so 2008 is the first complete year of operation of the association. During the year, the number of members doubled and the assets have increased by a factor of twenty.

The board has during the year participated in four major events, held 12 lectures for different groups, participated in 21 local meetups and have had 19 Board meetings and an annual meeting.

During the year we have also developed marketing materials, created a book on birds from material from Wikipedia and Wikimedia Commons, and provided support for Lennart Guldbrandssons popular book "This is how Wikipedia works".

Internationally, the board participated in several events and developed personal contacts with other local chapters of the Wikimedia Foundation. In a short time we have been recognized as an active and effective organization.

We feel a very positive feedback from various groups in the Swedish society and can with pleasure notice that Wikipedia has become increasingly more reliable and accepted for use in schools and by media.

In summary, the board is satisfied with our first full fiscal year. The aim that everyone should have free access to information has come a little closer and we have received very positive feedback.

The board of Wikimedia Sverige

Lennart Guldbrandsson, chair, Jan Ainali, secretary, Anders Wennersten, treasurer

Members Lars Aronsson, Kristoffer Mellberg, Johan Schiff, Einar Spetz

Wikipedia Academy

On January 19, Frank Schulenburg from Wikimedia Deutschland visited Gothenburg and told us of the concept Wikipedia Academy who had successfully been run in other countries. The aim is to get the academic world together with the Wikipedia community for both to learn from each other.

We decided to invest in a Swedish Wikipedia Academy in Lund. As partners, we had the Head Office of Lund University Libraries, which handled most of the administration, and Internetfonden (.se), who funded the conference. The event took place on 12-13 November, and was a huge success with 50% more participants than expected, exuberant feedback and positive effects, both on Wikipedia and in schools and academia.

Of the 120 people who participated there were more participants from secondary schools than expected, which gave additional beneficial effects. For example, the head of the school group Viktor Rydberg schools ordered 42 copies of the book "This is how Wikipedia works" as Christmas presents to the teachers. It signals just the type of approval and encouragement from prestigious organizations as we wanted to see.

Also the large number of Wikipedians who participated resulted in additional beneficial effects in the form of an even more affirmative and understanding climate on Wikipedia.



Photo: Lars Aronsson, CC-BY-SA-3.0



Photo: Lars Aronsson, CC-BY-SA-3.0

Seminars and participation in exhibitions

Seminars and lectures have been a main focus of the association during the year. They have proved effective also as each activity has given further impetuses and contacts.

Göteborg Book Fair

On 23-24 September, we took part in the book fair in Gothenburg with a small booth. More than 100 000 visited the fair. We were in total eight wikipedians who manned the stand, talking about Wikipedia, and taking photos for use in Wikipedia. We received very positive response to our participation.

Internetdagarna

On 21-22 October, we took part in the Internet Days in Stockholm. The Conference is organized annually by the Internet Fund. The association had a booth and was represented by four wikipedians. Board member Lars Aronsson was the keynote speakers for one the "tracks" at the conference.

FSCONS

On 24-26 October, Creative Commons, Free Software Foundation Europe and Wikimedia Sweden arranged a Conference FSCONS in Gothenburg. The Free Society Conference and Nordic Summit was attended by over 400 people. We had a room, a separate track in the conference and was represented by six wikipedians, including Frank Schulenburg from Wikimedia Foundation.

Lectures

During the year, we held twelve lectures and participated in various events. The dominant audience has been librarians, in accordance with our business plan for the year.



Photo: Jakob Harnesk, CC-BY-SA-1.0

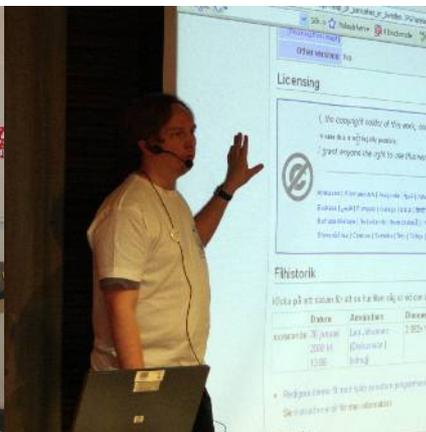


Photo: David Castor, Public domain



Photo: Jan Ainali, CC-BY-SA-3.0

Books and marketing material

We have developed market marketing materials when needed, which in part has been good since some needs have been difficult to predict. Other developments have been educational.

Marketing and information material

We printed our first posters during 2007 and reused them during 2008. Our information flyer have been printed in more copies. We have also made new flyers, stickers and buttons. These have been much appreciated and has been widely spread. To our lectures and other activities, we have developed presentations, exercise sheets and flyers for our books.

We have set up a webshop at Spreadshirt, where we sell things like t-shirts. The volume of sold items have not become what we hoped for, possibly due to the price, beyond our control, has been a bit high.

Books

To demonstrate the opportunities in Wikipedia free licenses, we produced a book based on articles from Wikipedia. The book was called "Swedish birds" and was produced in cooperation with the print-on-demand site Vulkan.se. It has worked well as demonstration item, and received attention in Swedish media, but been sold only in limited numbers.

From Wikimedia Deutschland, we received a number of the Wikipedia Lexikon they have developed. It has even more clearly demonstrated what can be done from the online Wikipedia.

Lennart Guldbrandsson during the year, as a personal project, produced the book " This is how Wikipedia works", which satisfied a demand for a simple and good introduction. The book has been well received and was published by HEXA förlag. The association has been happy to help with the marketing of the book.



Photo: Jan Ainali, CC-BY-SA-3.0

Donations and economy

After having an extremely tight economy in the beginning of the year, we ended the year in a very strong financial state. The assets have grown from 5 600 SEK to over 110 000 kronor at year-end.

Memberships

The number of members has increased during the year from 81 to 164. From September 22 fees paid has been booked as fee for 2009 valid also for the remaining part of 2008.

Donations

On May 15, we received a donation of 100 000 SEK from a benefactor who wants to remain anonymous.

On December 16, we received 25 000 kronor by Joakim Jardenberg and his company Mind Park. This together with other donations and gifts gave us the total sum of 131 000 SEK in donations and gifts.

People in Sweden, besides donating to Wikimedia Sverige, also donated directly to the Wikimedia Foundation, which in the end had received over 16 000 USD (donated in SEK).

Other income

To cover the costs of Wikipedia Academy we received 66 000 kronor from the Internet Fund. Incomes from sold books and from a lecture held gave 3 400 kronor.

The association's finances for year 2008

The association's accounts show a surplus for 2008 of 104 800 kronor.

The deviations from budget were mainly that we received higher donations and that we spent some of these on our costs in participating in the Göteborg Book Fair. We had budgeted for a transfer of donation to Wikimedia, which was not done 2008, but planned for by early 2009.



Photo: Public domain

The association's internal work

The work in the board has been effective and fun. The contacts with other people and chapters in the Wikimedia world has been more beneficial than expected. We have quite a few member activities, but not fully as much as desired. Outreach contacts have been limited.

The Board's internal work

The Board has had 19 board meetings, where all but two have run in the form of telephone meetings via Skype.

On March 15, the association's held its annual meeting in Gothenburg City Library, with 23 members present.

On November 29, the Board and invited guests had a full evaluation and planning day. The meeting took place in Parliament House.

At the annual meeting Joakim Larsson resigned and was replaced by Kristoffer Mellberg. At the board meeting on October 13, Einar Spetz was elected to fill in a vacancy occurred when Andreas Vilén, elected at the annual meeting, had resigned.

The association's website <http://wikimedia.se> has been launched during the year. Information has been completed and the site has been used to display activities, donations and minutes from board meetings.

Standard book keeping and administration of memberships has been conducted.

Member activities

Five newsletters have been sent out and all new members have received a welcoming mail.

Board members have been involved in 21 wikimeetups, and at our four major events around 15 members besides the board participated and helped.

Contacts in the Wikimedia-world

19-20 January, Frank Schulenburg visited Gothenburg and gave valuable insights to us, including the concrete facts about Wikipedia Academy. Schulenburg has subsequently become employed by the Wikimedia Foundation.

24-25 May, Lennart Guldbrandsson and Jan Ainali attended the Chapters meetup in Netherlands, where most chapters participated. The meeting gave many ideas and new contacts, and gave a positive feedback to us for our activities thus far.

Anders has been a member of the committee which reviews applications from potential new local chapters, ChapCom.

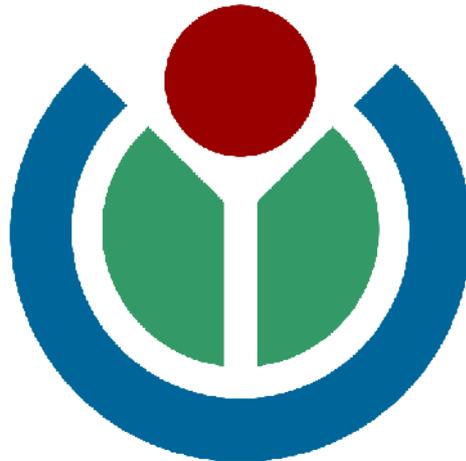
Lennart participated as a guest at the Wikipedia Academy in Berlin. He has also been involved in the production of a video on editing on Wikipedia, paid by Wikimedia Deutschland.

Four board members visited Wikimania in Egypt, where Einar Spetz gave a lecture.

Outreaching contacts in Sweden (lobbying)

Five press releases have been sent out, but with little response. Media, however, have written about "Swedish birds", and on Wikipedia in general.

Lennart Guldbrandsson attended in October of Conference on "Knowledge today", where he came talked with Jan Björklund, the Swedish minister of Education and also had a good discussion with Chief editor of the National Encyclopedia.



WIKIMEDIA SVERIGE

Wikimedia Sverige

Box 6062
121 06 Johanneshov
Sweden

Organisational number: 802437-8310

Bank account: 5822-9915

IBAN: SE60 8000 0845 2590 4498 8963

BIC: SWEDSESS, Bankname Swedbank 105 34 Stockholm.

Wikipedia, the free encyclopedia, is one of the world's ten most visited websites. The site is run by the Wikimedia Foundation, a nonprofit foundation, which also operates several other free sites. Wikimedia Sverige is a local chapter of Wikimedia Foundation. Wikimedia Sverige informs schools, libraries organizations and other groups on Wikipedia and its sister projects. To do this, we depend on financial support.

Support our efforts to operate and develop the quality of Wikipedia.

Donate money today.