

Wikimedia Italia

Social responsibility report

2020

condensed version

Ordinary Shareholders' Meeting • 15th May 2021

Social responsibility report: what is it?

- A report of the activities of 2020
- Legal obligation to which third-sector organisations with more than 1 million in funds are subject
- New for Wikimedia Italia
- Structured according to the guidelines provided by the Ministry of Labour and Social Policies on 4th July 2019
- Opportunity for review, measurement of impact and transparency

👉 wiki.wikimedia.it/wiki/Associazione:Bilancio_sociale_2020

- 1.1 Note on Methodology
- 1.2 General information about the organisation
- 1.3 Structure, governance, administration
- 1.4 People working for the organisation
- 1.5 Objectives and activities
- 1.6 Economic and financial situation
- 1.7 Other information
- 1.8 Monitoring carried out by the Board of Statutory Auditors

011 • General information about the organisation

- We organise **cultural, artistic or recreative activities of social interest** to **promote and support Wikimedia and OpenStreetMap projects**, as well as **other free content and software**
- **We promote and protect:**
 - The right of citizens to transparency and to public participation through the free use of public sector works, information, data and software.
 - The rights of citizens in the digital field, for free expression and information, to the arts and sciences, to privacy and to protection of personal data
- **We stand for the protection and appreciation of cultural heritage and the landscape for:**
 - the promotion and digital diffusion of cultural works
 - the promotion of free license use and participatory approaches at cultural institutions and public bodies
- **We collaborate with schools and universities on education and vocational training regarding these subjects**

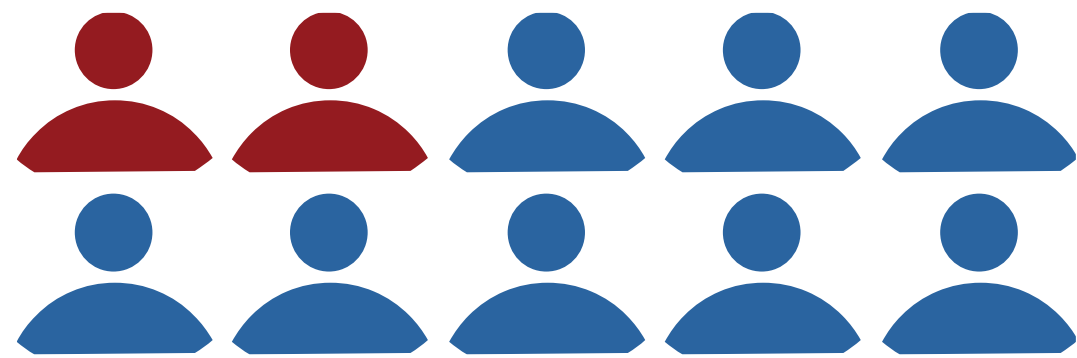
- 1 Who are we?
 - 1.1 Identity card
 - 1.2 The history of Wikimedia Italia
- 2 Relationships with Wikipedia and the Wikimedia Foundation
- 3 Relationship with the OpenStreetMap Foundation
- 4 Objectives and values
- 5 General statutory activities
- 6 What do we do?
- 7 Links with other Third-Sector Organisations

012 • General information about the organisation

What do we do and what do we wish to achieve:

- Raise awareness about our projects and subjects
- Encourage the community's online and offline activity, ensure a generational continuity
- Increase the **availability of free content**, especially by opening closed content
- Expand **the wealth of knowledge** that is **freely accessible** to all
- Promote **institutional and legislative changes**
- **Network** with other Third-Sector Organisations

021 • Structure, governance, administration

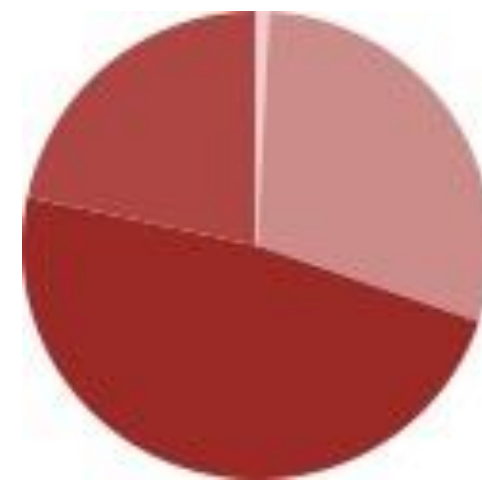


303 members

between 15 and 83 years old

Women: **68** (22.44%)

Men: **235** (77.56%)



<18 years old = **0.99%**

18-40 years old = **27.72%**

40-60 years old = **45.54%**

60-80 years old = **20.46%**

Oldest member = 83 years old

1 Membership base

2 System of governance

2.1 Meetings

2.2 Board of Directors

2.3 Board of Trustees

2.4 Board of Statutory

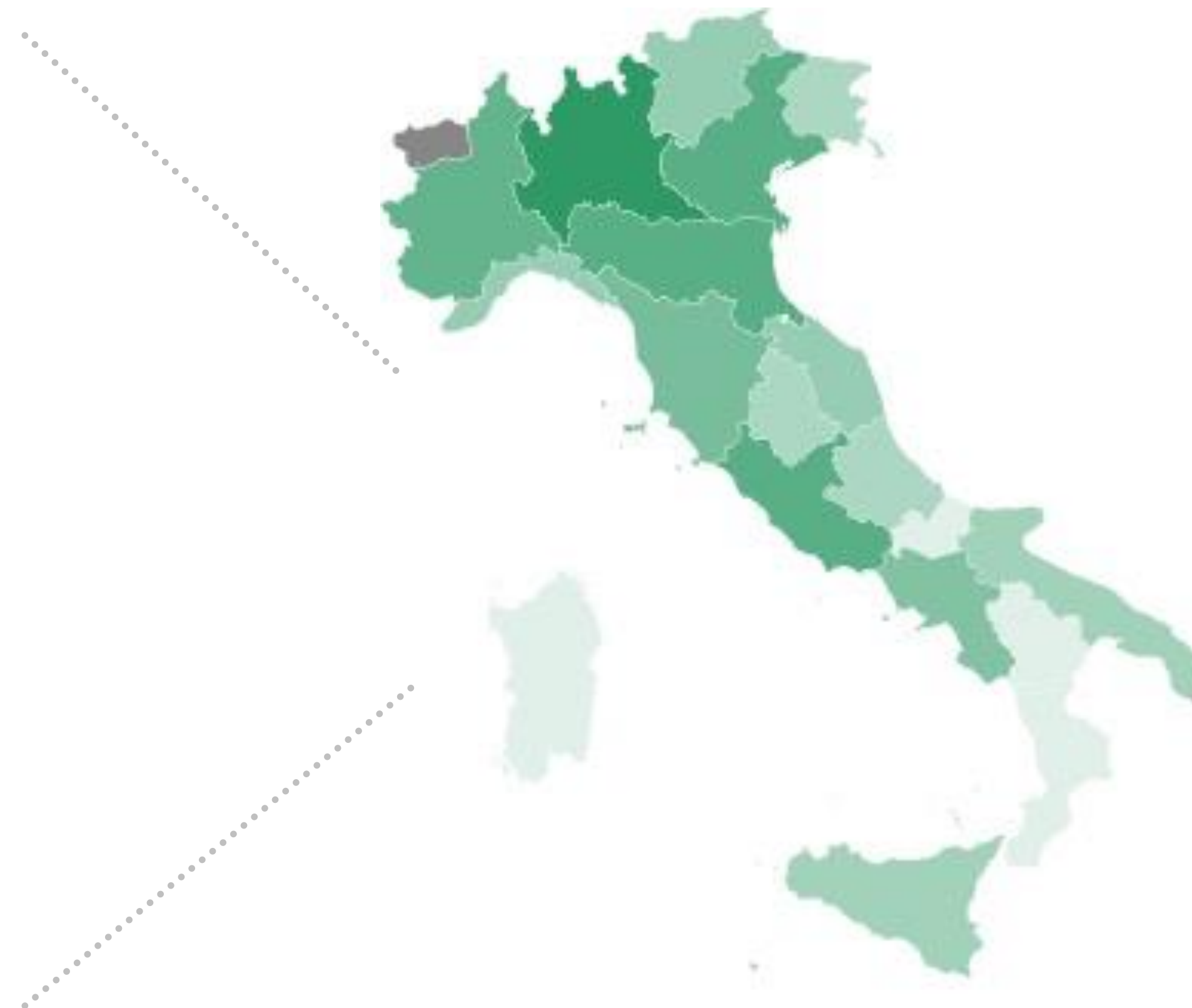
Auditors

3 Participation in and principles of internal democracy

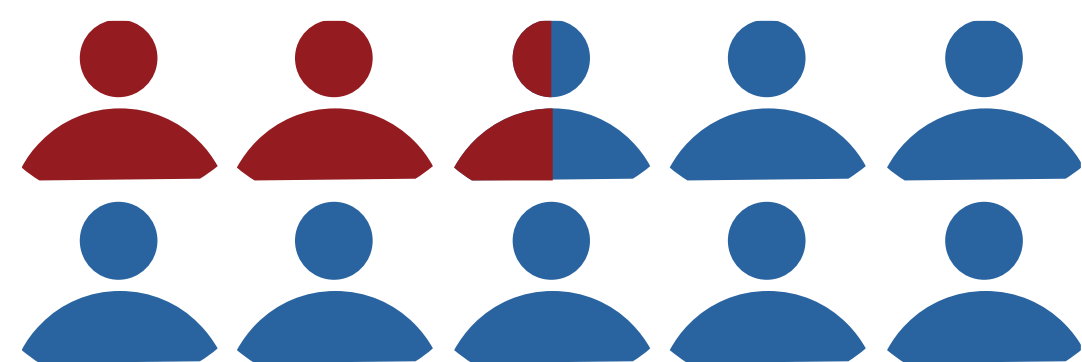
4 Stakeholder

022 • Structure, governance, administration

REGION	NUMBER OF MEMBERS
Lombardy	67
Veneto	37
Emilia-Romagna	37
Lazio	26
Piedmont	23
Tuscany	21
Campania	14
Marche	11
Liguria	10
Trentino-South Tyrol	10
Apulia	9
Sicily	9
Abruzzo	6
Friuli Venezia Giulia	5
Umbria	4
Molise	2
Sardinia	2
Basilicata	1
Calabria	1
Abroad	8



03 • People working for the organisation



103 volunteers

Women: **27** (26.21%)

Men: **76** (73.79%)

Members:
72



Non-members:
31

REGION	NO.
Lombardy	26
Veneto	13
Emila-Romagna	4
Lazio	11
Piedmont	6
Tuscany	8
Campania	8
Marche	2
Liguria	4
Trentino-South Tyrol	2
Apulia	4
Sicily	4
Abruzzo	4
Friuli Venezia Giulia	2
Umbria	1
Molise	1
Calabria	1

National coordinators	
Cultural institutions	Stefano Dal Bo (until 17 th December)
OpenStreetMap	Alessandro Sarretta
Regional coordinators	
Abruzzo	
Carla Colombati	
Cultural institutions	Dimitri Bosi
Education	Anastasia Nespoli
Campania	
Remo Rivelli	
Lazio	
OpenStreetMap	Paolo Rosati
Liguria	
Gregorio Bisso	
Lombardy	
Marta Cecilia Pigazzini (until 17 th December 2020)	
OpenStreetMap	Lorenzo Stucchi
Molise	
Luigi Petrella	
Tuscany	
Camillo Pellizzari	
Cultural institutions	Chiara Beni
Apulia	
Ferdinando Traversa	
Veneto	
Michele Marchetto	
Education	Roberta Reginato
OpenStreetMap	Matteo Zaffonato
Umbria	
OpenStreetMap	Marcello Arcangeli

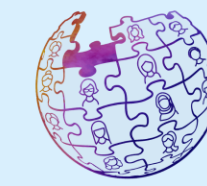
1 Paid personnel
1.1 Training
2 Volunteers
2.1 Activities
2.1.1 Figures
for chart
2.2 Remuneration for bodies and members
2.3 Expense reimbursement

041 • Objectives and activities

1 • Organisation of cultural, artistic or recreative activities of social interest

(WMI Articles of Association, article 3)

- **Percorsi Agili**: an application based on OpenStreetMap that identifies accessibility options free from architectural barriers
- **ALi Wiki Project - Accessibilità Libri Wiki**: collaboration with the Associazione Nazionale Subvedenti (National Association of the Visually Impaired) on making certain books present on Wikisource available in digital format to people with visual impairments of all ages.
- **WikiDonne APS**: support for all of the association's activities
- **Archivio Meraviglioso**: in partnership with the Istituto dei Ciechi (Institute of the Blind) in Milan: aim of transforming the Institute's archival heritage into a digital format
- **Africa Fashion GATE Prize**: recognition of Wikimedia Italia's activities in support of cultural institutions



Rendiamo le donne visibili in Wikipedia!
Unisciti a noi per una cultura libera e inclusiva



Archivio meraviglioso



Partner
cheFare



Con il contributo di
Fondazione CARIPLO

042 Objectives and activities



OPEN STREET MAP	2019	2020
OSM events recorded in the logbook	44	38
Total participants	660	1,338
Of which new users	345	996
Of which expert users	315	375
Total active members on OSM	17	40

	STRENGTHENING OF THE COMMUNITY	2019	2020
	Activities organised or activities in which members participated (according to the logbook)	247	99
	Activities organised or activities in which members (according to the logbook) who do not belong to other programs participated	72	120
	Funding requests approved	8	23*
	Participation grants awarded	6 (4 actually used)	3
	Number of internal training activities	5	24
	Participants in internal training activities	27	150
	Members participating in the association mailing list	170	100
	Members who have made at least one modification on the association's wiki	58	66
	Coordinators who organised at least 3 activities	17	18
	Members who organised at least one activity	67	120
	<i>*Microgrant projects + Budgetary Adjustments</i>		

043 • Objectives and activities

2 • Promotion and protection of human, civil, social and political rights, as well as consumer rights (WMI Articles of Association, article 3)

Advocacy activities:

- Transposition of the European Union Copyright Directive into national law
- Launch of the Creative Commons Italia help desk
- **14th May 2020**, Senate hearing Bill 1721 for the 2019 Copyright Directive
- **7th September 2020**, participation in the *Copyright, i nodi di una legge nazionale* conference
- **25th September 2020**, organisation of the online conference *Valorizzare il patrimonio culturale attraverso la fotografia in rete*
- Production of informational videos *Libertà di panorama e riuso delle immagini*
- Member of Free Knowledge Advocacy Group EU



WIKI LOVES
MONUMENTS 2020

Valorizzare il patrimonio culturale attraverso la fotografia in rete

“Una riflessione sulla libertà di panorama e il libero riuso dell'immagine del bene culturale pubblico quale strumento di promozione turistica del territorio.”

**25 settembre 2020
ore 10.00-12.30**

Introduce e modera
Giuditta Giardini – *Il Sole 24 Ore*

PER PARTECIPARE:
inviare mail a segreteria@wikimedia.it
indicando come oggetto *Convegno 25 settembre* e nel testo *nome, cognome, telefono e indirizzo email.*

10.00 Introduzione
Giuditta Giardini – *Il Sole 24 Ore*

10.10 Saluti
Matteo Ruffoni – *Presidente di Wikimedia Italia*

WIKI LOVES MONUMENTS

10.15 Presentazione del concorso fotografico Wiki loves monuments 2020
Lorenzo Losa – *Wikimedia Italia*

10.30 Promuovere il turismo attraverso Wiki loves monuments e la fotografia libera
Lorenzo Lipparini – *Comune di Milano*
Assessore *Partecipazione, Cittadinanza attiva e Open data*

10.45 Valorizzare il patrimonio culturale dei centri storici italiani attraverso Wiki loves monuments
Vincenzo Santoro – *Anci, Dipartimento cultura e turismo*

“A TU PER TU CON LA CONOSCENZA APERTA”

11.00 Presentazione e proiezione videointerviste Wikimedia Italia
Maria Pia Dall'Armellina – *Wikimedia Italia*

USO E RIUSO DELL'IMMAGINE DIGITALE DEL BENE CULTURALE

11.15 Che cos'è la libertà di panorama?
Antonella De Robbio – *AIB*

11.30 Il riuso delle immagini di beni culturali come opportunità di valorizzazione e innovazione
Mirco Modolo – *Mibact, Archivio centrale dello Stato*

11.45 L'attività di ICOM Italia in tema di copyright e diritti delle immagini
Sarah Orlandi – *ICOM Italia* e Pierfrancesco Fasano – *ICOM italia*

12.00 Il Mibact e la digitalizzazione del patrimonio culturale
Laura Moro – *Mibact, Istituto centrale per la digitalizzazione del patrimonio*

12.15 Conclusioni
Lorenzo Casini – *Capo di gabinetto MiBACT*

044 Objectives and activities

3 • Measures for the protection and appreciation of cultural heritage and the landscape (*WMI Articles of Association, article 3*)

- Start of the *Il patrimonio culturale italiano su Wikipedia, i progetti Wikimedia e OpenStreetMap* project
- Wikipedian in residence, collaborations with:
 - Musei Civici di Modena (the Civic Museums of Modena)
 - Archivio Ricordi (the Ricordi Archive)
 - Accademia delle Scienze (Academy of the Sciences)
 - BEIC (European library of information and culture) Foundation
 - Padova Wiki 2020
- Training with BeWeb-CEI (Online ecclesiastical heritage-Italian Episcopal Conference) and LaziInnova
- Online Summer School *I progetti Wikimedia per le istituzioni culturali*
- Contest for cultural institutions, *Piccoli Musei e Wiki teatro libero*



42 (+180%)

New projects and institutional activities



24 (+26%)

Training for the cultural sector

045 • Objectives and activities

3 • Initiatives for the protection and appreciation of cultural heritage and the landscape (*WMI Articles of Association, article 3*)

Wiki loves monuments

- Ranked 3rd internationally by number of photographers; 7th by uploads
- 301 authorisations
- Tuscany ranked 1st in Italian region with the highest number of photos and photographed monuments, followed by Lombardy, Basilicata and Emilia Romagna
- Collaboration with Deborah De Angelis (Creative Commons Italia) on giving legal assistance to municipalities, organisations and archaeological superintendences
- Local editions in Abruzzo, Basilicata, Lake Como area, Liguria, Apulia and Tuscany.



15.000
uploaded photos



712
participants

046 • Objectives and activities

4 • Education and vocational training, and cultural activities of social interest and with an educational purpose

(WMI Articles of Association, article 3)

- **Wiki-imparare contest:** 3,000€ to 15 institutes for the purchase of technological equipment that allows education and training activities on the Wikimedia and OpenStreetMap platforms to be completed in the school year 2020/21.
- **Revised MIUR (Ministry of Education, University and Research) protocol:** 3 accredited training courses for teachers that took place online between October and December 2020 with 100 teachers and 11 wikimedians and OSMer instructors.
- **Diventa wiki-docente contest:** for the continuing professional development of teachers during the pandemic period, proposing Wikimedia and OpenStreetMap projects as learning environments. **135 candidates from 17 Italian regions; 60 teachers completed the training course and received the course certificate.**



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046 • Objectives and activities

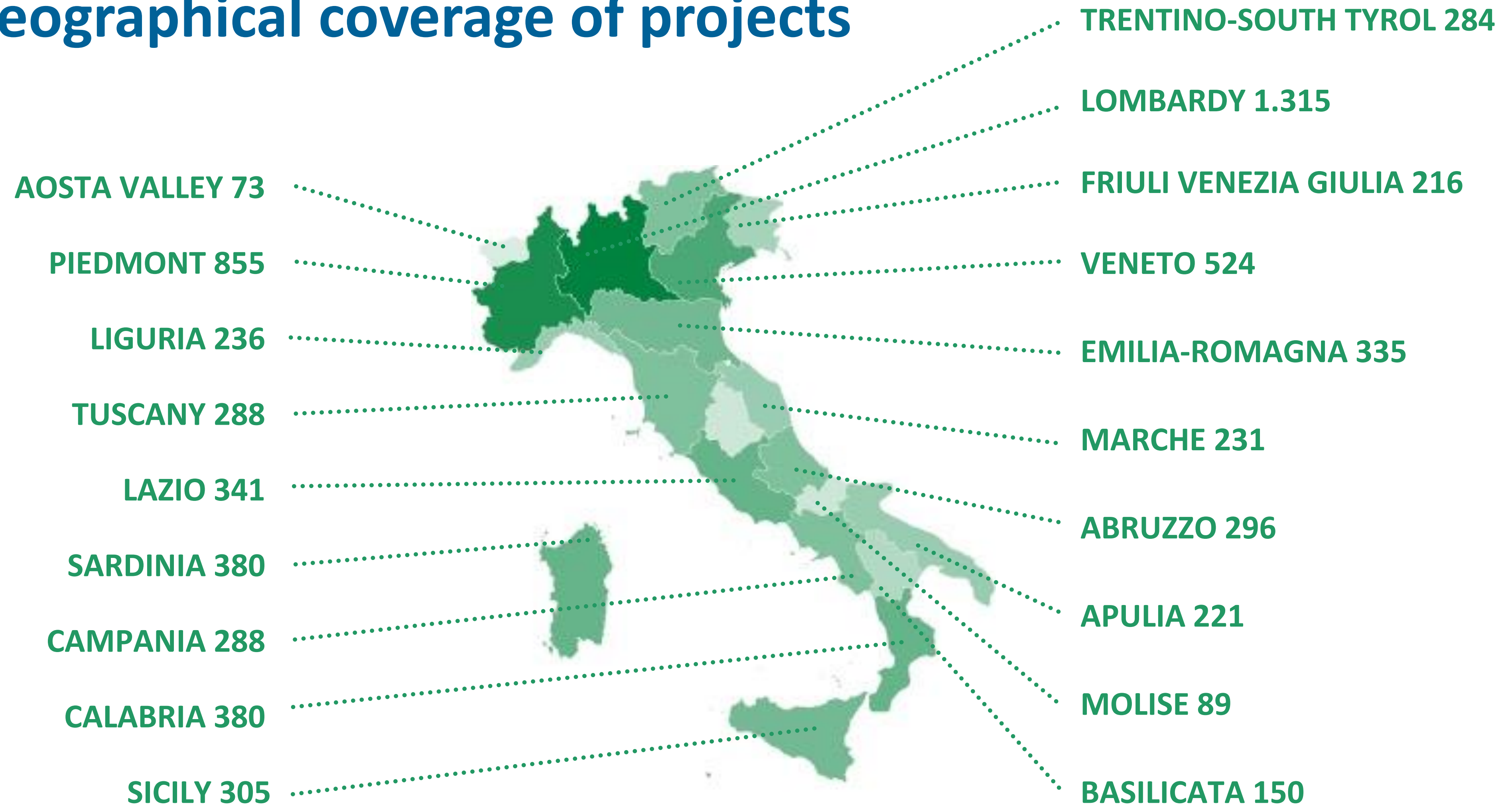
4 • Education and vocational training, and cultural activities of social interest and with an educational purpose (WMI Articles of Association, article 3)

- Wikibussole, Schoolkit, Video tutorial
- Winter School *Integrare conoscenza e informazione* by the Università Cattolica del Sacro Cuore (Catholic University of Milan)
- Masters in Digital Humanities at the Università degli Studi di Milano (University of Milan)
- New partnerships with:
 - Università degli Studi di Bari Aldo Moro (University of Bari Aldo Moro)
 - Università degli Studi di Verona (University of Verona)
 - Università degli studi del Molise (University of Molise)
 - Università degli Studi della Basilicata (University of Basilicata)
 - Università di Genova (University of Genoa)
- Wikipedia and the Italian school system
- Repubblica digitale (Digital Republic)



2,068 (+9.5%)
students and teachers involved in
school and university events and
courses during 2020

047 • Geographical coverage of projects



048 • Geographical coverage of projects

Abruzzo 296	Wiki-docente contest	5
	WLM competition (Cities that participated)	290
	WLM competition (Local competition)	291
Basilicata 140	Wiki teatro libero contest	1
	Wiki-docente contest	8
	WLM competition (Cities that participated)	124
	WLM competition (Local competition)	1
	Presentations, conferences	1
	Schools: courses	5
Campania 298	10 Piccoli Musei contest	1
	Wiki-docente contest	1
	Wiki-imparare contest	8
	WLM competition (Cities that participated)	288
Emilia Romagna 335	Wiki teatro libero contest	1
	Wiki-docente contest	4
	WLM competition (Cities that participated)	328
	Presentations, conferences	1
	Wikipedian in residence	1
Aosta Valley 1	WLM competition (Cities that participated)	1

Calabria 296	10 Piccoli Musei contest	1
	Wiki-docente contest	10
	WLM competition (Cities that participated)	380
	Wiki-imparare contest	1
Friuli Venezia Giulia 216	Wiki-docente contest	1
	Wiki-imparare contest	1
	WLM competition (Cities that participated)	214
Lazio 341	10 Piccoli Musei contest	2
	Wiki teatro libero contest	1
	Wiki-docente contest	14
	WLM competition (Cities that participated)	321
	WLM competition (Private organisations that participated)	1
	Conferenza Episcopale Italiana (Italian Episcopal Conference) Training	1
	University: courses, seminars, conferences	1
Liguria 236	10 Piccoli Musei contest	1
	Wiki teatro libero contest	1
	Wiki-docente contest	1
	WLM competition (Cities that participated)	232
	WLM competition (Local competition)	1

049 • Geographical coverage of projects

Lombardy 1,315	10 Piccoli Musei contest	1
	Wiki teatro libero contest	1
	Wiki-docente contest	21
	WLM competition (Cities that participated)	1,277
	WLM competition (Local competition)	1
	<i>Stelline</i> Conference	1
	Inclusion and accessibility: ALi Wiki Project the Visually Impaired	1
	Inclusion and accessibility – <i>Percorsi Agili</i> web app	1
	Schools: courses	1
	Schools: presentations, conferences	1
	University: courses, seminars, conferences	7
	Wikipedian in residence	2
	Marche 231	Wiki teatro libero contest
Wiki-docente contest		5
WLM competition (Cities that participated)		225
Molise 89	Wiki-docente contest	1
	WLM competition (Cities that participated)	87
	Schools: presentations, conferences	1

Piedmont 855	10 Piccoli Musei contest	1
	Contest for cultural institutions 2020	1
	Wiki teatro libero contest	2
	Wiki-docente contest	8
	Wiki-imparare contest	1
	WLM competition (Cities that participated)	838
	Schools: courses	2
	Schools: presentations, conferences	1
	Wikipedian in residence	1
	Sardinia 380	Wiki-docente contest
Wiki teatro libero contest		1
WLM competition (Cities that participated)		374
Apulia 221	10 Piccoli Musei contest	1
	Wiki teatro libero contest	1
	Wiki-docente contest	18
	WLM competition (Cities that participated)	200
	WLM competition (Local competition)	1

0410 • Geographical coverage of projects

Sicily 305	10 Piccoli Musei contest	3
	Wiki teatro libero contest	1
	Wiki-docente contest	8
	WLM competition (Cities that participated)	293
Tuscany 288	10 Piccoli Musei contest	7
	Wiki teatro libero contest	1
	Wiki-docente contest	5
	WLM competition (Cities that participated)	273
	WLM competition (Local competition)	1
	University: courses, seminars, conferences	1
Trentino-South Tyrol 284	Schools: courses	1
	Wiki-docente contest	8
	Wiki-imparare contest	2
	WLM competition (Cities that participated)	273
Umbria 91	Wiki teatro libero contest	1
	WLM competition (Cities that participated)	90

Veneto 524	10 Piccoli Musei contest	1
	Wiki teatro libero contest	1
	Wiki-docente contest	5
	Wiki-imparare contest	10
	WLM competition (Cities that participated)	497
	Edit-a-thon	1
	Schools: courses	1
	Schools: presentations, conferences	3
	University: courses, seminars, conferences	4
	Workshops and training internships in the field of Cultural Heritage at the Università di Verona (University of Verona):	1

048 • Objectives and activities

Communication

- New Wikimedia website
- New social media strategy
- **Aims of communication:**
 - Raise awareness of the Wikimedia Italia world
 - Reinforce the association's identity
 - Increase the organic and paid coverage of social content
 - Acquire new user contacts to increase participation



10,275 (+7.6%)
Facebook page likes

051 • Changes we want to make

We recognise that our Movement is people-centered and that we make changes in our culture and structures to address the needs and challenges of current participants as well as emerging and future communities. In order for everyone to feel welcome, we will embrace diversity and actively work to remove barriers to improve the user experience for the consumption of and contribution to free knowledge.

WMF 2030 Strategy





052 • Changes we want to make

- **Make people the main focus of attention.** We appreciate the initiatives and protagonists of the Wikimedia community, even with communication
- **Attach great importance to fun and experimentation,** allowing you to take initiative and discover the pleasure of being together
- **Improve the collaboration atmosphere and quality,** paying attention to the well-being of everyone, the spirit of respect, and collaboration

061 • Economic and financial situation

Balance sheet

ASSETS	
Non-current assets	€ 14,712.97
Accounts receivable	€ 32,816.66
Miscellaneous receivables	€ 341,639.35
Current financial assets	€ 2,525.82
Cash and cash equivalents	€ 1,387,128.75
Prepayments and accrued income	€ 84,411.00
Total	€ 1,863,234.55
REVENUES	
Value of production and miscellaneous revenues	€ 1,378,550.49
Financial income and charges	€ 1,933.80
Total	€ 1,380,484.29

Income Statement

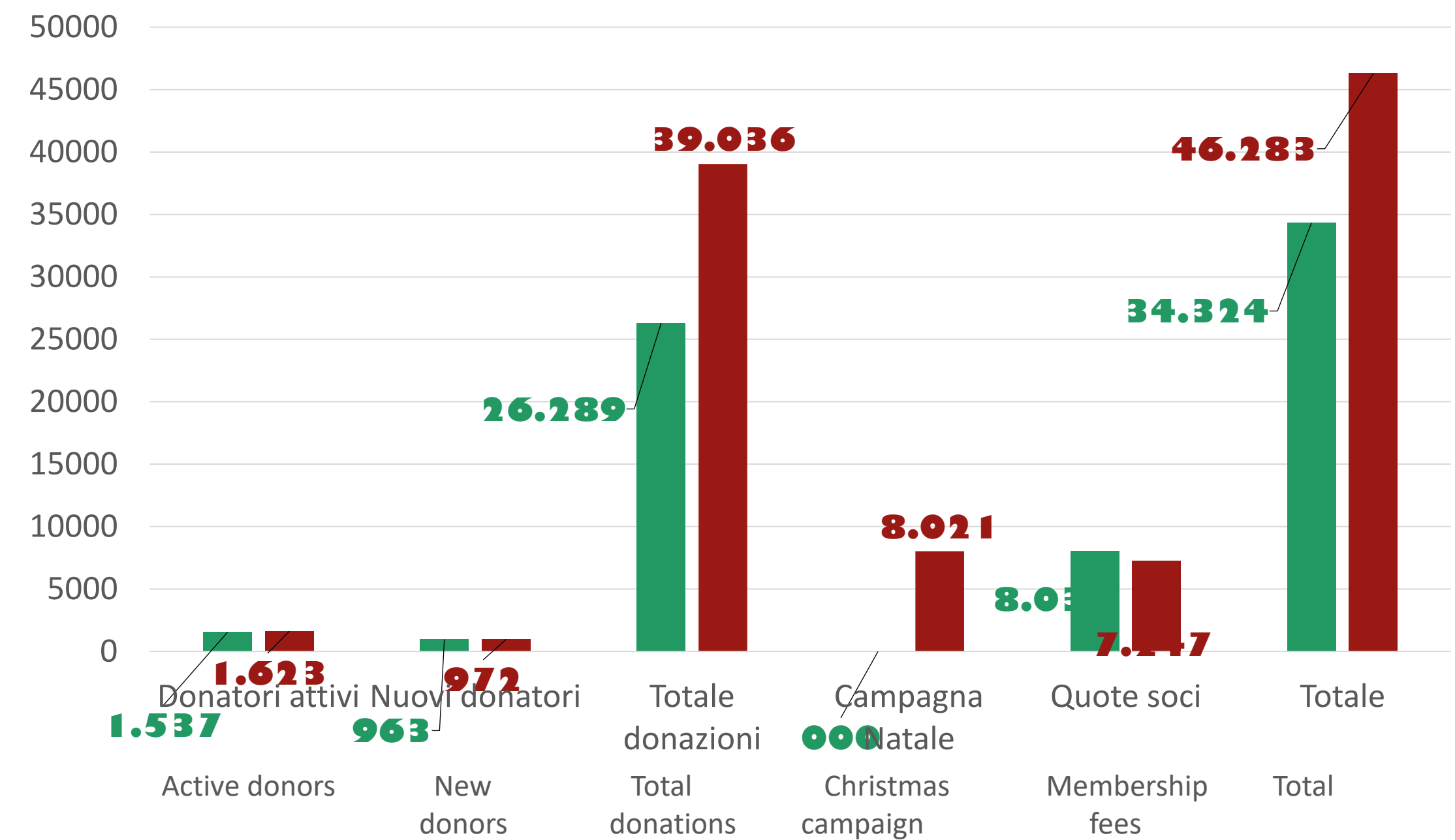
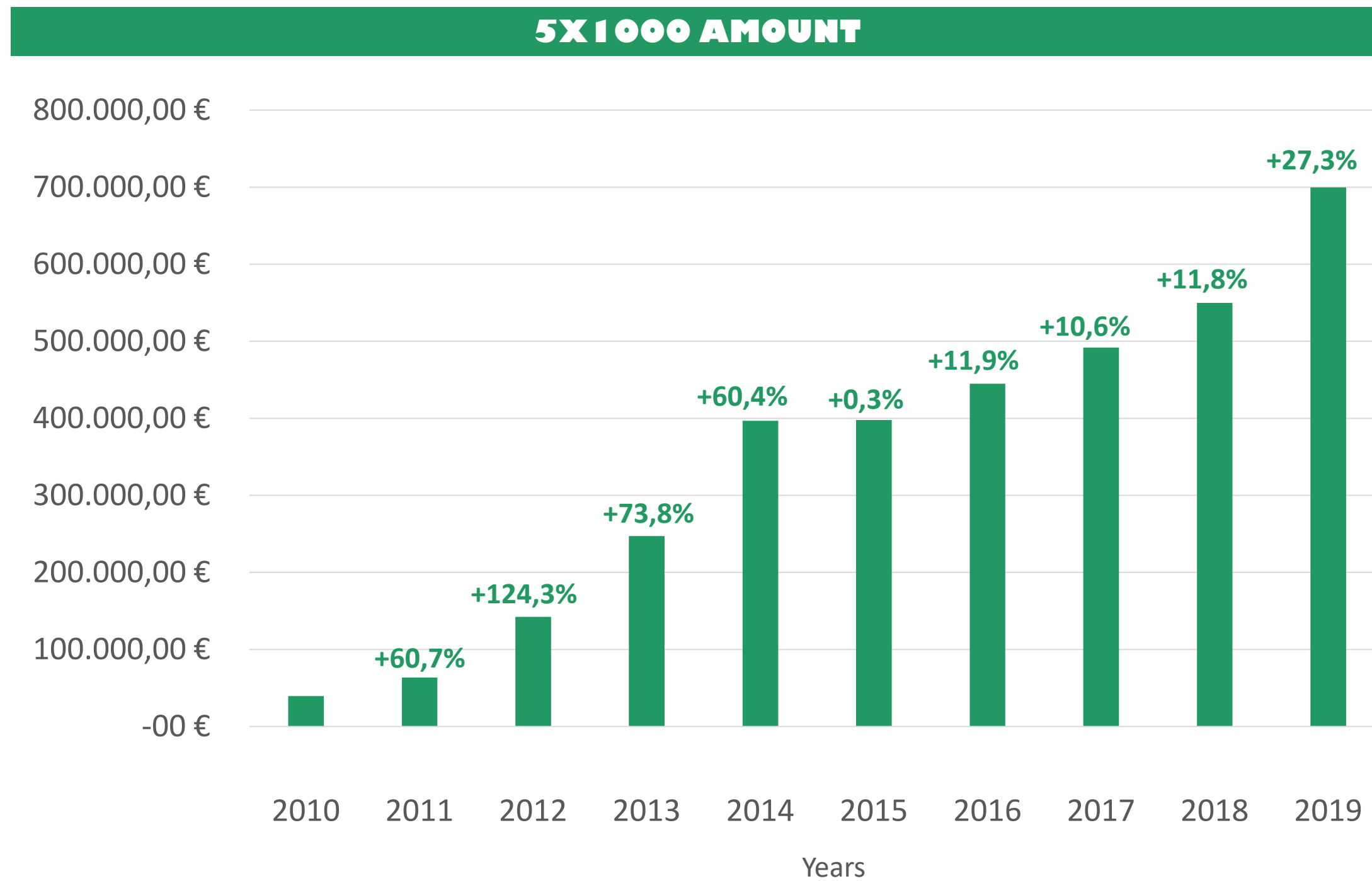
EXPENSES	
Costs of production	€ 236,400.57
Personnel costs	€ 252,168.66
Amortisation, depreciation and impairment	€ 3,549.14
Provisions and other charges	€ 38,510.70
Non-recurring incomes and charges, taxes	€ 8,611.00
Total	€ 539,240.07
Profit	€ 841,244.22
LIABILITIES	
Accounts payable	€ 10,478.82
Equity	€ 916,194.88
Provision for liabilities and charges and TFR*	€ 24,215.81
Other payables	€ 5,611.10
Miscellaneous payables	€ 56,215.72
Accrued liabilities and deferred income	€ 9,274.00
Total	€ 1,021,990.33
Profit	€ 841,244.22

*TFR: a deferred salary payment received upon employment termination.

➤ https://wiki.wikimedia.it/wiki/Bilancio_consuntivo_2020

➤ https://wiki.wikimedia.it/images/3/3f/Relazione_organico_di_controllo_bilancio_31_dicembre_2020_Wikimedia_Italia_.pdf

062 • Economic and financial situation Fundraising



063 • Economic and financial situation

Plans for the future

- diversify the sources of revenue
- involve new audiences
- improve existing relationships
- increase engaging content
- involve volunteers and members in local fundraising
- regularly update donors on activities being carried out and results achieved



THANK YOU