

Application from Wikimedia Sverige for APG 2019

For an overview of the Programs, Strategies and Goals, please see
https://se.wikimedia.org/wiki/Verksamhetsplan_2019/en

Context

Sweden is a digitized and tech friendly society which significantly lowers the threshold to engage people and organizations in our work. The country has a very strong and efficient welfare state and the governmental organizations invest massive amount of money to digitize their material. However, there is not always a clear plan on what is the most efficient way forward to get the material out to the general public. The Wikimedia movement has proved itself to be one of the most efficient and groundbreaking ways to achieve this and the interest to work with us is soaring. Despite high wages this is something that helps reduce the costs for the work we do as we can move in at the late part of digitalization work and ensure that it is disseminated, rather than to digitize material ourselves. The country's aim to be a leader in the tech field ensure that the learnings are spread globally by the organizations we work with.

In Sweden the labour force is highly skilled and there are good opportunities to attract talent to build a strong team, not least of developers that could improve the MediaWiki software. This is a possibility that we would like to explore further in partnership with Wikimedia Foundation.

Ensuring accessibility of all tools used by the organization will in 2019 become a legal demand for all governmental organizations in Europe. So even though the Wikispeech at first glance does not connect directly to our GLAM efforts, we believe that this will be a cornerstone for long term partnerships. Furthermore, the skills to develop MediaWiki software will allow us to later focus on improving Wikisource, an underutilized Wikimedia project that desperately need investments to fill a large gap in the digitization work for the GLAM sector internationally.

There are a number of factors that make 2019 a very interesting year for the association. Thanks to the strong partnerships we have developed over the years we see a possibility to effectively improve and scale our work. We supported the work on the National Strategy for

Libraries in late 2017 and in 2018 Wikipedia became highlighted as a core focus for the library sector's digital work. This has opened up possibilities to engage with the sector in the coming years.

Furthermore, our work with WikiGap in 2018 was highlighted as one of the important international partnerships by the Swedish government in 2018. Depending on what parties will form the government in 2019 the WikiGap events might be organized again (as of November no group of parties have been able to assume the majority).

As a member of the European Union lobbying efforts towards Swedish politicians can have a global effect. For example, Swedish Members of the European Parliament were the only country were 100% voted in line with the Wikimedia movement's preferences in the Copyright Directive in 2018. We believe that the positive view on Wikipedia will be beneficial when trying to convince the Swedish government and parliament to support free knowledge in different ways, not the least around Freedom of Panorama.

In 2017-2018 Wikimedia Sverige worked hard to enhance the toolset used by the organization. This work has come a long way, but is yet to be finalized in some respects. As GDPR preparations are done and the tools are up and running we believe that we should be able to focus on improving the website (in coordination with WMNO as we will use the same web developer) and adding a donation systems in coordination with WMF's fundraising team (which we worked with in 2018 and started discussions with).

Overview

Over the years Wikimedia Sverige has developed its capabilities in GLAM and education, around technical projects, in diversity work, political lobbying and in support to the volunteers in the Wikimedia and wider free knowledge community. All of this work help support the trust, use and visibility of our platforms.

With a growing team we intend to have a strong focus also in 2019 for all these areas. As have been the direction during the last couple of years, the work will have a further increased international focus. We have realized that the composition of our team – and the context in which we are working – is giving us a possibility to take a leading role within the movement and to effectively support other Wikimedia affiliates and by doing so increase our joint efforts. We believe that we can help fill a gap that currently exists and we aim to become a ***Center of Excellence for GLAM work*** for the international movement.

We know that this is something that is impossible to do by ourselves. We will therefore cultivate strong partnerships both within the Wikimedia movement, but also with external actors. We will also support our volunteer community, and work for it to grow. Wikimedia's projects are nothing without the community. To ensure continued support from the active volunteers and to engage more new volunteers, not the least to improve diversity, is therefore a strategic priority for the association.

We will deepen our cooperation with other affiliates in the movement. Depending on the size and geographical location of the affiliates, the cooperation will have different benefits and long term goals. With the larger organizations of the movement, e.g. Wikimedia Deutschland and Wikimedia Foundation, we can share learnings and improve our technical capacity. A Letter of intent in this regard is already in place with WMDE. Furthermore, we will work to enhance the cooperation with affiliates in Northern Europe as it will allow us to share resources and also make joint applications for funding easier. As a mid-sized chapter with many years of experience, we feel that it is our duty to support smaller affiliates as much as possible. We intend to mainly do so through large internationally oriented projects (FindingGLAMs, WikiGap, Wikispeech, Wikimania, Wikimedia Northern Europe Meeting) and support for individuals at key intergovernmental organizations (IGOs), such as UNESCO, that can help increase the reach of affiliates. By supporting other affiliates we can help the movement to achieve *equity*.

In 2019 we will also support the work to make Wikimedia the “*essential infrastructure of the ecosystem of free knowledge*”. Our contribution to this is twofold: (1) Develop the Speech Data Collection tools that are connected to the Wikispeech extension, as this will create a valuable dataset of speech recordings and annotations that is needed for FOSS solutions around text-to-speech and speech-to-text solutions; and (2) create a unique free licensed resource of the GLAM institutions around the world on Wikidata, through the FindingGLAMs project.

Another way in which we aim to support the movement is by organizing Wikimania in Sweden. The conference is indeed a tribute to the movement, but it will also help elevate our work nationally. We look at it as a way to engage more people and partners in our work and create a lasting legacy. A carefully chosen theme for the conference will allow us to create interest and awareness of the work done by the Wikimedia movement. We have chosen “*Wikimedia, free knowledge and the Global Goals – Strengthening each other*” as the theme to highlight how our movement contribute to improving the world in a sustainable way, in areas such as education, accessibility, diversity, accessing and preserving culture and languages. We believe that by connecting our work to the [Global Goals](#) we will make funders more interested in supporting Wikimedia (which will allow us to even further our work to support *equity*), and attract new partners, donors and volunteers to our movement. For example the GLAM sector in Sweden is highly invested in supporting the Global Goals. Many of our projects in 2019 will connect and contribute to the organization of Wikimania or benefit from it.

We will also work to secure the organizational and financial stability to ensure long term work. Wikimedia Sverige now has an *agile* organization with a focus of utilizing the APG funding to further external grants and other revenue sources. We intend to keep this use of APG funding this year as well. We will grow the sources of long term grants and funding, increase the amount of volunteers, members, and visibility through the use of bold projects that pushes the border for what Wikimedia affiliates have strived to do. The projects grants we design and apply for are intentionally re-designable to allow for us to include new opportunities during the project. We have proven that we are efficient in bringing in funds

to our movement, but our organization is still very much dependent on the APG. In 2019 we will initiate a push to change that. We are looking into three separate avenues for this:

1. Long term strategic partnership with Wikimedia Foundation around MediaWiki development, connected to GLAMwiki needs.
2. General operating support from major grant givers in Sweden, currently the identified option is the Postcode Fund.
3. Increase in donations and membership fees through a marketing campaign.

To share our experiences from working with grant giving organizations one staff member will participate in the *Resource allocation* working group as part of the *Strategy process*.

Programs

We will keep our four programs active:

PROGRAM	Access	Use	Community	Enabling
DESCRIPTION	Where we ensure that more material is available for the projects	Where we work to get more people to use the material and to know about it	Where we support our active volunteers and grow and diversify the group	Where we ensure that our organization is working well and keep developing in a number of areas

Strategy

Wikimedia Sverige's 4 year strategy ends in 2020. The four programmatic areas have identified strategies that guide the work.

Access		Use	
The chapter shall increase the knowledge about free licenses and increase access to free resources.	The chapter shall promote the increased use of free licenses.	The chapter shall promote high confidence in and increased use of the Wikimedia projects and free knowledge.	The chapter shall promote high usability of the Wikimedia projects.

Community	Enabling
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The chapter shall support active users with expertise and other resources.	The chapter shall promote an inclusive climate and low barriers of entry for new users.	The chapter shall be competent.	The chapter's work shall be transparent.	The chapter shall strive for organizational stability.
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Goals

Grants metrics

Program	Participants	Newly registered	Content pages	Comments
Access	1,500	350	100,000	<p>Participants might be <i>significantly</i> higher if our training for <i>all</i> of Sweden's librarians take place during the year (but most likely it will take place in 2020).</p> <p>Most content pages will be on Wikidata and Wikimedia Commons through batch uploads. Depending on the size of datasets/media file collections this might be significantly different.</p>
Use	500	50	500	Participants will be part of presentations about Wikispeech and Knowledge in Crisis Situations.
Community	3,000	300	1,000	Participants includes both WikiGap and Wikimania.
Enabling	-	-	25	Improved pages on Outreach and Meta.
TOTAL FOR ALL PROGRAMS	5,000	700	101,525	

Grantee-defined metrics

Diversity: The number of unique participants and/or organizers of activities conducted or supported by Wikimedia Sverige who belong to underrepresented genders in the Wikimedia movement in Sweden. These groups are defined as women and people identifying themselves as something other than male or female.

Non-participant audience: The number of people that are in the audience at a presentation or lecture regarding a Wikimedia relevant topic given at an external (i.e. a non-Wikimedia movement) conference. This is used as a proxy for reach/awareness.

Goals

We intend most of our goals to stay the same. We suggest the following changes (what is changed is marked **red**, and the new addition to the goal is marked **green**):

Current goal	New goal	Rationale for the change
A.1.3 Involve 15 courses in the Wikipedia Education Program,[3] through educating motivated teachers and providing expertise on the Wikipedia tools for education.	A.1.3 Involve 10 courses in the Wikipedia Education Program,[3] through educating motivated teachers and providing expertise on the Wikipedia tools for education.	We will have a new project manager starting in January 2019. We expect this will mean a period of onboarding and temporary changes to our network.
A.2.1 To increase the use of free licenses ensure that 20 organizations[4] are reached with information on free licenses.	A.2.1 To increase the use of free licenses ensure that 50 organizations[4] are reached with information on free licenses.	We have developed instruction material and methods and networks to deliver the material to central staff members in the organizations.
U.1.1 To inform the public about Wikimedia projects and free knowledge, good media relations are central. This is achieved through active work with press releases, opinion articles , commentaries, newsletter and presence on social media. Based on the key figures identified as metrics by the office the measured media presence for November 2018 will increase by 10 % compared	U.1.1 To inform the public about Wikimedia projects and free knowledge, good media relations are central. This is achieved through active work with press releases, op-eds , commentaries, newsletter and activities on social media. Based on the key figures identified as metrics by the office the measured media presence for November 2019 will increase by 10 % compared	Minor language changes and updating the year.

to November 2017.	to November 2018.	
U.2.2 To make content available for more people the Wikispeech extension shall be activated as a beta function on three language versions of Wikipedia before the end of the year and perform an investigation for the future development through a pilot study.	U.2.2 In order to make content available for more people the Wikispeech extension shall be activated as a beta function on three language versions of Wikipedia before the end of the year, and supporting functionality/tools will be developed to add more languages.	We will continue working to get the extension activated, which was not achieved in 2018. The pilot study will however be finalized in late 2018, and will therefore be removed from the goals for 2019. The focus will instead shift to the possibility to scale the extension into more languages.
C.2.2 To lower the threshold for new users, 50 users shall be supported on the Teahouse (Fikarummet) at the Swedish Wikipedia.[10] We will provide support for one additional language version of Wikipedia to activate the Teahouse.		This goal will be removed as we currently are lacking support from the community for Fikarummet.
E.3.1 To ensure organizational stability the chapter shall work towards broad and sustainable funding where no donor exceeds 50 %, a 20 % increase in membership from the 31 December previous year, increase volunteer involvement with 20 % compared to the total amount for the previous calendar year.	E.3.1 To ensure organizational stability the chapter shall work towards broad and sustainable funding where no donor exceeds 50 %, a 100 % increase in membership from the 31 December previous year, increase volunteer involvement by 30 % compared to the total amount for the previous calendar year.	As we invest further resources into a membership base, most notably a campaign with a PR agency, we expect to increase our membership numbers further. Organizing Wikimania will be an opportunity to engage a large number of volunteers this year.

Projects

We intend to continue working on many of the same projects during 2019 as we have in 2018. However, a large number of the planned projects¹ will this year actively contribute towards the Wikimania conference to take full advantage of the event.

¹ GLAM 2019, Community Support 2019, A Community for Everybody 2019, Trust Making 2019, Visibility Making 2019, Knowledge in Crisis Situations 2019, Organisational Development 2019, Exchange of Experiences 2019, Association Involvement 2019

In the **Access program** we will not continue with the *GLAM Educators* project as we have been unable to identify funding to scale the efforts. We will instead continue to involve these experts through the *GLAM 2019* project, which we will increase in size (this is also done due to renewed interest from the museum sector with more educational activities). This year we will also cancel the *Wikipedian in Residence 2019* project as we have to focus our efforts and have not yet found a format to scale up our work.

We have received a number of large grants for the year, most importantly the *FindingGLAMs 2018* project (which amounts to around 30% of our budget), and expect to start two externally funded projects connected to the library sector. One around data uploads and the other focused on training and resources for public library staff. We also expect to continue consultancy with GLAM and educational institutions in a limited capacity.

In the **Use program** we will continue with all the projects from 2018. This year we will reshape the focus of the *Trust 2019* project to actively involve academia and that way tie it closer to the *Wikipedia in Education 2019* activities.

A major part of this program will hopefully be the externally funded *Wikispeech – Speech Collector 2019* which will start in late Q3. In the project we will create tools for collecting speech data to expand the Wikispeech extension to new languages. We will also continue to develop the Wikispeech extension based on user feedback during Beta testing.

In the **Community program** all the projects we had in 2018 will continue. The project *A Community for Everybody* will change name to *Diversity Support 2019* and refocus on the gender gap. In the *Community Support 2019* project we will scale up the work around requested volunteer trainings and expand the number of Wikipedia camps we will organize.

As we have the honour to host Wikimania we will receive some limited funding from WMF for work with volunteer support. This funding will be added to a separate project under this program, *Wikimania 2019*.

The **Enabling program** will roughly stay the same. In 2018 we overspent in most of the projects, but as we could solve many long-standing issues we expect to reduce the work in this program in 2019. The work with an enhanced donation system and more communication to members are however key priorities and we will experiment in this area through the project *Association Involvement 2019* and *Organizational Development 2019* where we will increase the budget. As part of this project we intend to visit, or invite, other affiliates that have reached further than us in this area. We will relaunch the *FOSS for the Association 2019* project this year. As we will launch a new website using WordPress we will in 2019 focus on further development of the chosen theme or of missing plugins. We will coordinate this work with e.g. Wikimedia Norway who also have a new WordPress site. We will continue engaging actively with other Wikimedia affiliates in the Northern Europe region and will support the preparation for the regional conference *Wikimedia Northern Europe Meeting 2019*.

Other changes worth noting is a substantial increase in funding for staff training in order to give our project managers improved and shared methods. We will also take advantage of Wikimania and after the conference engage a communication consultancy to work with us ongoingly to increase our membership base. The hope is that we can engage the same one as the WMF as the agency then will be able to start working right away.

Budget and grant request

For a complete budget for 2019, see

<https://docs.google.com/spreadsheets/d/1GWRCjgNNdXWNkpePRQxwcmeAwPU9yk65DXyRS65wIuQ/edit?usp=drivesdk>

Wikimedia Sverige is requesting 2,950,000 SEK through the APG for 2019.