SI. Swedish
Institute

CREATIVE FORCE

Region: Africa, Asia and Middle East & North Africa (MENA)

Application document: Seed funding summer 2021

INSTRUCTIONS

The application forms are in English. You and your project partner must write the application together, in English or Swedish. Choose the language which both partners understand best.

Start by reading the Guidelines. They explain the most important terms used in the application. You must answer all the questions for the application to be complete. **The application must not exceed 10 pages, excluding Guidelines** (using font size 11).

Guidelines

Programme objectives: The long-term goals that the Creative Force programme contributes to.

*Expected results***:** The immediate changes that the project will bring about. Results must be specific, measurable, agreed, realistic and time-related (SMART). They are linked to the programme objectives.

Indicators: An indicator is used to measure how well the project has succeeded in achieving the proposed changes/results. For example, if you tick the Programme objective *"A more pluralistic society"* and its expected result "*The target group has developed new tools and working methods which help it to strengthen the capacity and sustainability of civil society organisations.*", you must find ways of measuring how your project has contributed to achieving this. Indicators can measure either quality or quantity.

Target group: The target group of your project should be **agents of change and/or opinion makers in the target country**. In other words, they are people who influence other people. Examples are cultural workers, journalists and other media professionals, human rights defenders, women's rights workers, youth organisations, and others who work to achieve positive change in society. In some cases, the partner organisation can be the target group.

Final beneficiaries: Final beneficiaries are groups and/or individuals in the target countries who are **directly and positively affected by the project**. Examples of final beneficiaries are women, children and youth as well as minority groups in especially vulnerable positions such as LGBTQ individuals or people with disabilities.

Risk analysis: Risk is the likelihood of an event occurring which has consequences for achieving your expected results. Risk is always about future uncertainty and can be either internal or external. Important: you <u>must</u> answer the question about the risk of corruption.

APPLICATION

Which of the following fields will you work with?

☐ **Culture** and/or ☒ **Media**

Project details

Project title: Bringing Uganda's women to Wikipedia – Empowerment through free knowledge
Swedish applicant organisation: Wikimedia Sverige
International partner(s): Wikimedia Community Usergroup Uganda Ltd
Participating country(s): Uganda
Project period: Autumn 2021-Autumn 2022
Sum applied for (in SEK): 100,000

APPLICATION SUMMARY

Fill in the boxes below to summarise the main information about your project. Please note that this summary might be used by SI in information about the programme.

Write a project summary of max. 700 characters which tells us: **What** you want to do, **how** and **why.**	Wikipedia is one of the most used and spread free online sources for information in Uganda. There are, however, large gaps in the information available, especially when it comes to women and female leadership. We want to enable Ugandans to take part in the production and dissemination of knowledge, especially around women and female leadership, on English and Luganda Wikipedia. This is to be done through the development of educational material and dedicated training and workshops.
Target group(s) See Guidelines	Wikimedia Community Usergroup Uganda Ltd
Final beneficiaries See Guidelines	All Luganda speakers. Especially **women** who are empowered and/or inspired by female role models.
Main project activities (max. 500 characters)	A series of events, under the WikiGap umbrella, focusing on producing and translating articles on women missing from Wikipedia. This builds upon training provided by Wikimedia Uganda, on how to edit on Wikipedia, including digital literacy aspects. As part of the activities, a plan will be developed on how to open regional education centers.
Do you intend to apply for CF collaborative project funding after this seed project?	☒ Yes ☐ No Important: If your answer is yes, make sure you concentrate on the seed project in this application. Do not go into the details of the later collaborative project.

WHY?

Problem analysis

1. Describe the specific problem the project wants to address.

There is little publicly accessible information on prominent women and female leadership in Uganda. This means that role models get little attention, and that important information fail to reach an intended audience. This, in turn, constitutes an obstacle for a Ugandan democracy, exacerbated by the lacking digital literacy skills in the country.

According to the constitution, Uganda is a democracy. There are however several challenges to the Ugandan democracy, not the least shown by the civic unrest in relation to the election of early 2021. One concrete challenge is the lack of means, or lack of knowledge of means, for citizens to practice their democratic rights. Reporters without borders ranks Uganda as 125 out of 180 countries in their 2020 World Press Freedom Index. Lack of easily available media for information makes it hard for many to have a full understanding of their democratic rights, and thereby how to practice them. This is especially true for women. Fewer women than men receive higher education, and, as research shows, lack of education impedes participation in national politics. Even though the Wikimedia platforms, such as Wikipedia, are no substitutes for higher education, they are vital tools to provide lifelong learning opportunities, especially in contexts such as Uganda. Many Ugandans, however, are digitally illiterate.

The lack of digital literacy is enhanced by a lack of digital resources in their own language. This leads to less participation on collaborative platforms such as Wikipedia, which limit the amount of material and hence reduce the value of the platforms. As Wikipedia content is reused all over the internet the problem is multiplied. The negative loop enhances itself and risks leaving languages such as Luganda outside the Internet. Luganda is the most common language after English and the main trading language but of the quarter of the population that is connected to the internet, 98.2% access Wikipedia in English. The lack of information in languages such as Luganda makes it hard for many to access Wikipedia in their first language, which in turn constitutes a hurdle for practicing democracy.

This lack of information in Luganda is a general problem, but the problem, or the effect of the lack of information, is even greater in certain areas. Wikipedia lacks central information on Ugandan politics which has a negative effect on democratic participation.

Uganda is also, as researchers at Princeton University and London School of Economics have shown, subject to rapid regionalization.[1] The combination of linguistic diversity and political regionalization will make wide access to information on democracy, democratic rights and politics crucial. Importantly, the production of this information will need to involve people from different linguistic and regional backgrounds.

Due to lacking gender equality, a large majority of the poor in Uganda are women. While girls are enrolled in primary education to a very high degree, to the extent that Uganda has among the highest levels of primary education enrollment for girls, many drop out as teenagers, making the enrollment for secondary education for girls much lower. As this is not the case for boys, lack of education perpetuates lacking means for improvement, and in the end, women's poverty.

While the representation of women in the Ugandan parliament is relatively high, making up ⅓ of the parliament in 2020, there is relatively little information on female leadership available

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[1] Taking It Personally: The Effect of Ethnic Attachment on Preferences for Regionalism

on Wikipedia, and especially from a regional perspective. Lack of information on prominent women, regionally and elsewhere in society, means firstly that there is a lack of visibility for important deeds, and thereby that important role models do not get appropriate attention; secondly, it means that many people across Uganda, especially women, lack sufficient access to information for their own empowerment.

2. Why is this problem relevant with regard to:

a. Democracy or freedom of speech in this country or region?

Democracy and freedom of speech are human rights which have been granted by the Ugandan government, with President Museveni even claiming that Uganda is the most democratic country in the world.[2] Most people do however not seem to agree with this, or even know how or which different channels they can use to practice their rights.

This project will help generate free content on prominent women politicians and other female leaders and on articles related to democracy, while also creating awareness, training, and highlighting Wikimedia tools that can be used in promoting democracy and freedom of speech.

b. Gender-equality and non-discrimination in this country or region?

There have been previous efforts to address gender equality by the Usergroup in Uganda, and the region. This has been done through activities like Wiki Loves Women, WikiGap, the Visibility Project, and engagement of Ugandan female writers (FEMRITE).

This project will strengthen, and amplify these existing efforts for impact and sustainability. Through this international partnership we can find new opportunities to develop the work further together. Through the project the lack of information will be combated, and female leaders will be highlighted in the local language, Luganda, so that they can function as an inspiration for future female leaders in the country.

3. Explain how you will use media or the arts as a tool to address this problem.

The project will use the Wikimedia platforms to compile and disseminate information and knowledge on female leaders in Uganda and articles about democracy. Wikipedia and the Wikimedia platforms are among the most important platforms for making information and knowledge accessible to a general public.

As Wikipedia is divided based on languages, with a strong translation interface, the platform is very useful to develop content in a language such as Luganda, but also to translate unique material from Luganda Wikipedia to other languages. We are thus convinced that Wikipedia should be a suitable means for information and communications technology to promote the empowerment of women in Uganda. The best way of achieving this would be to work with partners to first identify gaps in information on female leadership, then make sure to provide this information in English on Wikipedia[3], and thereafter work with volunteers, regionally, to translate the information to Luganda.

By using digital media platforms that are not tracking the users and where the information is available in the native language, we believe that many readers, especially women, across Uganda

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[2] MUSEVENI: Uganda Is the Most Democratic Country in the World, Uganda elections: Museveni tests patience of international allies and Yoweri Museveni - Uganda's president profiled
[3] English Wikipedia is the dominating language version of Wikipedia in Uganda and is currently receiving more than 98 % of the views in Uganda, per
https://stats.wikimedia.org/wikimedia/animations/wivivi/wivivi.html

will be strengthened and find inspiration. The fact that users are not being tracked has in many countries been highlighted as an important fact that many readers feel more at ease to read, and especially contribute, to topics that might be considered more taboo, such as LGBTQI+ rights etc. The choice of platform, Wikipedia, is especially suitable to reach young adults as most of the Wikipedia users in Uganda are young.

Journalists and other opinion makers will be informed about the work and invited to learn more about how they can use the Wikimedia platforms.

OBJECTIVES

4. **Creative Force Africa and MENA is financed through a government strategy for international development which supports the Sustainable Development Goals (SDGs) of 2030 Agenda. Tick which CF programme objectives and related results your project will contribute to (max. 3 results). We ask you to set indicators that will measure how your project has contributed to every result you tick – so be restrictive.**

Programme objectives	Expected results (max 3)
☒ **SDG 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.**	☒ **Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements (16.10).**
☒ **SDG 5: Achieve gender equality and empower all women and girls.**	☒ **Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women (5.b).**

5. **What specific results do you expect to achieve by the end of the project?**

We expect three specific results: (1) knowledge produced on female leadership and the underpinning democratic topics, publically accessible through Wikipedia; (2) increased digital literacy within the target group, and; (3) a foundation for stronger regional collaboration on these matters.

Knowledge will be produced on female leadership in Luganda and English. All material will be under a free license, which means that it can be improved by others and reused by anyone without costs, as long as credit is given to the content producers.

New and existing partners will help to engage volunteers and staff to participate in the knowledge production. The participants will write articles from scratch or translate the content into Luganda, to enable larger spread and in the long term the possibility of increased digital literacy across Uganda and new target groups.

To make it easier to start contributing with creating Wikipedia articles we will develop a toolbox with two parts: one that will help guide the participants on how to contribute and one part that will be for event organizers so that more events can be organized by local volunteers. This toolbox is important in the long-run to build a strong community in Uganda.

Wikipedia already has a lot of biographies and it is not always easy to figure out what to start researching or translating. To lower this threshold we will engage partner organizations and educate them on the issue, and with their help identify gaps, articles missing on Wikipedia. These lists of women that should have an article written about them, or topics about democracy that are missing or not of high enough quality will work as a suggestion for the participants to work on.

From experience we know that new editors often need to be engaged continuously. Therefore we will investigate the possibility of organizing a regional education center established through a partnership, where event participants can meet again and form a support network for each other.

The outcome of this will be compiled and analyzed, with a specific focus on producing instruction material for how to model this approach in neighboring countries within the region. The project will help Wikimedia Sverige and Wikimedia Uganda develop an in-depth partnership between the two organizations and create the shared capacity for larger initiatives in the future.

6. **What indicators will you use to measure these results? See Guidelines.**

- One toolbox with key information is available in English and Luganda.
- 120 girls or women trained on how they can best use Wikipedia and how they can contribute to Wikipedia themselves.
- 50 Wikipedia articles created or improved on prominent female leaders in English. This will create awareness and reduce the knowledge gap of the achievements of women in Uganda. It will also simplify translation to other local and regional languages
- 50 articles created or improved on prominent female leaders in Luganda. This will increase the usefulness of Luganda Wikipedia and help to increase both usage and contributions to the content.
- 10 articles about democratic topics, supporting the content in the biographies, will be enhanced on Wikipedia.
- 150,000 views of these articles per year following the project's finalization (approximated based on the numbers gained during the last month of the project).
- A detailed plan for how regional Wikimedia education centers in Uganda could be established is prepared and initial testing has been conducted.

WHO?

7. Describe your target group(s):

Wikimedia Sverige will work together with Wikimedia Community Usergroup Uganda Ltd. (Wikimedia Uganda for short), the independent and non-affiliated Ugandan chapter of the Wikimedia Movement. The two organizations, despite sharing the "Wikimedia" part in their name, are independent of each other in the financial, legal and practical sense.

Wikimedia Uganda is a legally registered company in Uganda. It is also in the process of registering as a Non-Government Organization.

Wikip/media activities in Uganda started with a group of individual volunteers in 2014, and was recognized as an affiliate of Wikimedia Foundation 2018.[4] Wikimedia Sverige and Wikimedia Uganda have successfully worked together in a couple of projects focusing on environmental issues before and with local events focusing on WikiGap.

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[4] Wikimedias användargrupper

Together the two organizations will engage university students at universities across the country and teach them how to contribute to Wikipedia. The students will be from different university programs.

a. In what way are your target group agents of change or opinion makers?
Wikimedia Uganda organizes training, events and campaigns to promote free and open access to knowledge in the country. For years, they have co-organized, with the Swedish embassy, a series of WikiGap events, the campaign to close the gender gap on Wikipedia. They have also successfully organized Wiki Loves Monuments, the world's largest photo competition, focusing on documenting and making the cultural heritage available online. Through a long list of successful activities over the years, they have emerged as the central, and one of the most efficient, agents of change when it comes to making knowledge available freely to all Ugandans.

Wikimedia Uganda has formed a number of partnerships with the universities in the country and other organizations in Uganda to help strengthen the Luganda language. Through the training at the universities a number of future decision makers, in different professional fields, will have in-depth knowledge of Wikipedia and how to contribute to it in different ways. Their support in their future carriers has the potential to be of great value. As such this is a long-term investment in one of the largest and well-used publicly accessible free knowledge resources in Uganda.

b. How will you involve them in the project?
Wikimedia Uganda will, together with Wikimedia Sverige, organize events across Uganda, and reach out to new and old partners and networks. Wikimedia Uganda will play a central role in developing the toolbox, with their experience of working locally with people with low levels of digital literacy, and to get it translated into Luganda.

The students will receive training on how to use and contribute to Wikipedia and they will then participate in events to create articles about female leaders and articles about democracy.

8. **Describe your final beneficiaries and explain how they will benefit from the project.**
People across Uganda (and speakers in exile) will be able to consume information about democracy and biographies about females in their native tongue, Luganda, on one of the most liked knowledge sources in the country, Wikipedia. This will be especially important for women who will be able to read and be inspired by strong female role models.

The women written about will also receive a larger national and international recognition, which arguably will strengthen their influence in society.

Women in rural parts often only speak Luganda and to be able to reach them with the information the content needs to be available on Luganda Wikipedia. This will empower them not just through the information itself, but because the information will be in *their* language, which is important for language preservation and improving the written language. As Luganda is mainly an oral language today with relatively few people mastering the language in writing this work can help to change the narrative and allow for more content of other types to be added later.

The toolbox created will also allow more women to learn how not only read and understand digital content, primarily via Wikipedia; but also to take part in producing it, giving vital perspectives which often do not reach the rest of the world. Thereby, they will also help to close central knowledge gaps on Wikipedia, paving the way for more female leadership in Uganda and elsewhere.

9. **Describe the background to the project. How did the idea arise?**

The Wikimedia movement has worked for several years on bridging the gender gap. Even though amazing results have been reached with a massive amount of content added we are nowhere close to succeeding. Significant efforts and investments are still needed.

Together with the Ministry for Foreign Affairs, Wikimedia Sverige has organized and coordinated the global WikiGap initiative annually since 2018. WikiGap events are organized across the world by local Wikimedia volunteers and organizations and the Swedish embassies or consulates, often together with local universities or civil society organizations.

The campaign has been very successful and has led to more than 50,000 new or edited articles. These articles have so far been read hundreds of millions of times. The success has been acknowledged by organizations such as the OECD for its innovative approach,[5] and a number of UN agencies have joined the initiative.

Wikimedia Uganda has worked successfully with Wikimedia Sverige a number of times during the years, with representatives from Uganda visiting Wikimedia Sverige in 2014 and Wikimedia Sverige's staff visiting Uganda in 2017. Representatives from the organizations have met at different international events over the years to discuss possible opportunities and stay updated about the work happening in the countries. Uganda has successfully participated in the WikiGap campaign and is quickly developing into a regional leader in the Wikimedia movement. We hope that this project will help us deepen our partnership and support the continuous development of the Wikimedia movement both in Uganda and the region.

There is now a foundation in place and the teams in Uganda and Sweden see strong possibilities to scale the WikiGap initiative significantly, if more resources can be made available. Initially in Uganda but with time also bringing the experience into other parts of East Africa where no WikiGap events have been organized to date.

10. How will your partnership work? Who will be responsible for what?

Wikimedia Uganda will be responsible for:

- Consulting with expert organizations and conceiving lists of missing articles or articles to expand or new images to illustrate the biographies.
- Organizing editathons to create or expand the identified articles. During an editathon Wikipedia volunteers improve articles together.
- Following up with attendees and fostering a pool of volunteers engaged and involved.
- Presenting the initiative in neighboring countries.
- Laying the groundwork for local Wikimedia *centers* that can be used to continuously improve articles about women and democracy.
- Co-organizing and translating the *WikiGap Challenge Uganda* writing challenge.
- Co-developing a toolkit for other organizations in the region to use to organize similar events and activities and learn how to contribute to the Wikimedia projects, such as Wikipedia.

Wikimedia Sverige will be responsible for:

- Consulting with international expert organization(s) and conceiving lists of missing articles or articles to expand or new images to illustrate the biographies.
- Supporting batch uploads to the Wikimedia projects of data and media from partners.

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[5] OECD Development Co-operation Peer Reviews: Sweden 2019: Chapter 2. Sweden's policy vision and framework

- Summarizing learnings and material and adjusting for international audience/follow-up projects.
- Presenting learnings at relevant events to scale the project.
- Coordinating and developing a local writing challenge, *WikiGap Challenge Uganda*.
- Co-developing a toolkit for other organizations in the region to use to organize similar events and activities and learn how to contribute to the Wikimedia projects, such as Wikipedia.

11. **What particular knowledge/expertise do your organisations have that is relevant for this project and the problems it will work with?**

Both Wikimedia Sverige and Wikimedia Uganda are experts at Wikipedia and the other Wikimedia projects and on how to create the volunteer engagement needed for article writing.

Wikimedia Sverige initiated WikiGap together with the Swedish ministry for foreign affairs in 2018 and has been the international coordinator since. As such the organization has significant knowledge about different ways of organizing WikiGap across the world.

As the international coordinator Wikimedia Sverige has been able to develop a very strong international network of UN agencies, NGOs and more that can help to provide new opportunities and help identify missing biographies.

Wikimedia Uganda has organized numerous trainings and workshops in the country and knows the specific struggles, challenges and opportunities that exist in Uganda when engaging people in Wikipedia writing. Their expertise also includes the challenges with the Luganda language online and the limitations that the speakers currently face.

12. **Have you worked together before?**

☒ **Yes** ☐ **No**

IMPLEMENTATION

13. **List the project's main activities chronologically below. Explain the purpose of each activity and why it is necessary to reach the expected project results.**

Type of activity	Details of activity	Activity's target group	Expected result of activity	Date and place
WikiGap toolbox	Developing and compiling the necessary content, that in this context and in Luganda, help to reduce complexity to join WikiGap	Wikimedia volunteers and organizers	A set of material that is compiled and actively shared to people in the Wikimedia movement that would like to organize WikiGap in the country or region	October-December Stockholm and Kampala
Identify gaps in coverage	Work with national and international partners to create lists of missing biographies on Wikipedia	Experts working at the partner organizations	A list of proposed articles currently missing, listed on a project page that the volunteers can target	November–February Stockholm and Kampala
Formalize partnerships	Establish structures to formalize and deepen partnerships with e.g.	Local partner organizations	Memorandum of Understandings signed	November–February

with local partners	universities and other orgs. in Uganda. Work will be done to further deepen the partnership with the Swedish embassy	working in similar fields		Kampala
Formalize partnerships with international partners	Formalize partnerships with e.g. UN agencies or INGOs whose expertise can help identify existing gaps	International partner organizations working in similar fields	Memorandum of Understandings signed	October-February Stockholm
Investigate the establishment of Wikipedia centers	Investigate the establishment of Wikipedia centers at different partner organizations to give people that participate in training a place to continue to produce content	Partner organizations	A report	Spring, 2022 Kampala
WikiGap event series 1-4	A number of trainings and workshops at one of the partner universities	Students and staff at the university	100 articles created or improved in English and Luganda, totally. The result slightly lower as the new toolkit is tested	Mars-June Across Uganda
WikiGap Challenge organized locally	An online challenge for improving and creating content.	Students and staff who have gone through training.	20 articles created or improved in English and Luganda, totally	March-May Online
Report and plan for scaling nationally and internationally	Development of a future looking report of the work done	Wikimedia volunteers and organizers, funders and partner orgs.	A high quality report that details a path forward	June–September Stockholm and Kampala

14. Risks

List the main risks of the project, their potential consequences and how you plan to mitigate them.

Risk	Consequence	Risk mitigation measure
Corruption (compulsory)	Financial leakage as the funds budgeted for an activity are lost to petty corruption. Corruption creates a precedent that can trigger further wrongdoings such as theft. Without paying bribes / patronage we might not get what we want, e.g. get the full experience out of a venue or event. Under the table transactions make it hard to prove that an agreement has been struck if it is not honored at a later stage.	Formal procedures for accounting have to be adhered to. Internal procedures for signatures are needed to verify that costs have occurred. We will carry the higher costs that often are needed for a transparent transaction, even if that also could create extra work when e.g. the formal systems have to be used.

Low levels of technical literacy & access to technology	Low participation in editing activities.	We will use (preferably community) venues with a good number of computers and smaller devices e.g. tablets & then incorporate digital literacy aspects in bite-sized interactions. Multiple events will be organized for the participants with e.g. free food to allow for a more rigorous training.
Low wiki-related literacy	Low quality articles.	We will make interactions longer than one-day events (presented as full day workshops of dedicated learning with specific input & output). We will focus our efforts on people that have a good understanding of both IT and of how to research a topic and source it, such as pupils and university students.
Covid-19 prevents physical meetings	Harder to engage and teach participants. Events might not be possible to do in person which limits the interest and possibilities to take part. People might lack computers and internet and with limited IT skills it is harder to show virtually.	A digital course will be prepared as well which will allow us to test it. Events will be organized at a later stage of the project when the health situation might allow for physical meetings again.

SUSTAINABILITY

15. How do you plan to make the project's results live on when SI funding has ended?
   Describe how the target groups and/or local partner/s will continue the work.

Articles that are created, edited and approved by the Wikipedia communities will stay online. The sustainability of the Wikimedia servers is very long term.

One of the ambitions of the project is to build long term capacity, both for the people that take part in the training and the workshops, and for Wikimedia Uganda in itself.

When it comes to the people that take part in the activities, they will gain important literacy skills that can be used to continue the important work. Wikimedia Uganda, which organizes a range of activities, will be able to invite all people that have taken part to future events. Wikimedia Uganda has been involved and engaged in bridging the gender gap for years. That means that there will be a venue for newcomers to engage long term as well.

The activities in the project will also contribute to the capacity building of Wikimedia Uganda. The project helpsfulfill at least four of Wikimedia Uganda's six long term goals, meaning that the project will help Wikimedia Uganda build capacity according to its own goals, such as building capacity of individuals to contribute on the Wikimedia platforms, to organize training programs in partnership with universities and other partners, to promote wider participation in the creation of information, and to produce educational resources.