Funding and Grantee Programming and Intended Impact: Middle East and Africa (MEA)[1] Wikimedia Funds, 2022

I. Introduction

The new funding strategy emphasizes learning, partnership, and iteration which has informed our approach to reporting. This year we are developing three reports based on the information that we have collected and hope to use these to reflect with grantees partners and Regional Funds Committees: 1. Funding distribution report, 2. Grantee programming and intended impact, 3. Learning and feedback from grantees and Regional Funds Committees about the new strategy and necessary iterations and adjustments.

This document is a regional summary of parts 1 and 2 of the report and its objective is to serve as an input for the collective reflection during our **MEA** learning session. Our discussion will be focused mainly on grantees' programming and intended impact. This learning session is part of Let's Connect Peer Learning program and is intended to be an open, safe and engaging place to share reflections amongst peers that can support our collective work and regional analysis.

II. Grantee's self-reported intentions in terms of strategies and impact

Important note: The information gathered here is based on 100 grantees' application proposals for the General Support and Alliances Fund submitted on the Fluxx portal. We have tried to capture **global tendencies**, as well as highlight some things that may be specific to the **MEA region** (23 General Support and 4 Alliances Funds). This report was created to support understanding about programming across grantees and discussion for learning. This report is not an evaluative tool on grantee performance or statement of expectation from the Wikimedia Foundation. As recommended in the Movement Strategy the goal is to iterate, learn and adapt.

---

[1] Regions: Middle East and Africa (MEA), South Asia (SA), East, Southeast Asia, and Pacific (ESEAP), Latin America and The Caribbean (LAC), United States and Canada (USCA), Northern and Western Europe (NWE).

Main challenges grantees want to address

- In terms of Movement wide- challenges: Grantees are concerned about their **limited or diminishing volunteer base.** Grantees in **MEA** identify the lack of volunteering capacities as a key challenge or having free time without being concerned about generating an income.
- Grantees want to grow and diversify content in line with the Movement Strategy focus on **Knowledge Equity**, and also work with partners to position Wikimedia projects as a *service* for their institutions to widen public access to open knowledge.
- A common challenge associated with Knowledge Equity, particularly in ESEAP, SA, LAC, and **MEA** regions is bringing in content that reflects local languages and culture, preserving cultural and heritage, re-writing histories and working with a decolonisation framework to address **knowledge injustices**.
- Diversity is also understood as a **greater geographical presence**, beyond urban centres and main cities.
- Additional movement-related challenges are, raising awareness of the value of Wikimedia and free knowledge, building organisational capacity[2] and partnerships that support grantees' strategic goals.
- Grantees are also concerned to address wider **societal challenges.** Issues such as guaranteeing the freedom of information and addressing policies that act as barriers to open access and free knowledge.
- **Likewise, addressing global issues through access to better information**, such as climate change and human rights.
- Contributing to addressing the digital gap, particularly when it comes to gender and urban/rural populations is a challenge particularly mentioned in the **MEA** region.
- Also associated with this, is giving marginalised communities more political and social agency through the production of digital content.

Main strategies and priorities

Geographical scope: 16 (76%) General Support and Alliances Funds grantees in the **MEA** region   focus on programming within a country, 4 are regional[3] in scope and 1 with global impact[4].

Thematic focus: Globally the leading strategies to address these challenges focus on programming related to **Education (70% of grantees)**, **Culture & Heritage (69%)**, and **Diversity (69%)**. **MEA** priorities reflect the top 3 global tendencies with some differences for

---

[2] Improving their own organisational capacities and human and financial sustainability is also linked to grantees prioritising Movement Strategy recommendation 1 (**Increasing the Sustainability of the Movement)** in their proposals..

[3] Open Foundation West Africa (General Support in Ghana to work in West Africa), African Library and Information Associations and Institutions (Alliances Fund in Ghana to work in 25 countries throughout the region), Access to Knowledge Africa Initiative (General Support Nigeria) to work in 8 countries in the region. Wiki in Africa based in South Africa aiming to work in 28 countries.

[4] Wiki Kouman based in Ivory Coast aiming to work also in Cameroon, Guinea and Haiti.

instance, the higher prioritisation for advocacy[5] (MEA 46%, global 39%) and less on climate change and sustainability and public policy.

Movement Strategy: grantees globally prioritise these two recommendations in their proposals - Sustainability of the Movement and Invest in Skills and Leadership & Development. **MEA** has these same priority and grantees associate this with building organizational capacity and expanding the contributor base[6]. MEA and CEE, are the two regions that prioritised skills development above all other recommendations. Providing for Safety and Inclusion is also a lower priority in comparison to the global average.

Contributors: Growing, diversifying, and sustaining

- Recruiting new contributors is one of the main goals for 65% of grantees globally. There is a growing focus on underrepresented groups, prioritising diversity in terms of **geography, ethnic, cultural, racial, or religious backgrounds,** and **language. MEA** reflects this global tendency, but there is slightly more emphasis on bringing in diversity in terms of gender and digital access.
- **Education and Culture, Heritage and GLAM,** continue to be the top programmatic areas, with more than 60% of grantees globally placing them as their top priorities.
  - ➔ **Educational programs** prioritise broader awareness and literacy skills outcomes, however, grantees expect these efforts will also bring in new editors through teacher and student engagement[7] and it would be interesting to further measure if this is the case. Given the interest of new organisers that have come from educational programs and train-the-trainer program[8], the greater value may be in creating a community of organisers that can multiply awareness-building work[9].
  - ➔ **Culture, Heritage & GLAM** is seen as an entry point for professionals to become active organisers (particularly librarians), potentially bringing in their own networks. There is a growing trend to offer wider, more **structured training in areas of interest to professional groups or activist networks[10]**, combined with Wikimedia-related skills. This has proved important in regions such as **MEA** and CEE where professional development for some groups, such as Librarians,

---

[5] The Foundation is working on clearer definitions of what advocacy work involves and also what it means to influence public policy so that grantees understand the boundaries and grantees feel comfortable applying for grants related to public policy initiatives. Generally speaking, both "public policy" and "advocacy" are terms that we use to describe the work of attempting to shape regulations or other actions taken by governments as well as actions that involve public education, promoting values, and establishing best practices.

[6] There are two components to sustainability of the movement namely human sustainability and financial sustainability. More recently at the 2022 Wiki Summit in Berlin, there was further discussion on the latter exploring different approaches to revenue and resourcing.

[7] For instance, Yoruba Wikimedians User Group, Wikimedia Rwanda with the Wiki4highschool programme and Dagbani Wikimedians User Group with the Wiki Hubs programme in universities.

[8] https://meta.wikimedia.org/wiki/Education/Reading_Wikipedia_in_the_Classroom/ToT Training of Trainers (ToT) program aims to support community members to become Certified Trainers of "Reading Wikipedia in the Classroom". It is currently in its third cohort and has certified over 50 trainers, of which trainers from MEA make up 47%.

[9] In FY 22, the education team from Community Programmes started hosting regional education meetings to build momentum around creating shared community spaces for education projects in the region.

[10] For instance: The Nigeria Foundation working with the African Women in Media to train female journalists and women in the media sector address the gender gap in contributors and contents.

is not commonly accessible and where Wikimedia becomes an opportunity for this[11].

➔ **Campaigns around topics of interest** are seen as a straightforward **entry point**. In many regions, such as LAC and **MEA** these have been a way to collectively engage activists around gender, climate change and human rights. In the MEA region, the Wikipedia Wanting Photos, Wiki Loves Africa, Wiki Loves Monuments, WikiLovesFolklore have been popular ways of mobilising contributors[12].

➔ **Entry through organised groups or institutions:** Grantees are also seeking to bring in newcomers through non-GLAM organised groups (collectives, universities, NGOs, professional collectives, etc) to tap into their dynamics and areas of interest and seek a more "collective" entry into the Movement. Developing specific campaigns is also a strategy used to reach specific underrepresented groups as content contributors[13]. Photographic competitions have also been an entry point for photographers or artistic groups[14].

- Some grantees are starting to **question the value of single edit-a-thons/workshops** and are keen to discover new ways of engaging contributors, by exploring approaches, such as ongoing activities that scale the types of contribution, frequent volunteer meetups[15], offering professional development opportunities or microgrants to decentralise activities on a more regular basis.

- There is a clear need for more understanding of different audiences and possible, **creating different volunteer paths/journeys[16],** and having a **volunteer management system to** track these effectively - this involves not only technologies to do so (like a movement-wide CRM)[17], but also investing in staff/team's skills, time, procedures and resources to do this. This also involves the longstanding issue of having accessible tools to **measure retention**.

- Many grantees view bringing in **new organisers and retaining these** as a more relevant aspect than focusing on editors- more organisers means more opportunities for

---

[11] For instance: in Ghana with the Global Open Initiative Foundation, the Alliances Fund partners the African Library and Information Associations and Institutions and the Open Foundation West Africa (also based in Ghana).

[12] Wikipedia Wanting Photos: This campaign is most popular with MEA region grantees (Wiki in Africa, UAE, Ivory Coast, Nigeria, Guinea, Rwanda). Wiki Loves Monuments: is the most global, involving all regions. In MEA some countries participating are Uganda, Nigeria, Rwanda and Ghana. WikiLovesFolklore: In MEA: Rwanda, Tanzania, Ghana.

[13] Ghana and Uganda also partner with organisations that work with refugees, human rights groups, and local amatuer sports activities.

[14] The Wikimedia Nigeria User Group will be engaging 50 professional photographers through the National Commission for Museums and Monuments. Wikimedia Community User Group Cote D'Ivoire is another example with the PhotoLibre initiative.

[15] For instance, Wikimedia Nigeria with the WikiNaija monthly meetings to reflect on learning with guest speakers.

[16] Wiki in Africa is aiming to document stages in a "participant's journey" from "observers" to organisers, to identify what participation looks like in each stage and the support services that are needed in each stage. 6 stages: These are participants (start as unaware), become observers (curious, but not sure how to be involved), supporters who share opportunities and knowledge of Wikimedia (social media/word of mouth), and activists who actively participate either as individuals (via online contests or drives) or as part of a group at a local event. Finally, activators or organisers when they become active group members and acquire Wiki skills immersion in local or global WM events. This stage requires training, mentorship, and support.

[17] Customer relationship management (CRM) are traditionally known as technologies for managing relationships and interactions between customers and potential customers, but that have extended to social management and movement systems. There is a need for a collective infrastructure rather than each organization developing a fragmented set of tools to communicate and track contributors.

newcomers to find a supportive path into the movement. 89% of grantees in all regions set a target for organisers. A key challenge is how to create **skills development paths** for organisers' and give them the necessary on and offline tools to multiply their work[18]. However, most affiliate-led training and programming is still editing-centered.

- **Addressing harassment** and creating **safe environments** is recognised as key in newcomer engagement, as well as Movement Strategy and Universal Code of Conduct. However, only **15% of grantees globally** mentioned something related to this area in the strategy description. Perhaps this requires greater prioritisation and resource investment - training in skills and mechanisms that address these on a cultural and procedural level, and involve longer-term editors and administrators. Those that *do* mention developing specific strategies in their community programs to promote safe environments for newcomers and to try to find ways to make long-time contributors or on-Wiki admins more sensitive to newcomers' needs and support. Others are doing specific training in areas related to stress and interpersonal conflicts and conflict resolution.
- Grantees recognise the importance of **social media** and communications outreach, and few have detailed strategies to reach and target new audiences.[19] However, there are innovation in the region, that also include radio and TV[20].
- In the past grantees have developed specific tactics to bring in youth such as Wikicamps, through Wiki Clubs, games[21] and partnerships with educational institutions. However, globally **"youth" does not seem to be prioritised** in programming or in further experimenting specific tactics and investments to work with youth and guarantee safe participation. It is important to note that some grantees in the MEA region are including youth engagement as goal of their work[22].

Content contribution

"If they [potential contributors] do not see themselves reflected online with articles in their language and relevant to their experiences, they are unlikely to contribute content" (grantee MEA region)

---

[18] The Campaigns Team at the Wikimedia Foundation recently launched the Organiser Lab. The training seeks to provide a structured way for organisers to refine their abilities, learning how to design campaigns and other effective calls to action to address strategic knowledge gaps on Wikimedia projects.

[19] For instance, Ghana is also seeking to experiment with social media to bring in new volunteers. The Yoruba User Group in Nigeria is exploring how partners and local influencers can help promote social media networks.

[20] For instance, the Dagbani User group tele-education program on NTV called the 'Dagbani Wikipedia Saha', a Wikipedia TV broadcast program that seeks to recruit volunteers and train more people who are interested in contributing to the Dagbani Wikipedia and may otherwise not be able to attend our in-person workshops.

[21] Wikimedia France is developing Wikeys board game which aims to make young people understand the methods of contribution and governance on Wikipedia. The Global-Open Initiative Foundation (Ghana) is seeking to work with youth volunteers teaching them Wiki skills, but also experiences that could be of benefit to them career-wise.

[22] The Uganda User Group is developing Wiki soccerthons involving diverse communities passionate about this sport. Wikimedia Nigeria User Group is aiming to engage youth with the #Wiki Fan Clubs and training staff in youth organisations to engage new volunteers. The Alliance Fund, Media in Cooperation and Transition (MICT) Tunisie is also seeking to engage youth through online training and meetups. WikiVibrance – International Youth Day has also been a cross-regional initiative to engage youth around specific international youth days and celebrations. Côte d'Ivoire User Group, partnering with Amazons du web, an association of young people in ICT, particularly to bring young women as contributors.

- For 60% of grantees, content contribution is one of the main focuses of their work. Grantees prioritise content gaps related to **gender, geography, and language**. Less prioritised are those related to socio-economic status[23] and sexual orientation. There are some regional variations, with contents relating to cultural/ethnic diversity more prevalent in the **MEA**, LAC, ESEAP, SA regions, whilst "topics of impact" in USCA.
- While 70% of grantees are working on more than 2 to 3 projects, **Wikipedia is still the central focus[24]** for 80% of grantees. Overcoming its poor reputation in educational contexts is seen as a key challenge, particularly in regions such as **MEA**, LAC, SA and ESEAP.
- In the **MEA** region, language diversity is the top issue, with many grantees partners focusing on contributions to smaller language Wikipedias, whilst also contributing to English Wikipedia.
- 66% of grantees in the **MEA** region are working on more than 2 Wikimedia projects, mostly combining Wikipedia, with Wiki Data, Commons, Wiktionary, and Wikiquote, however only 1 grantee is using Wikisource[25]. **MEA** community members have expressed interest in learning more about Wikisource, particularly for documenting knowledge in different formats and sources, particularly those with difficulties in being used on Wikipedia[26].
- There is a growing interest in **Wikimedia Commons[27] and Wikidata[28]**, as tools to *service* key partners by digitalizing and making them more accessible. The **MEA** region is exploring important partnerships with governmental, educational, and GLAM institutions to open valuable databases that have an important public value. There is an opportunity to document interesting Wikidata case study uses in this context.
  - ➔ In **MEA** there is particular interest in connecting databases of public library resources regionally, particularly resources related to regional culture and heritage.
  - ➔ There is also an interest in creating or translating items into local languages. Dagbani Wikimedians User Group is aiming to describe Lexemes and Wikidata labels in Dagbani, as is the Cameroon UG.
  - ➔ Others are focused on experimenting with the use of Wikidata to document local knowledge, such as Igbo endangered dances and linked data to Commons files and Wikipedia articles.
- A small group of grantees are working on **smaller Wikimedia projects,** mostly newer grantees in underrepresented communities in SA, **MEA**, and LAC. Smaller projects are seen as easier entry points for knowledge equity because they allow contributors to work with primary sources, such as archival documents, images, and audio-visual material. However, there are ongoing questions about the readership scope of this content and some uncertainty about future Movement-wide investments in these smaller projects.

---

[23] Few countries in most regions are focusing on socio-economic issues. In MEA: Wikimedia Uganda User Group.

[24] The word Wikipedia appears 186 times when grantees talk about the change they want to bring about, Wikidata appears 54 times, Commons 22, and Wikisource 8.

[25] Wikimedians of the United Arab Emirates User Group are working on Wikisource and training librarians in its use.

[26] This was expressed in the recent Libraries and Wikimedia Convention. Participants from the region expressed the lack of awareness of the potential use of Wikisource to address this knowledge equity challenges.

[27] Seen as an opportunity for digitising knowledge - particularly with GLAM institutions or professions (such as photographers). Also to diversify the way knowledge is shown - incorporating more audio-visual resources.

[28] As a new opportunity to showcase the value of mass open / free information, particularly with GLAM partnerships.

- Some of the **more common strategies** to mobilise content are **Campaigns** (55% of grantees globally participating in these) that provide structure, straightforward tasks, and connection to organised interest groups. Content-building events with training: **Edit-a-thons** are still the main method, despite interest in testing new approaches. **GLAM partnerships** (69% of grantees globally) to digitalise and open collections. **Educational partnerships** (40% of grantees mention working within formal educational institutions globally). Whilst many are more focused on building awareness, content contribution is often a desired outcome.

Raising awareness and acting as key pieces of the "movement infrastructure"

"We are trying to eliminate the belief that Wikipedia was made for just some people and it can not be trusted." (grantee MEA region)

- Many grantees, particularly affiliates, believe their work goes **beyond content and contributors** and value their role in **raising awareness of the value of Wikimedia and Free Knowledge**, bringing in partners to the Movement's work. The ongoing challenge is how to show the scope and impact of these efforts.
- Grantees focused on educational programs are doing awareness-raising around Wikipedia as the world's most open educational resource and a pedagogical tool to help develop media, literacy, and information skills.
- Some of the common strategies involve **developing workshops or presentations** with various stakeholders such as libraries and cultural institutions, government bodies, non-governmental organisations, and educational institutions.
- Grantees, particularly in contexts where funding for libraries and/or cultural institutions is more complex, call for **more introductory and contextualized research-based case studies** and materials to support this advocacy work, as grantees find themselves alone in this task of finding, documenting, and presenting these cases.
- Other grantees, go beyond general information-sharing and are supporting institutional partners, particularly libraries and/or cultural institutions, to embrace open access practices. This involves **training on intellectual property, copyright, and digital rights** and participating in national debates on policies related to these issues.[29]
- **Promoting new spaces for discussion and advocacy of open access public policies:** There are some institutionalised efforts that have been ongoing in the NWE, CEE, and USCA region, and grantees request more technical support from the Foundation to communities in this area.

Building organisational capacity

- Despite being a challenge/issue that grantees want to address, only **38% of grantees globally** explicitly describe specific organisational capacity strategies within their

---

[29] Wikimedia South Africa is making efforts to amend the South African Copyright Act.

proposals. Globally, much of the "training/skills development" initiatives are targeted at the wider contributor community, and strategies and investments focused on internal training are less explicit. Some **common strategies** grantees globally are: developing longer term planning[30], empowering decentralised groups or organisers, and **expanding staff or volunteer teams** in key areas such as educational, and GLAM program managers[31]. Some grantees are concerned about improving recruitment practices and staff management. Many grantees in the **MEA** region or working on basic organisational processes such as registering as a non-profit, and setting up internal policies and administrative processes.

- In **MEA** there are opportunities to develop, grow and strengthen different types of capacities that communities need at individual and organisational grantee levels. For individuals grantees, there has been interest to enhance skills in proposal and reports writing, organizing and project implementation skills. In organizations including affiliates, there is opportunity to develop skills supporting organizational health including putting in place governance structures, robust financial systems, volunteer management and partnership development, staff development and monitoring and evaluation.
- It is interesting to note that few grantees explicitly include strategies to work on **governance and leadership skills**[32] **and capacities to improve volunteer management and communications outreach**.
- It is interesting to note that some grantees in the region see that one of their main goals is developing leadership skills in other emerging Wikimedia communities in the region[33].
- Many newer affiliates or groups, or those in contexts with smaller population size or active communities are interested in exploring organisational models that are suited to their reality and do not necessarily follow a formal NGO structure or for whom the Wikimedia affiliate model is not primarily the intended path to pursue.
- It would be important to explore and test new ways of more continuously and impactfully supporting organisational capacity building, either as a component of grants that can be used for training and consultancy or through Foundation-funded working with partner **organisations/service providers with contextual knowledge and expertise**.

Learning and evaluation

This is a collective challenge!
- There are very interesting questions about what grantees want to learn. Grantees do not want to stick to the "core metrics'' around content and contributors. They are striving to tell fuller stories of their impact, particularly their value in **skills development, raising awareness, bringing in key partners, developing future organisers, and acting as key Movement connectors and drivers of Movement Strategy**.

---

[30] Wikimedia Community User Group Uganda and Wikimedia Community User Group Cote D'Ivoire are amongst the few affiliates in the region embarking on a strategic planning process to inform the direction of their work in the movement with the support of consultants.
[31] To reduce volunteer burnout, affiliates are also now able to consider outsourcing more mundane operations or budgeting for consulting services to support their skills gap.
[32] Larger grantees that mention this explicitly: Wikimedia Argentina, Art + Feminism and Wikimedia Netherlands. Smaller grantees: Wikimedians of Arusha, Wikimedia User Group of Aotearoa New Zealand.
[33] Examples in the region are Wiki in Africa, the Wikimedia Nigeria Foundation, AfLIA, and the Moleskine Foundation.

- Many grantees feel they do not have the team, resources, or tools to measure these in more depth and therefore limit themselves to the core metrics.
- We have learnt this year that we have to:
  ➔ Work with grantees to support them in better defining metrics that make sense for them and for their region.
  ➔ Include this in capacity-building efforts and prioritise this within the funding.
  ➔ It has been overstated, the Foundation should invest in user-friendly tools to support grantees in this analysis across many editors and content-creation activities.

Here are some of the questions grantees stated that THEY wanted to learn about as a result of their work.

Area	Learning question
Contributors	- What is the best strategy to retain volunteers? What keeps them returning? - What training strategy yielded the best results? - What are the needs of organisers? - What are barriers and enablers for women's and gender diverse groups' participation and retention? - What are the strategies that help generate the skills needed to promote youth volunteers as organisers of future activities?
Content contribution	How are contents used? What is their value for readers?
Awareness-building	- Which strategies work more to promote awareness? - How to retain and maintain strategic partnerships that contribute to longer-term growth, diversity, and Free Knowledge? - How many people did our message (communications) reach?
Capacity-building	- What are the best strategies for an organization to achieve sustainable institutional growth? - What is the impact of micro-funding and how is it begun used?

So, are we collecting and taking the time to analyse information that will help address these questions?

Here is a summary of some of the main metrics in the proposals, with some questions about improving ways to capture this data, some important gaps and also open questions about this way data can be presented, so it is useful for grantee's analysis.

Contributors: Over **80% of grantees** have metrics and targets for the number of participants, editors, and organisers. Less than a third disaggregate data beyond this: **new or existing** (32% of grantees), **retention** (22% have metrics but with different definitions and timeframes), **diversity** (11%), and **feedback** of participant's perceptions[34] (21% of grantees but only

---

[34] Few organisations have a set target in terms of % of satisfaction from participants. For instance, Wikimedia Morocco, in line with Reading Wikipedia in the Classroom evaluation guidelines, is carrying out four surveys with participating teachers. Two at the beginning (to know the expectations), one evaluation survey to assess the online training experience's effectiveness and two additional surveys for the onsite activities(registration+evaluation). The Yoruba user group is also carrying out 3 surveys to gather perceptions. Focus groups with specific audiences is a less

representing 1.3% of participants) and **volunteer hours** (14%)[35]. It will be hard to measure effective strategies and results without more grantees being better supported to measure this. **Training:** only 20% of grantees are collecting data on participants' perceptions and a few of them go a bit more in-depth to see if their awareness of Wikimedia changed or if their skills learned will be useful for them in practice[36].

Content contributions: Grantees' metrics are mostly focused on the number of contents per Wikimedia project (89% capture these). **35%** disaggregate the type of contribution, **10%** are collecting data to analyse content use/quality, **5%** disaggregate content targets per knowledge gap.

Awareness building: It would be interesting to discuss what are the specific outcomes we hope to see with this awareness raising and ways to find if the tactics used are effective and how this could be measured[37].

Organisational capacity: Many grantees feel they don't have the capacity or time to measure some of these organisational aspects. Others may do so, but use this for internal measuring and learning and have not included this in their proposal metrics - although the open metrics space in the form encourages them to do so.

Partnerships: Only a small number of grantee partners explicitly mention metrics related to gathering feedback from partners through surveys or conversations to document learning and communicate this.

An overview of some of the metrics grantees included

Contributor metrics:

Grantee partners hope to bring in almost **103K** participants[38], of which **50%** will be editors[39] and **3%** organisers. It is interesting to note the important number of contributors grantees hope to involve in their work in comparison to these Movement-wide proxy indicators.[40] **MEA** target for **participants is 12,000** (11% of the global target), with Nigeria, Ghana, and South Africa

---

common technique, with few grantees explicitly stating this in their tools. Wiki in Africa is hoping to do this with women organisers they support.

[35] For this metric to be useful in the future, both for internal organisational measurements as well as analysing cross-regional volunteering dynamics, it would be necessary to further discuss the parameters and what the metric could indicate in terms of volunteer dedication/engagement, effectiveness/efficiency, and healthy workload.

[36] Wikimedia Tanzania will focus on seeing how many teachers were ready to join the Movement after training.

[37] For those working in educational programs, particularly in the Reading Wikipedia in the Classroom framework, there are clear guidelines on how to include awareness-raising metrics and tools to measure this, however, more grantees need to formally incorporate this into their grant proposals metrics and evaluation tools.

[38] The application guidelines provide this definition of participants: "individuals who attend or benefit from the proposal's activities, either in person or virtually. This does not include social media followers, donors, or others not participating directly".

[39] The application guidelines provide this definition of the editor: "people who edit Wikimedia projects, creating or improving content as a result of grantee activities".

[40] The Foundation is still working on collecting more precise Movement-wide data for these same contributors metrics.

beginning as the top contributors. The target for **editors is 7,000** (13% of the global target) , the largest contributor is South Africa, followed by Nigeria and Ghana. They account for 57% of all editor goals in the region. The target for **organisers is 630** (19% of the global target). The average number per grant (30) is close to the global average (33). Most organisers are from Nigeria and Ghana, followed by South Africa (Wiki in Africa). In Ghana, the Alliance Fund with AfLIA includes organisers in affiliate countries and is the only Alliance Fund globally with a high target of organisers (50). Countries with low organiser numbers are mostly newer user groups such as Uganda, Benin, Cameroon, and Rwanda, but there are some exceptions[41]. It is interesting to note that **MEA** aims to contribute a higher share of organisers in comparison to the other regions, which indicates an interesting dynamic in the region of contributors brought in by a number of activities with a keen interest to *gain skills to lead activities* and contribute beyond editing.

It is interesting to note how grantees' targets compare to Movement-wide data on the percentage of participants, editors and organisers in each region. The arrow indicates regions where grantees have higher editor targets than the global editor share. **MEA** and CEE are higher, USCA, NWE and ESEAP lower and LAC and SA are very similar.

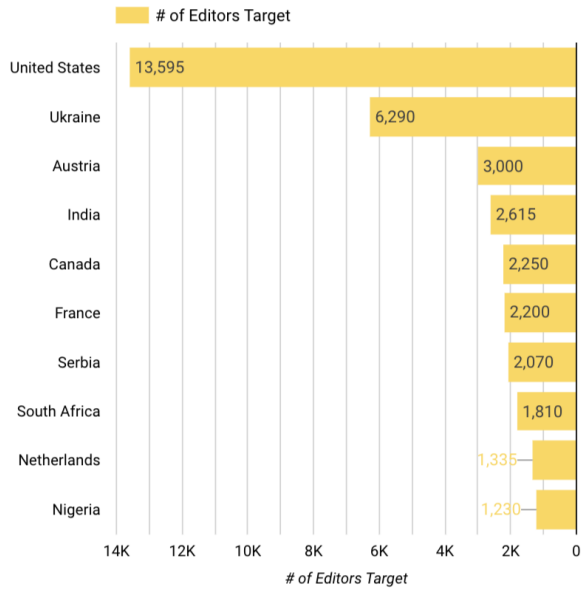**Regional comparisons with Movement-wide data**

	% of overall funding	% of target editors in grantee-led work	% share of active editors (movement-wide data)
MEA	17%	⬆ 13%	3%
ESEAP	11%	5%	18%
LAC	11%	6%	7%
SA	2%	5%	6%
NWE	31%	22%	31%
CEE	11%	⬆ 22%	14%
USCA	17%	⬆ 28%	17%

The purpose of aggregating data is not to rank or value grantee's work based on their level of contribution. It is important to first consider that these metrics should always be contextualised. Grantees with higher funding but a smaller number of participants, editors, or organisers are often making efforts in terms of training or researching and testing new approaches, or bringing in smaller groups from underrepresented communities.
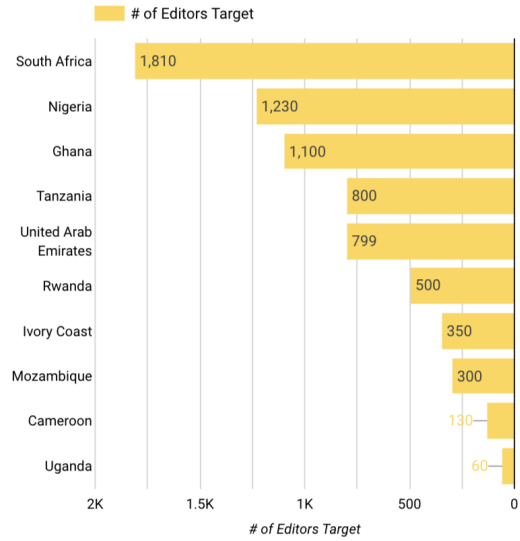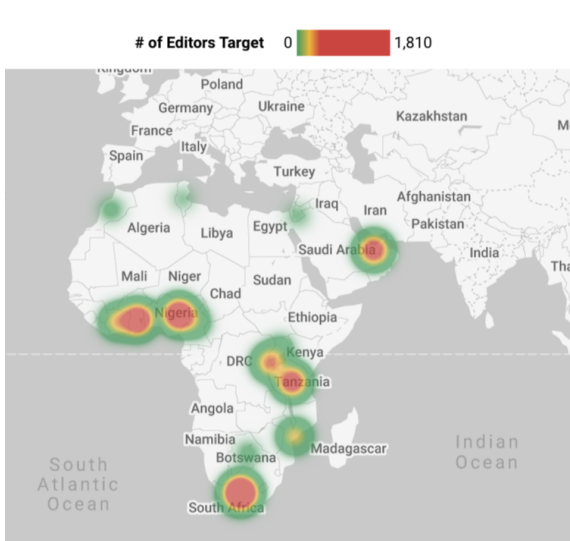
Can these benchmarks be useful for grantees to review their targets, comparing their targets with grantees with similar programs, funding, or contextual dynamics? Can they be helpful for newcomers that often express that they find it hard to set targets when initiating their work.Look at the images below and think of how aggregating and presenting the data like this can be useful for your work and regional understanding?

Global editor targets by grantee country

---

[41] Such as Wikimedia Community User Group Côte d'Ivoire, Wiki Kouman, Moleskine Foundation.

of Editors Target

Country	# of Editors Target
United States	13,595
Ukraine	6,290
Austria	3,000
India	2,615
Canada	2,250
France	2,200
Serbia	2,070
South Africa	1,810
Netherlands	1,335
Nigeria	1,230

# of Editors Target

MEA editors targets by country

# of Editors Target   0 ▮▮▮▮ 1,810

Country	# of Editors Target
South Africa	1,810
Nigeria	1,230
Ghana	1,100
Tanzania	800
United Arab Emirates	799
Rwanda	500
Ivory Coast	350
Mozambique	300
Cameroon	130
Uganda	60

# of Editors Target

Another way of analysing this data is by **grantee-type**[42] or project-focus: Here is an example of how different grant projects could be classified. *Would this also be a useful way to analyse these metrics?*

- **Lower contributors:** 18% of grants globally are contributing less than 100 participants, these are mostly Alliances Funds and newer grantees in several regions.
- **Middle contributors:** 32% of grants globally are aiming to contribute between 100-500 participants. The average funding per grant in this group is 60K[43]. Their programmatic work is focusing on a greater diversity of contributors and/or activities that bring in fewer participants, such as advocacy or unique content or audiences.
- **High contributors:** 30% contribute between 500-3000 participants, with an average of 130k of funding. They are mostly the type C grantees in each region, with some exceptions.
- **Top contributors:** 9% are contributing between 3,000-12,000 participants, and their average funding is 350k, and they mostly type C grantees.
- 11% do not report participants' metrics as they are hoping to further define their learning and evaluation plan during implementation or are more focused on research, training or advocacy.

Content metrics:

Wikipedia: 80% of grantees are planning to contribute to Wikipedia stating an estimated goal of **201K** contents, between improved and created articles. **36%** disaggregate the data, stating whether they will be items improved or created or provide a description of the content. **MEA** aims to contribute **15,000 articles created or improved**, representing **8%** of the global target for articles created or edited on Wikipedia.

➔ There is less of a variation between grantees in MEA than in other regions, most of them have a target of 50-1500 contents per grant. There are only 5 grants without Wikipedia content goals[44].

---

[42] This is not a definite or absolute classification. It is only an analysis of some common variables (with existing data) that allows us to see if there are commonalities or differences between grantees with some common characteristics. It is not meant to imply that there is or should be an aspiration to move from type A-C. **Type A** includes the individuals or smaller recognised or unrecognised user groups, many are first-time grantees with more project-based initiatives. Those that are recognised will most likely have a tenure of less than 3 years. Will probably be smaller in terms of members (less than 30), and mostly volunteer-run. Many will not have established governance structures (such as boards or governance policies). They may be starting to engage with local or regional partners to develop their programs. (ie. Wikimedia Haiti or Wikimedia Bolívia). **Type B** are recognised affiliates with some grant history that are growing in programs and working towards "professionalising" their organisational structure with a few staff members. Will generally have more than 30 members and might have emerging governance structures and policies. They will probably have a history of 1 or 2 important partnerships that support their programs (ie. Wikimedia Colombia). **Type C** are affiliates (recognised user groups and Chapters) with a longer tenure (+6 years), over 50 members, a history of annual plan grants, operate several programs and include more staff. Many of them have several strategic partnerships, some of them over a course of several years. Most will have boards. Many of them will have activities focused on a regional or inter-regional scope.

[43] The only larger funds are Australia, Ireland, Poland, and WikiJournal (US).

[44] 2 Alliances Funds: Media in Cooperation and Transition (MICT) Tunisie, African Library and Information Associations 3 General Support Fund: Wikimedians of United Arab Emirates User Group, Wiki Kouman, Wikimedia Community User Group Guinée Conakry.

➔ Many grantees are focused on smaller language Wikipedias such as Igbo, Hausa, Dagbani, Swahili, Twi, and new incubators. Also on the quality of content that documents local language and culture.
➔ Some grantees with lower content contribution are focusing more on training or community building[45] or prioritising larger contributions to other Wikimedia projects[46].

Wikimedia Commons: 61% of grantees are planning to contribute to Commons stating an estimated goal of **1.1M** contents, between improved and created. **80%** disaggregate the data to say whether it is new or improved. **MEA** aims to contribute 100,000 files, which is 8% of the global target. There are 16 grants contributing to Commons in the region[47], Wiki in Africa contributes 58% of the target, followed by Wikimedia Nigeria Foundation with 10%. The rest of the grants are divided: 12 are smaller contributors (less than 2,000 files) mostly newer user groups, and 3 that are up to 10,000[48], with some interesting innovations such as the Cameroon user group including audio file pronunciations for words. In the region there is an active participation around cultural and heritage contents through campaigns.

Wikidata: **53%** of grantees globally are planning to contribute to Wikidata stating an estimated goal of **1.7K** contents, between improved and created items. 27**%** disaggregate the data, stating whether they will be items improved or created. There is an increase in the tendency for more grantees to use Wikidata, as a way to link this to Wikipedia and Wikimedia contributions and open up knowledge of public interest. **MEA** aims to contribute **65,000 data items**, 4% of the global target. There are 15 grants contributing to Wikidata in the region[49]. Wikimedians of United Arab Emirates User Group and Wikimedia Nigeria User Group together contribute 63% of the target[50]. It is the region with the most number of grants contributing to Wikidata, however, the average number of items added/edited is lower than in other regions. This is largely due to the fact that grantees are starting to experiment with Wikidata, working with partners and training potential contributors (particularly librarians) to show its value[51].

---

[45] Wiki Wake Up Afrique (Benin), Media in Cooperation and Transition (Alliances Fund in Tunisia)

[46] Such as Wiki in Africa with Commons and Wikiquote and Wiki Kouman with Wikiquote.

[47] Wiki Kouman (Ivory Coast), Wikimedians of the Levant User Group (Jordan), Wiki in Africa (South Africa), Wikimedia Community User Group Uganda, Wikimedians of United Arab Emirates User Group, Open Foundation West Africa (Ghana), Wikimedia Community User Group Côte d'Ivoire, Wikimedia Nigeria Foundation, Individual grantees (2 Tanzania, 1 Nigeria) , Wikimedia Community User Group Rwanda, Dagbani Wikimedians User Group (Ghana) Wiki Wake Up Afrique (Benin), Association Wikimedians of Cameroon User Group, Yoruba Wikimedians User Group (Nigeria), Access to Knowledge Africa Initiative (Nigeria).

[48] Wikimedians of United Arab Emirates User Group, Dagbani Wikimedians User Group, Association Wikimedians of Cameroon User Group.

[49] Moleskine Foundation Inc (Mozambique), African Library and Information Associations and Institutions (Ghana) Wikimedia Community User Group Uganda, Wikimedians of United Arab Emirates User Group, Igbo Wikimedians User Group (Nigeria), Global-Open Initiative Foundation (Ghana), Open Foundation West Africa (Ghana), Wikimedia Nigeria Foundation, 3 Individual grantee (2 Tanzania, 1 Nigeria), Dagbani Wikimedians User Group (Ghana) Wiki Wake Up Afrique (Benin), Association Wikimedians of Cameroon User Group, Yoruba Wikimedians User Group (Nigeria).

[50] Wikimedians of the United Arab Emirates plan to contribute through a number of their programmes each with specific Wikidata targets. For instance, they will be training librarians on Wikidata and other Wiki projects, through their Partnership with archives, through community Edit-a-thons, Competitions, Arabic language month, Wiki Club and outreach organisers programme.

[51] African Library and Information Associations and Institutions (Aflia) alliance funds seek to "build a pool of African library and information professionals who will contribute to and improve content on Wikidata, especially contents related to Africa". Others grants seeking to work with Librarians and Wikidata training: Global-Open Initiative Foundation in Ghana, Wikimedians of United Arab Emirates User Group.

In all regions, further descriptions are needed from grantees to understand what some of the data contributions imply. For instance, what items edited or revised means. Also, we may want to distinguish the creation of a new dataset on Wikidata from the migration of an existing dataset to Wikidata. They're both valuable but take different amounts of effort.

MEA is a region with grantees with an interest in **smaller projects**. This also speaks to the culture and language diversity in the region. Even though the target contributions are small in terms of numbers, there could be some interesting documentation and learning around the potential value of investing in **Smaller projects** and promoting content use amongst consumers. MEA accounts for a majority of content goals for Wikiquote (77%), and Incubator for new language Wikipedias (89%)[52] and Wikivoyage (86%)[53].

II. Key funding data

The following information is provided as context, however, this will not be the focus of our discussion. For more details about Funding distribution please view the [full report](). This information includes funding for General support, Alliances, Research, and Rapid Funds.

Collective efforts have led to fast growth and diversification in the region:

1. Globally there was an increase in funding (51%) and grants (35%) in 91 countries, 20 more than last year. **MEA** was the region with the **largest increase of funding** (149%) followed by the ESEAP region (135%). In MEA the budget grew from $873,000 in 2021 to 2.1M in 2022, with 322 grants compared to 193 in 2021. There were 293 Rapid Funds, 23 General Support, 4 Alliances and 1 Conference Fund, 1 Research Fund.

2. Globally there was an increase in a more **equal distribution amongst regions**, whilst maintaining growth in the funding distributed in all regions. **MEA** received 18% of the global funding compared to 11% in 2021[54]. **Nigeria** is ranked 2nd globally receiving 5% of global funding with 175 grants (170 of which are Rapid, averaging $2,000 USD).

3. **Intra-regional distribution** shows regional variations. USCA, NWE, and CEE concentrate on larger affiliates with a history of grants so intra-regional distribution is more even. In SA, **MEA**, LAC, and ESEAP the range between the highest and lowest funds is wider, with fewer countries with longer grant histories and organizational structures. **MEA**: with 31 countries funded, 43% of the funding in the region goes to Nigeria and Ghana[55]. 16 countries receive less than 2% of the funding in the region, mostly through Rapid Funds[56].

---

[52] Open Foundation West Africa (Ghana), an individual grantee in Tanzania and Dagbani Wikimedians User Group with the Gurene and Moore Wikipedia incubator.
[53] With only 1 grantee contributing: Access to Knowledge Africa Initiative, which aims to create articles about African destinations during the Explore Africa contest.
[54] However, 66% of grants (in terms of the number of grants) are concentrated in the MEA region, which indicates that these funds are generally being distributed amongst more countries and grantees than in other regions.
[55] This is followed by South Africa, UAE, Tanzania and Ivory Coast with 6-9% of the funding each.
[56] 77% of Funding in Rapid Funds globally are distributed in the MEA region, and most of the other regions account for approximately 4% respectively and this is an important entry point for newcomers and particularly from low income countries.

4. The average funding in the General Support Fund is $117.000 USD per grant. In **MEA**, CEE, and South Asia the average is almost half this amount between $55,000-$70,000. In NWE and USCA regions it is $210,000-240,000[57].

5. Globally, there has been a marked increase in funding to emerging communities (128%) and 70% middle and lower-income countries ([World Bank](#)), in **MEA** this is 95%.

6. Globally, there has been a significant increase in **new grantees** (40%) and the percentage of funding going to new grantees (160%). The new funding structure has started to diversify the entry points for new grantees. In **MEA** there were 91 new grantees[58]. 8 former rapid grantee transitioned to General Support Funds in the region[59], also signaling an opportunity to work with other former grantees to see if their work is worth scaling in collaboration with other community members.

7. Out of 14 grantees receiving multi-year funding for the first time under the new grants strategy, 1 is in the **MEA** region[60].

8. Globally, out of the 177 recognised affiliates, 74 affiliates received grants in 2022 (41%). In **MEA** 56% (18/32) of affiliates that are recognised in MEA have applied for and were awarded funding. Community members of some affiliates may have received funds as individuals, but not the user group itself.

9. In **MEA** grants are invested in 50% of the countries (27/54) in Africa and in 38% in the Middle East (5/13). Globally of 20 new countries in 2022, half are in the MEA region[61].

10. Globally, 82% of grants were approved, with 92% of the requested funding approved. In **MEA**, 88% of Community Fund applicants were successful, for the Alliances fund it was 75%.

Opportunities/ collective challenges:

1. There is an opportunity for growth in the Alliances and Research fund in the MEA region particularly to work with non-Wikimedia partners in the region that can build capacities,bring new target audiences,experiment new approaches and connections to wider networks.

2. Joint efforts can be made with AffCom and Foundation teams to reach out to user groups that have not received funding to understand their needs and goals, explore capacity development and grant opportunities[62]. There is an opportunity to create more awareness on available resource pathways[63] and explore with communities possible organizing structures that support community building.

---

[57] This variation can also be seen in the average fund per new grantee between regions when considering all types of funds. Whilst the grant value varies per program the average fund for all new grantees in most regions is $20,000, whilst in the South Asia and MEA regions, it is $3,000-4,500.

[58] 82 came through the rapid fund, 1 the alliances fund, 1 Research Fund, 1 Conference, 6 General Support fund.

[59] Wikimedia User Group of Aotearoa New Zealand and Wikimedia Community User Group Malaysia. The latter had not received funds as a User group, only rapid funds for individuals that are part of the group.

[60] [Wiki Kouman](#)

[61] Jordan, Lebanon, Mali, Mozambique, Namibia, Oman, South Sudan, Togo, Zambia, Zimbabwe.

[62] **Those that received funds in previous years and not in 2022 as a user group**. The underlined groups have received rapid funding on behalf of their user group through rapid funds in 2022. Egypt Wikimedians User Group, Wikimedia Tunisia User Group, Wikimedians of Democratic Republic of Congo User Group. Wikimedia Ghana User Group requested an extension of an existing grant and will apply in 2023. **Those that have never received funding:** Algeria Wikimedians User Group, Hausa Wikimedians User Group, Iranian Wikimedians User Group, Iraqi Wikimedians, Jenga Wikipedia ya Kiswahili, Kurdish Wikimedians User Group, Wikimedians of Tamazight User Group, Wikimediens du Benin User Group, Arabic Wikimedians User Group.

[63]We continue to see the lifting or amendment of funding restriction status of some countries in the Middle East allowing us to fund communities we have not funded before. Awareness of these updated changes need to be communicated to the communities.

3. It will be important to work with grantees to build capacities for planning and implementing longer-term projects in collaboration and in ways that strengthen the articulation between users groups and diverse community members. It is important that this rapid growth in grants strengthens the Movement Infrastructure and supports coordination and collaboration within countries and in the region and does not lead perhaps to a dispersion of efforts and impact. User groups that are starting to support organizers and newcomers initiatives through coordinating micro-funding and providing mentorship support might be an interesting model to learn from[64].

4. There are opportunities to grow, particularly in countries that are underrepresented in the Movement, taking into consideration their population size, internet use and readership, but with low grants, affiliate and general Wikimedia community presence[65]. Language accessibility and outreach will be key, as they proved to be important aspects in diversifying the group of newcomers in the last year. It is worth noting the growing participation of Francophone countries in the **MEA** region, due to more language accessibility, proactive outreach, and proactivity in these communities.

5. Looking at the average grant value for General Support and in general for newcomers in the MEA and SA regions, it is important to explore and review if there are any barriers that may be contributing to this low average, and any possible implication to equity for grantees (particularly newcomers), for instance checking on the review criteria and/or processes or barriers to build Wiki and project management skills to access funding and compared to other regions.

---

[64] Such as Wikimedia South Africa, Wikimedia Community User Group Cote D'Ivoire, Wikimedia Nigeria User Group and Igbo Wikimedians User Group. Some of the grantees with mentorship initiatives include - Wiki Mentor Africa program, Wiki in Africa, Wikimedia Nigeria UG
[65] For instance in countries like Angola, Sierra Leone, Burkina Faso, Guinea-Bissau.