

**1. Please specify for your program**

**2. Ideas for evaluation**

<p><b>Changes beyond the target group (impact)</b></p>	<p><i>People, organisations and communities worldwide leverage the possibilities that free knowledge affords.</i></p>	
<p><b>Change in condition/ situation</b></p>	<p><i>Wikimedia projects are considered user friendly by diverse groups of people with various needs. Wikimedia is a trusted partner and change maker.</i></p>	
<p><b>Change in action</b></p>	<p><i>Organisations <b>turn to Wikimedia projects and free resources to develop their businesses.</b> Diverse groups of people use free knowledge to improve their conditions.</i></p>	<p><b>User feedback and activity</b></p>
<p><b>Change in skills, knowledge or motivation</b></p>	<p><i>More people are aware of Wikimedia and have a positive attitudes to free knowledge. Participants feel motivated to use Wikimedia projects.</i></p>	<p><b>Survey</b></p>
<p><b>Satisfaction</b></p>	<p><i>Wikispeech extension activated on three languages 100 % of bugs reported within a week Measurement methods published on-wiki Visibility in media improved by 10%</i></p>	<p><b>Volunteer and focus group feedback and bug reporting On wiki listings of media mentions Activation of extension</b></p>
<p><b>Participation</b></p>	<p><i>Engagement with followers and general public. Staff and interested volunteers and readers.</i></p>	<p><i>Tracking social media and press release stats. On-wiki bug lists Activity on Translatewiki.net</i></p>
<p><b>Activity</b></p>	<p><i>Communication with the media and in social media, developing measurements, support for bug reporting, bug fix and technical development.</i></p>	<p><b>Tracked and recorded in continuous operational reports on-wiki.</b></p>
<p><b>Inputs/ Resources</b></p>	<p><i>Staff time, volunteers' time, community time, financial resources,</i></p>	<p><i>Tracking in on- and off-wiki-tables</i></p>

**Target group(s):** Members of the general public, Wikimedia users and volunteers