



WIKIMEDIA
CZECH REPUBLIC

2017

ANNUAL REPORT

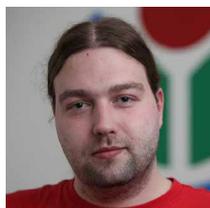
About Wikimedia Czech republic

On January 1st 2017, Wikimedia Czech Republic association had 53 regular members, 3 honorary members and 2 supporting members, while on December 31st 2017 it had 58 regular members, 3 honorary members and 2 supporting members. We sincerely thank all our members and other supporters. Selected important committees that led and coordinated the activities of our organization in 2017 are summarized below.

Board



Vojtěch Dostál
chair



Jan Loužek
vice-chair



Jaroslav Zastoupil
(till 12/2017)



Michal Ficař



Josef Klamo



Jan Groh

Auditing Committee



Martin Myšička
chair



Martin Strachoně



Jiří Dlouhý

Other



Martin Urbanec
web administrator



Petr Kadlec
legal adviser

Staff



Petra Pejšová
executive director
(03/2017 to
12/2017)



Klára Joklová
executive director
(from 03/2018)



Anna Filínová
program coordinator,
Seniors Write
Wikipedia (from
07/2017)



Marek Blahuš
wikipedian in
resident
in Brno (from
06/2017)



Gabriela Boková
project manager
of educational
programs



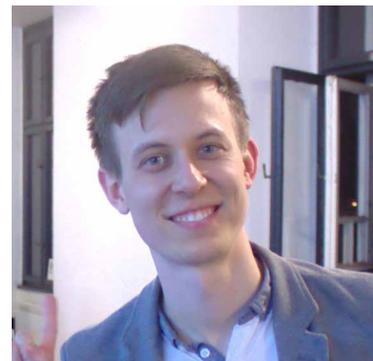
Jaub Holzer
project manager for
multimedia (from
10/2017)



Vojtěch Veselý
lecturer and
methodologist, grant
administrator (from
01/2018)

Foreword

Dear members, sponsors and friends of Wikimedia Czech Republic, 2017 was a year of great changes for our chapter. It was for the first time that we had an executive director at its helm, Petra Pejšová, who brought order and system to the association; this could not have been achieved in a group steered by a volunteer board. Our project efforts grew with the advent of more staff, attracting more volunteers and members. We stabilized the system of three key programs, i.e. education, multimedia and Wikidata, which have been in the focus of our attention. In the present Annual Report, we offer a summary of our project work, as well as the key changes in our organization. No less important parts are the financial report for 2017 and the list of our partners and sponsors. The last merit our great thanks as they make it possible for us to achieve the goals we have set for ourselves in the area of free creation. We are also thankful to our staff who deliver perfect work and constantly improve in whatever they do. Last but not least, thanks are due to all the volunteers, members and non-members alike, who have taken part in our activities. We appreciate the trust we enjoy from our members, doing our best so that our association helps to build “a world in which everybody should have free access to the sum of human knowledge.”



For the Board
Vojtěch Dostál, Chair

Internal affairs

Bodies of the association

The Board of the Association acted in 2017 as its collective steering body in the following setup: Vojtěch Dostál (Chair), Jan Loužek (Vice-chair), Jaroslav Zastoupil (Treasurer), Jan Groh, and Michal Ficaj. The Chair and three more members of the Board were confirmed in their positions by a secret ballot at the General Meeting of the association. Michal Ficaj was a new candidate; on his election by due majority of votes the Board resumed its five-member setup until Jaroslav Zastoupil resigned as of 31 December 2017. The Board met six times, of which one meeting was convened out of the office (at Buštěhrad). The Board had to tackle a number of new challenges and duties in relation to the appointment of Executive Director, such as definition of the types of activities to be assigned to the Executive Director and those to be assigned to the collective steering body. Also elected was three-member Auditing Committee consisting of Hadonos, Bazi, and Jirka DI.

Institutional development

The hallmark of 2017 was the continuing professionalization of the chapter, which had begun in 2016. Petra Pejšová became the first Executive Director in the history of the chapter as of the beginning of 2017. Her mission was to stabilize the organizational background of the association, initiate the operation of the new office in Slovenská Street, Vinohrady, Prague, and create conditions for an efficient work of our project managers. In cooperation with the rest of the staff and the Board, the mechanisms every growing organization needs to introduce sooner or later were defined, including a system of regular payment of salaries and emoluments for services rendered, a data box, a new mail server, internal files of contracts and contacts, a system of newsletter mailing, as well as rules for occupational safety and property insurance. We also initiated the improvement of the Tracker, which is a tool for transparent financial management and accounting. Some planned goals could not be achieved, including public relations, fundraising, and a new web site of the association: these will materialize under the care of the new Executive Director, as Petra Pejšová agreed with the Board to resign as of 31 December 2017.

Important projects

Impact measurement of our activities

 **1 256** participation
 **535** new registrations
 **74 615** new or modified entries
 **418 228 764** bytes added

Educational program

In the educational programs, Wikimedia ČR focuses on three target groups, i.e. students, seniors, and librarians. We instruct the participants on the basics of editing, as well as the principles and mechanisms on which Wikipedia works and the ways in which it can be used directly in the classes at schools and colleges.

Wikimedia ČR: an accredited educational institution

We mainly focused in 2017 on the program Teach (with) Wiki, intended to develop critical thought and digital literacy by means of working with Wikipedia. Pupils in the last two years of primary school and students in the first two years of secondary (high) schools get acquainted with

the largest online encyclopaedia not only as readers but also as editors. This helps them to understand how Wikipedia works and grow beyond the role of mere passive recipients of its content.

Based on our experience from schools, we have designed a one-day course for teachers so that they, too, can educate and advance their pupils in this area. The course has been accredited by the Czech Ministry of Education and is part of the program of advanced teacher training. Wikimedia ČR is an accredited educational institution now, and teachers have become a new target group in our programs, on which we plan to focus further in the future.

As the Seniors Write Wikipedia program grows, so grows our team

The program Seniors Write Wikipedia continues to score successes and keeps growing year by year. 152 participants attended courses in eleven towns in 2017. We particularly appreciate that some seniors want to learn beyond the scope of the basic course, so we can also offer them advanced courses and invite them to the regular Wikiclub sessions.

The growing program obliged us to expand our team, and, thanks to donations from our sponsors, we could be joined by Anna Filínová, who has coordinated the senior courses since August 2017.



Autumn course for senior citizens in Brno



Mouse for senior citizens in Moravan library

 **972**
participants

 **415**
new registrations

 **35 %**
retention

 **3 043**
editations

 **6 123**
new or modified entries

 **8 914 103**
bytes added

Wikiclub: a meeting place

The Wikiclub format is another important part of our activities: we managed to host it regularly in 2017 in Prague (where we had more than a hundred visitors) and in Brno. It is a regular event offering opportunity for all Wikipedia contributors

to meet, including both total newcomers and seasoned wikipedians. The beginners can use it to pluck up courage for editing, and seek support and advice, whilst the more advanced participants can learn from one another, cooperate on writing, or

take advantage of the regular timing and venue to boost their activities in Wikimedia projects. We are glad to have created a meeting place for seniors, students, teachers and wikipedians, and hope to see this format propagating to other towns.



Editots in Municipal Library of Prague

GLAM (Galleries, Libraries, Archives, Museums)

The GLAM project is intended to establish cooperation with cultural institutions, and with their assistance namely to improve the content of Wikipedia, creating and elaborating articles as well publishing digitalized images and texts. We will further intensify these activities from 2018 on. We organized several editing workshops in 2017 within the GLAM framework, namely an astronomic workshop in the Brno Observatory, an edit-a-thon in the Slaný Museum, and another edit-a-thon in the Olomouc Scientific Library.



Historic photo of court in Honice

Multimedia

Wikipedia is not just texts but also images, videos or sounds, which allow a better notion and understanding of facts. We have been aware of this advantage of free media but only now could we create the position of Project Manager to devote systematic attention to such acquisitions. Anyone can record such contributions in Wikipedia; we in Wikimedia ČR try to actively support such wikipedians and institutions in several ways:

Mediagrant

Since 2009 we have supported photographers who contribute voluntarily to Wikipedia. In the Mediagrant project, which is in its third year of existence, we cover their travel costs, occasional accommodation, and lend them equipment. They are supposed to focus especially on objects still missing in Wikipedia, namely in the following categories: Pictures of Czech Settlements, Protected Areas, Jewish Heritage, Waters, Folk Architecture, and Events. Thanks to Mediagrant, photographers can travel throughout the country. They took a total of 24,542 free-licensed pictures in 2017

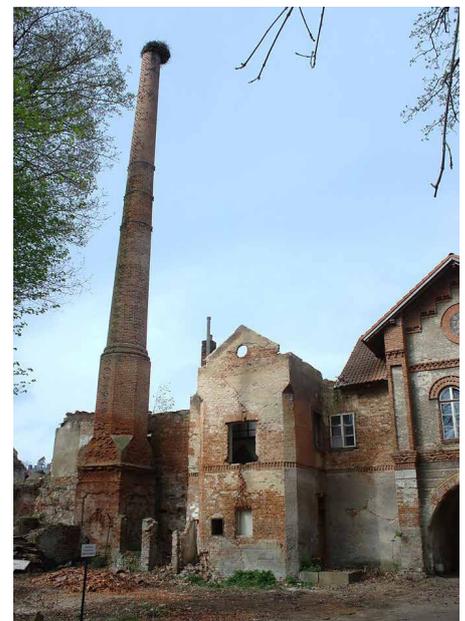


Natural monument Kozákov

alone. Mediagrant is thus the largest source of new pictures for Wikipedia.

WikiTown

For the fourth time our voluntary photographers and editors set out on expedition to a town so far rather overlooked by Wikipedia. We chose Litovel in 2017, in whose public library 14 wikipedians congregated for the weekend 9-11 June (more cooperated online). We managed to photograph and describe a number of objects, scan lots of local historic photos and other images, and also document 63 villages in the neighbourhood. Altogether WikiTown Litovel yielded 1,590 free pictures (of which 50 from a drone), 85 new articles and 277 edited articles. We are delighted that local institutions and citizens were interested in cooperation not just during but also after the event. We have kept in touch with the local museum and other institutions which have helped us verify the new articles. Local citizen Ms Iveta Drábková took another 507 pictures and another Litovel citizen Mr Vítězslav Kollmann released 116 unique historic pictures from his personal archive. Some wikipedians returned to Litovel later and continued documenting the town.

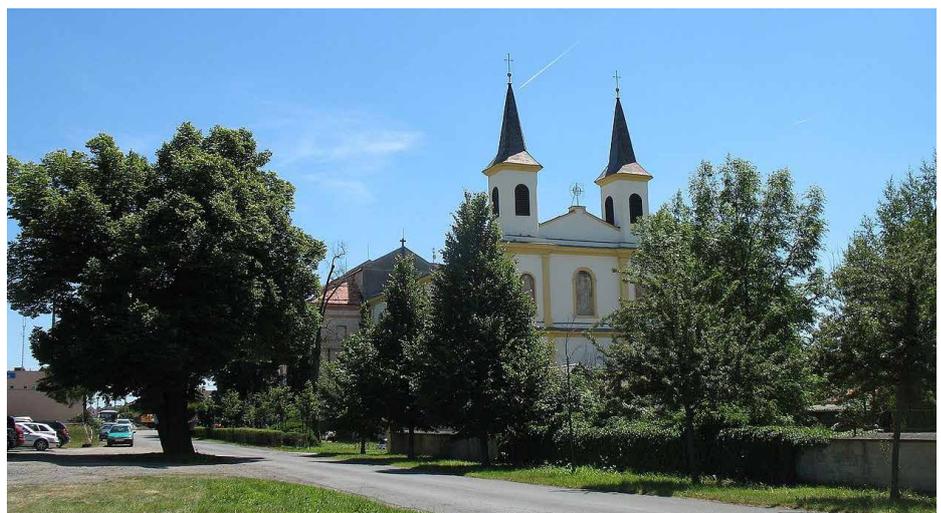


Former brewery in Bezděkov

pedians returned to Litovel later and continued documenting the town.

Wikiexpedition

Attracted by a similar idea to that of WikiTown, seven wikipedian photographers travelled to a remote area of the southernmost part of the Pilsen Region. Using special maps and data, they took pictures in 240 villages from 13 to 17 April. Of the total of 7,508 photographs, 2,800 have been contributed to Wikipedia articles.



Church of St. Alphonsus in Červenec

 **190**
participants

 **105**
new registrations

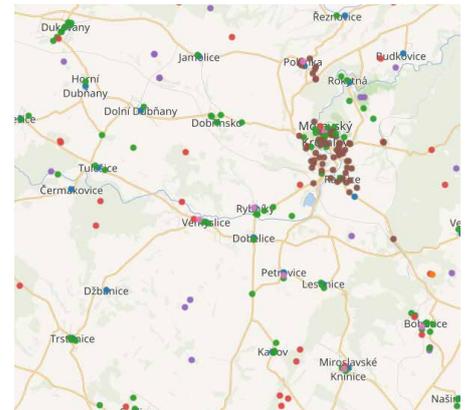
 **26 992**
new or modified entries

 **411 238**
bytes added

Wikidata

Map of unphotographed sites

One of the things Wikipedia photographers always missed was a map showing all the sites deserving pictures in Wikipedia. Wikidata is an ideal tool in this respect. We have created web application Wikinity (<https://tools.wmflabs.org/wikinity/>), which uses Wikidata to search for all missing sites in the neighbourhood of a selected point in the map. It was used 1,650 times in 2017 alone, which illustrates its usefulness for Wiki photographers. We naturally also wanted to create a mobile version of the tool. For this purpose, we joined in with the international group related to the Wikimedia Commons mobile app (<https://commons-app.github.io/>), who had a similar idea. We convened historically the first meeting of developers of the application worldwide, at which we were able to add the Nearby function to the application, which makes it possible to show the missing sites in the map directly in the application. The function is very popular among its users; the number of users of the application grew from 1,708 to 3,231 in 2017.



Map with points in the tool Wikinity

Donation of data by the National Heritage Institute

The map of unphotographed sites is a wonderful thing, but if some objects are missing completely in Wikidata, or lack coordinates, there is little we can do. Czech immobile heritage was one of the poorly documented fields, which is why we addressed the National Heritage Institute, with which we had signed a memorandum of cooperation in 2015. We got data relating to all the 40,000-plus cultural monuments, thanks to which we updated entries in the lists of monuments on Czech Wikipedia and added dozens of thousands of new entries to Wikidata. The project helped to mobilize many Czech voluntary contributors to Wikidata and establish a very active Facebook group Wikidata CS (50-plus members). Today the Czech database of cultural heritage is one of the best in Wikidata worldwide, available to individuals, research institutions and businesses for analysis of information on cultural heritage.

Community education and meetings

The Czech Wikidata community is still relatively small, counting a few dozen individuals; awareness is therefore quite important. We convened the second Czech Wikidata Workshop to Pardubice University in 2017, attracting 16 participants. This time the purpose was not just explanation of the working of Wikidata to total beginners but also training of more advanced users in new tricks. Workshop in Brno titled Data Journalism on Wikidata was another educational event. The third was a three-hour lecture on Wikidata for 30 female software programming students as part of the educational project of the non-profit organization Czechitas. We even organized a three-lecture Wikidata course for students of new media (ttl 4.5 hours). Thanks to experience from all the lecturing we have now a complete outline of a lecture covering not only an introduction to the Wikidata data model but also its more advanced functions and the use of SPARQL language for database queries.



People at Wikidata workshop in Pardubice



Wikidata workshop in Pardubice

 **94**
participants

 **41 500**
new or modified entries

 **15**
new registrations

 **408 903 423**
bytes added

Wikiconference 2017

The main topic of this year's regular Wikiconference was "How are wikipedians born?" We focused chiefly on the community, its growth and development. The venue of the conference was the French Institute in Prague. We talked about the reasons why experienced wikipedians leave, what motivates new volunteers to join in the day-to-day activities of the community, or what are the general trends in the development of Wikipedia volunteer groups. One of the points on the agenda was the presentation of research conducted by Wikimedia Foundation in the Czech Republic and South Korea, intended to describe such motivations. A minor though no less important point was Wikidata, whose importance keeps growing and whose impact was described by Léa Lacroix from German Wikipedia. Josef Šlerka illustrated the social dimension of our encyclopaedia in his lecture titled Wikipedia in the Service of Evil. Ondřej Bojar outlined possible future development, showing the development of machine translation and explain its possible impact on the evolution of Wikipedia. The conference took a whole day with about seventy participants.



Conference in the building of the Prague French institute



Léa Lacroix from Wikimedia Germany



Conference was followed by afterparty

Bits of other activities

- Wikipedian in Residence at Masaryk University in Brno monitored two **BA theses** on the subject of Wikidata.
- Another Wikipedian in Residence sat at the Faculty of Science of Charles University. He addressed the faculty and trained them to publish their **research pictures** in Wikipedia. Alas, although he addressed 40 scientists and 12 more research teams, only three of them recorded their pictures. We discovered reluctance was not the barrier but rather the difficulty of selecting the right images. The project continues in 2018.
- Wikipedian Jan Kameníček held three wiki-workshops in Olomouc:

Women and Science, three-part Writing Wikipedia in Olomouc, and a seven-part workshop for 85 students of a local secondary vocational school.

- We staged an exhibition in Prague of the best pictures from the worldwide contest **Wiki Loves Monuments** of 2012-2014. The contest was organized under the auspices of the National Technological Library, National Heritage Institute and the Silesian Museum in Opava.

- We organized a **photo workshop**, at which four wikipedians trained lighting systems and photo tent (property of Wikimedia ČR).
- We joined the international cam-

paign **ILibIRef**, whose goal was that every librarian should have added at least one reference to a Wikipedia article.

- We attended several teacher conferences as part of our educational programs, where we lectured on using Wikipedia in classes. We also visited several schools where we explained to pupils how (not to) work with Wikipedia and collected ideas and inspiration to invent more activities in the project **Teach (with) Wiki**.

Financial report

Transparence

An overview of all our income and expenses is openly accessible through our transparent accounts (www.wikimedia.cz/web/Účty), where we channeled most of our financial operations except for three very small cash transactions. Financial decision-making is completely public and happens through the Tracker application (tracker.wikimedia.cz).

Revenues and Expenditures

Revenues

<i>As per 2017 budget:</i>	Amount (CZK)
Membership dues	10 605,57
Grants	630 414,84
Grant sAPG 2017 (2nd disbursement, Wikimedia Foundation)	539 414,84
Grant Avast Foundation 2017/18	31 000,00
Grant Veolia Foundation	50 000,00
Grant Olomoucký kraj	10 000,00
Donations	98 003,30
Donations by individuals	10 548,30
Donations by entities	87 455,00
JAVLIN, a.s.	50 000,00
Kiwi.com s.r.o.	15 000,00
Společnost pro vzdělávání	12 455,00
Asociace konferenčních tlumočnicků	10 000,00
Sale of property	1 039,07
Total	740 062,78
Assets carried over from the previous period	
Non-grant cash reserve	236 971,03
Grant revenues from previous period	100 825,00
Grant Avast Foundation 2014 & 2015 (carried over from 2016)	10 825,00
Grant Avast Foundation 2016 (carried over from 2016)	40 000,00
Donation JAVLIN, a.s. (carried over from 2016)	50 000,00
Grants available as of 2017	1 193 432,93
Grant sAPG 2017 (first disbursement, Wikimedia Foundation)	1 193 432,93
Total	1 531 228,96

Expenditures

	Amount (CZK)
Program priorities	
Program Multimedia	113 970,44
Program Educations and GLAM	285 936,88
Program Wikidata	133 247,32
Other project expenditures	
Support of Free Knowledge Advocacy Group EU	11 069,30
Wikiconference	71 398,21
Attendance of local and international events	28 488,80
Events in office and wikimeetings	20 100,89
Other public presentations	10 992,00
Operational costs	
Office and office expenses	171 261,29
Publicity items	10 197,58
Accounting, development and administration of Tracker	66 195,00
Wages (not counting contractor remuneration)	
Staff wages	1 164 852,65
Total	1 954 463,04

Partners and sponsors



We thank to our individual sponsors Vanda Janečková, Christopher Ward, Lukáš Ekl and Jiří Sedláček.

Contact

Wikimedia Česká republika

Slovenská 1705/21

Praha 2

120 00

Website: <http://www.wikimedia.cz>

Blog: <http://blog.wikimedia.cz>

E-mail: info@wikimedia.cz

Facebook: <http://facebook.wikimedia.cz>

Twitter: <http://twitter.wikimedia.cz>

Account number: 2600138934/2010 (Fio banka, a.s.)

IČO: 22680560

DIČ: CZ22680560

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