

**WIKIMEDIA ITALIA**  
**Social Responsibility Report 2021**

**We have a world to discover.**  
**Let's free knowledge together.**

# **CONTENTS**

Letter to the stakeholders

Note on Methodology

## **1. OUR IDENTITY**

1.1 The history of Wikimedia Italia

1.2 Mission, values and vision

1.3 The projects of Wikimedia's world

1.4 Wikimedia Italia stakeholders

1.5 Governance and organization

1.6 The strategy of Wikimedia Italia

## **2. WIKIMEDIA FOR FREE KNOWLEDGE**

2.1 The context and needs we address

2.2 Expanding the projects community

2.3 Enriching the wealth of free knowledge

2.4 Raising awareness of the value of free knowledge

## **3. CREATED VALUE, A DISTRIBUTED BENEFIT**

## LETTER TO THE STAKEHOLDERS

Wikimedia Italia's 2021 social responsibility report is the result of an activity of synthesis and reporting of a year of activity; moreover, it is the story of the efforts from our stakeholders, volunteers and team members to spread and increase free knowledge.

This is the second edition of our social responsibility report; a tool that goes beyond our legal obligations that we decided to draft also in 2021. Wikimedia Italia deals with sharing and opening of content, involving hundreds of volunteers and relying on the help of young and old supporters. These are the reasons why we think that transparency is fundamental. This social responsibility report is also a starting point. We have involved a consultancy agency to help us to prepare it, so that it can become a tool for programming, not only for reporting. Gathering data, describing our activities, sharing our 2021 results helped us to put into perspective our current activities and future projects, planning in the very long term to make a significant impact in all our endeavors.

Wikipedia in 2021 celebrated its 20<sup>th</sup> anniversary. As newly elected Board of Directors, alongside the workforce, we have pledged to pursue the realization of the annual plan defined under the guidance of the previous Board of Directors. We have launched, carried out and concluded activities focused on volunteers, and we confirmed our commitments to support all cultural institutions wishing to make their cultural heritage accessible. We have made calls for volunteers and for museums, archives, and libraries. We have continued to organize Wiki Loves Monuments, the photographic contest now in its tenth edition, and we have established new collaborations, such as with the University of Padua.

We hope that this social responsibility report will allow our stakeholders to understand and know Wikimedia Italia better, that it will make them aware of the distinguishing elements of our association. We will describe how we used the human, financial, intellectual, and social resources at our disposal, because we aim to justify and strengthen the approval and trust that were granted to us.

Wikimedia Italia was born in 2005 to support Wikipedia, Wikimedia projects and OpenStreetMap, joint projects focused on free, shared knowledge. They would not exist without your enthusiasm and passion, which often are much closer to utopia than strategy. Thank you for your constant support that we really appreciated also in 2021. Contributors, volunteers, donors, teachers, companies, institutions, foundations... thank you to all those who have continued sharing their knowledge with Wikimedia Italia.

The Board of Directors: Iolanda Pensa, Stefano Dal Bo, Paolo Mauri, Marta Pigazzini and Lucia Marsicano

## NOTE ON METHODOLOGY

This social responsibility report is published by Wikipedia Italia to inform all stakeholders about the activities and results for 2021. It was drafted in compliance with the Guidelines for preparing the social responsibility report that are outlined on decree dated 4<sup>th</sup> July 2019 from the Ministry of Labor and Social Policies. The social responsibility report 2021 introduces goals and strategies, responsibility and governance systems, results, and consequences of the association's activities. While preparing the social responsibility report 2021, we decided to include not only our final balance but also our programmatic statement, indicating tomorrow's strategies, goals and missions of the association. Such approach was made possible thanks to a strong communication channel our stakeholders involved in the strategic planning and scheduling of activities, heavily contributing to define the association's priorities. This social responsibility report has therefore been an opportunity for internal and external questioning; it made us think about how the results of our initiatives are coherent with our mission, considering the resources at our disposal, the results obtained and the changes we envisioned and realized on the community of reference of Wikimedia Italia and on the wider social and cultural environment in which and for which we operate.

### **From results, to effects, to the impacts: the elements of our considerations**

- Context and needs we address
- Our goals, strategies and intervention plans
- Direct and indirect recipients of our activities
- The activities carried out and the resources used
- The results we have achieved, i.e., the immediate and observable product of the activities
- The effect and the changes on the status of direct recipients of the activities
- Impacts and changes on the general context and on the needs upon which we act

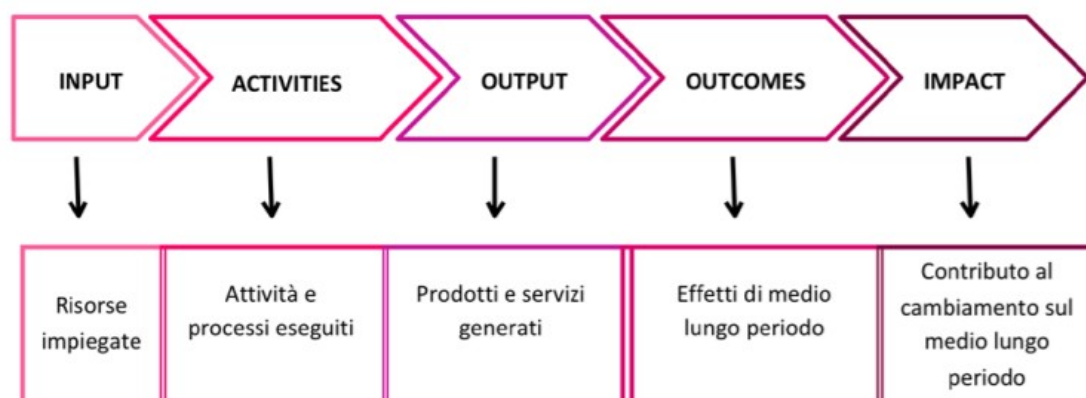
Following the indications of the decree of the Ministry of Labor and Social Policies dated 23<sup>rd</sup> July 2019, Guidelines for preparing evaluation systems for the social impact of activities performed by Third Sector organizations, we have started the assessment of our social impact to measure repercussions, consequences and changes induced in the social and cultural context of reference, not only in the short term but also in the medium-long term. In order to do so, we have relied on the Theory of Change, whose key element is the involvement of the stakeholders to understand their expectations for the context of reference and measure the impact of our activities, so that we can guarantee the materiality of the information we have gathered compared to the expected and realized changes. The participatory

process, a pillar of the Theory of Change, has steered our social responsibility report towards an approach by impact; linking the strategic planning, where the association members have detailed their long-term goals, and identified the conditions they deem necessary for such goals, the stakeholders have defined priorities and expectations for Wikimedia Italia.

### **What type of change do we want to create?**

The theory of change (Weiss, 1972; Anderson, 2004) examines the connection between activities performed and pursued changes. It assesses the changes that an organization, through its activities, can produce in life, culture, wellness in the stakeholders' and the community's expectations. It is a tool that allows us to clearly define the –real, valuable, measurable– change we want to produce in the world, explaining how we do it, the resources we use and our effectiveness. A timely measurement of performance is very important if we wish to see proper results towards the changes we are trying to implement.

### **The chain of measurement of impacts**



### **Perimeter, drafting principles, structure and data**

Data and information contained in the social responsibility report are related to Wikimedia Italia and refer to the period from 1<sup>st</sup> January 2021 until 31<sup>st</sup> December 2021.

When drafting it, we followed the principles of relevance (highlighting the most important actions that we carried out), completeness (explaining in detail the activities performed) and transparency (listing the sources of the funds and how they were spent on the projects).

Compared to the social responsibility report 2020, our second edition has a new reporting method, focused on the impacts that the organization aims to generate, organized according to 3 strategic levers for change:

Expanding the projects community: supporting the communities in their online and offline activities, so that they grow in numbers and skills, guaranteeing generational continuity.

Increasing free content: increasing the availability of free content, growing the wealth of knowledge freely available to everyone  
Increase the awareness of the value of free knowledge: increasing awareness of free knowledge value and supporting change

### ***Materiality assessment***

During the definition of the strategic plan for 2022-2024, we conducted a materiality assessment with the involvement of internal and external stakeholders of the association, in order to define the “material” subjects, those that have priority and to which we must dedicate goals, actions and results. The procedure and the internal stakeholders involved

The procedure implied the involvement of 24 key stakeholders of the association with individual interviews, to define the main subjects for the 3 levers of change defined during the strategic planning.

Internal stakeholders interviewed:

- 5 members of Board of Directors
- 4 members of staff / collaborators
- 14 members and / or volunteers

Such involvement was then expanded to external members and stakeholder with an online survey, where they were asked to evaluate the relevance of the subjects previously defined. 47 stakeholders participated in total.

The Report is available on Wikimedia Italia’s website: XXX  
Write to [info@wikimedia.it](mailto:info@wikimedia.it) for any information or further details.

# 1. OUR IDENTITY

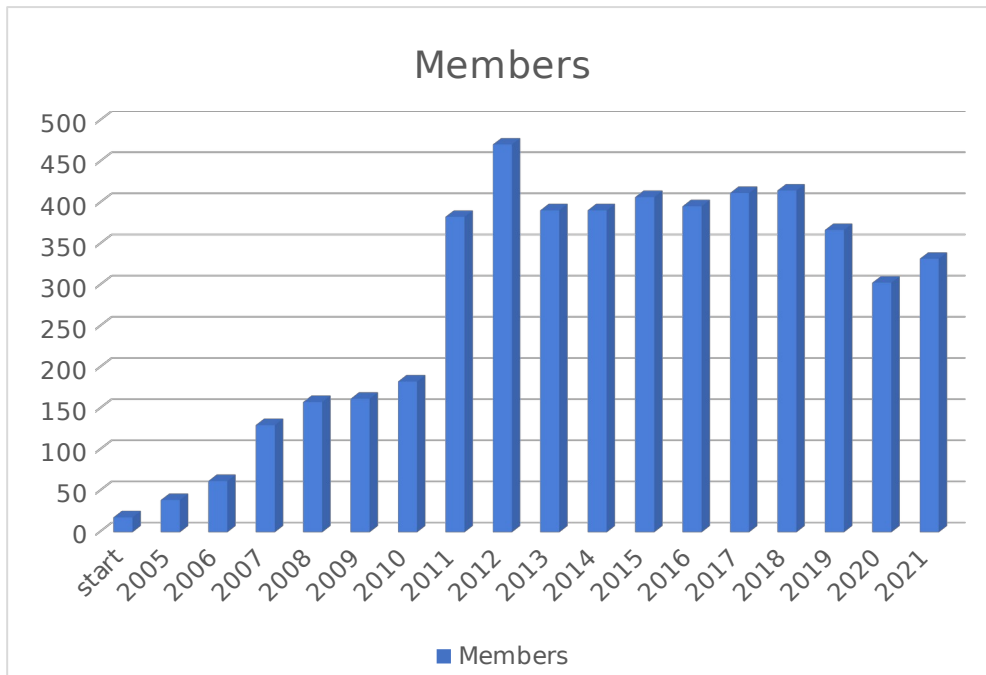
## 1.1 The history of Wikimedia Italia

Wikimedia Italia – association for the spread of free knowledge – APS, with registered office in via Bergognone 34, 20144 Milan, is a social advancement association, operating since 2005 in the field of free culture.

The association (also informally known as WMI) is officially recognized by Wikimedia Foundation, Inc., as part of the network of local chapters that operate in their own countries to promote free culture and the projects hosted by Wikimedia Foundation. Since 2016, the association is also the official chapter of OpenStreetMap Foundation.

- 17<sup>th</sup> June 2005: foundation
- 2007: the association reaches 100 members
- 2009: it becomes a social advancement association (APS, Associazione di Promozione Sociale), registered at number 12 of the Register of the province of Monza e Brianza
- 2011: almost 200 members; one person is recruited to support the activities of members and volunteers
- 2012: first edition of Wiki Loves Monuments Italia
- 2013: the association hosts Wikimedia Conference in Milan
- 2015: over 200 members, more staff recruited
- 2016: the association participates in the organization of the event Wikimania Esino Lario, Wikipedia's world gathering. Wikimedia Italia is appointed official chapter for Italy by the OpenStreetMap Foundation.
- 2018: organizes State of the Map in Milan, the international gathering of the OpenStreetMap community.
- 2020: becomes a legal entity recognized by the Prefecture of Milan, which on 10<sup>th</sup> June 2020 enters it in its register:
- 2021: publishes its first social responsibility report for the activities carried out in 2020

**Wikimedia foundation:** Wikimedia Foundation Inc. is an American nonprofit organization as defined by the Internal Revenue Code Section 501(c)(3). Founded in 2003, it manages and hosts, from a technical point of view, the websites linked to the Wikimedia movement.



## 1.2 Mission, values and vision

### Mission

Wikimedia Italia (WMI) works to facilitate improvement and spread of knowledge and culture. Specifically, Wikimedia Italia promotes production, collection and spread of open content, that is public domain works or works whose authors have released with a free license, allowing processing and / or free diffusion for any purpose, including for commercial purposes. The association is also involved in the spread of knowledge and awareness of social and philosophical questions related to the topics of free culture and public domain.

### Values

All the actions performed by Wikimedia Italia and its members are guided by a set of shared values:

- Care: we look after a common good, knowledge. We work to develop something that belongs to everyone and is available to everyone, sharing experiences, competences, time and willingness;
- Sharing: we want that the results of our work are beneficial to everyone;
- Openness: we welcome any contribution, without the need for our permission, assessing them on merit and without any formal or experience barriers;
- Active participation: we personally and spontaneously put ourselves in the game.

### Vision

*"Imagine a world in which every single human being can freely share in the sum of all knowledge", Jimmy Wales, Wikipedia co-founder*



We say “every single human being” and “all knowledge” because we want a global approach to information access, something that includes all the forms of knowledge and the consequences of our choices on the rest of the world.

For us, “Freely share” means the access to the contents and the tools required to create and use them, paying attention to all the aspects related to knowledge sharing, be them technical, legal, financial or social.


This is Wikimedia movement’s vision that we support and promote. However, Wikimedia Italia is not limited to support such vision: our efforts are aimed at creating it for real. We believe that everyone has the right to access and contribute to knowledge, and we state that the development of knowledge is a continuous construction process, where every new creation is based on previous knowledge.

We are looking for a mentality shift, so that people understand that the best way to create and spread knowledge is making sure that it is assembled with the contribution of as many people as possible.

Using free licenses for content sharing is one of the methods that allow us to reach that goal.

### 1.3 The projects of Wikimedia’s world and OpenStreetMap

Wikimedia Italia’s job is to promote free content on online cooperation projects, such as Wikipedia in Italian, Wikimedia Commons, Wikidata and many more. Apart from the biggest and most famous projects (Wikipedia, Wikimedia Commons and Wikidata), the Wikimedia universe has many other “sister” projects, each one focused on a specific aspect of free knowledge. These are joined by OpenStreetMap, of which Wikimedia Italia is the official Italian chapter. All their content is published with a free license, and it is built by the community of contributors; they are basically cooperatively developed by volunteers.

	<p><b>Wikipedia</b> Free, open content online multilingual collaborative encyclopedia, born in 2001, supported and hosted by Wikimedia Foundation, a nonprofit organization based in the USA. Launched by Jimmy Wales and Larry Sanger on 15<sup>th</sup> January 2001, originally only in English, it soon saw the addition of an Italian version alongside many others. All different editions have a linguistic, non-national base (therefore, it’s “Wikipedia in Italian”, not “Wikipedia Italia”). It is the biggest ever encyclopedia, with over 55 million entries in over 300 languages. It is also one of the ten most visited websites in the world and the most-read reference work on Internet.</p>
	<p><b>Wikimedia Commons</b> It is an archive for digital images, audios or other license-free multimedia files. It is a project of Wikimedia Foundation; in early 2021 it had 60 million files, making it one of the biggest archives for educational and documental multimedia resources that can be freely used on the web. The files gathered in this archive can be used directly by all other Wikimedia projects, including Wikipedia, Wikisource and others, as if they were locally loaded by each single projects. It is a multilingual project, therefore it is not split into different linguistic versions such as Wikipedia. The files stored by Commons can be freely reused by projects outside of Wikimedia for any purpose, including commercial purposes;</p>

	the license of each file, it might be required to include the author's mention and the same license sharing arrangement.
	<p><b>Wikidata</b></p> <p>It is an online collaborative knowledge base, supported and hosted by Wikimedia Foundation, aiming to supply a common support database to other Wikimedia projects that can be consulted and edited both by humans and automatic systems. It is similar to Wikimedia Commons, because it supplies data to all projects and allows for a centralized access, just as Commons does with multimedia files. The initiative began with a group of Wikimedia Deutschland researchers, and it was made officially available on 30<sup>th</sup> October 2012. Wikidata uses the public domain license Creative Commons CC0, therefore all data can be used in any way without mentioning the source, and can be published only with specific requirements. Wikidata supplies support to many other websites and services in addition to Wikimedia projects.</p>
<b>The sister projects</b>	
	<p><b>Wikisource</b> is a multilingual digital library. The website is part of the Wikimedia Foundation and it is collateral to Wikipedia. Its purpose is collecting a virtual library of texts in different languages that are of public domain or that have been made available with the Creative Commons Attribution-ShareAlike 3.0 Unported License (or other compatible licenses). Wikisource gathers and digitally stores previously published texts, such as novels, essays, letters, speeches, historic and constitutional documents, laws and other content. Texts are accepted in all languages (as well as the translations already published), each in its own linguistic project. The Italian version began in 2005 and has over 160,000 pages of text. The texts are shown with a scan of the published works, alongside the text extracted from OCR and subsequently assessed and amended by at least two different users before being validated. There are also independent versions in some of the regional Italian dialects: Neapolitan, Ligurian, Piedmontese, and Venetian.</p>
	<p><b>Wikiquote</b> is a compilation of quotes and aphorisms. The Italian version in early 2021 has almost 40 thousand pages of quotes, either Italian or translated from other languages, aphorisms, <i>incipits</i> and <i>explicit</i>s of literary works, proverbs and much more, including known sources, Wikipedia links for further information, and Wikisource links for the full text.</p>
	<p><b>Wikinotizie</b> is a multilingual project created as a source of news that can be added by anyone. Its mission is to "create a heterogeneous environment where wiki-journalists can spread news regarding various current topics". Unlike other Wikimedia projects, Wikinotizie is mostly accessible with a Creative Commons Attribution 2.5 license.</p>
	<p><b>Wikivoyage</b> is an updatable, reliable free content world tourist guide; the Italian version in early 2021 boasts almost 10 thousand articles. It hosts articles about locations such as countries, regions, cities or neighborhoods, but also about parks, archaeological sites, lakes and seas, mountains, paths and itineraries.</p>
	<p><b>Wikiversità</b> is the project dedicated to learning materials and activities. It creates and hosts free multilingual learning content and resources for all age groups, alongside study and learning projects with the communities supplying such material. The resources can be lessons, focus sessions, simple notes, glossaries etc. regarding the study of a specific subject.</p>
	<p><b>Wikibooks</b> is a multilingual project for the collection of free license educational e-books, such as textbooks, manuals and books with comments. The goal is to store books that are useful for teaching, studying and self-learning. The main difference between Wikibooks and Wikisource is that the former is about new books, manual and texts, while the latter is focused on the digitalization of already published texts.</p>
	<p><b>Wikizionario</b> is a free, collaborative multilingual project, conducted through the Web, supported by Wikimedia Foundation, whose goal is to produce a free and multilingual vocabulary, with meanings, etymology and pronunciation, using a wiki platform similar to Wikipedia, of which is a lexical companion.</p>

## OpenStreetMap



**OpenStreetMap** (in short, OSM) is a free and collaborative mapping project, also known as “the Wikipedia of maps”. Supported by OpenStreetMap Foundation, international nonprofit organization based in the United Kingdom, OSM has the biggest free geographic network of the web, and it aims to become a platform that offers universal access to geographic data. OpenStreetMap is fully run by volunteers, whose number is globally increasing. The users registered on the site are over 4 million, while those contributing on a regular basis are over 1,000 in Italy alone. OpenStreetMap maps are updated with the support of single, local contributors, and are available to anyone (institutions, private and public entities) wishing to use them, even as a work tool.

## 1.4 Wikimedia Italia stakeholders

**Stakeholder:** *generically, any subject with an interest in an economic initiative, in a company or in any other project. This includes customers, suppliers, financiers, collaborators, employees, and also local or external interest groups, such as residents in the surrounding areas of a company and the public local administrations.*

Wikimedia Italy actively encourages the aggregation of people from different cultural and professional backgrounds who share the passion for free knowledge and free software, to obtain results that cannot be reached by single persons alone. Our mission, and the change we want to drive, lead us to collaborate with people, associations, informal groups and institutions, in particular with those producing or owning resources and multimedia content, in order to facilitate its online sharing.

In collaboration with the project communities, we facilitate the participation in Wikipedia, Wikimedia and OpenStreetMap projects supporting the production of original content or the reuse of existing material. In synergy with the community and other Italian and international associations, we are supporting a legislative change that can eliminate the barriers that are currently stopping the creation and sharing of free knowledge, that introduces freedom of panorama all over Europe, that removes the restrictions on publishing images of the Italian cultural assets, and that allows open access to scientific research.

Our stakeholders are not only the recipients of the association’s activities: they also contribute to the creation of shared value. For us, they are co-generators of the change we are pursuing at a social and cultural level.

## The map of Wikimedia Italia stakeholders

Members and volunteers  
Communities of projects  
Staff and collaborators  
Wikimedia Foundation and the  
Wikimedia movement  
  
OpenStreetMap Foundation



Cultural institutions  
Public institutions  
Training bodies  
Donors and supporters  
Similar organizations  
Community

### *Members and volunteers*

Wikimedia Italia is made of its members and volunteers (be them members or not) who act to contribute to its corporate purpose. The members share the values and scopes of the association and they contribute to its life, each based on their own availability, either with the annual fee or with volunteer work. Volunteers are those who perform their services for free in order to achieve the target of the association.

The members are active participants of the association's decisions, steering its actions with yearly meetings, commissions and workgroups, and with the discussions conducted through the association's internal communication channels.

Wikimedia Italia supports the integration between members and volunteers with different backgrounds, such as Wikipedia or other Wikimedia project users, OpenStreetMap mappers, free software developers and people who have never previously been involved on online free knowledge projects, while sharing their principles and founding values.

Members and volunteers are encouraged to get organized, at a local level and with a wide degree of freedom, to carry out their activities more effectively.

- Members: 332 – **after a slight drop in 2020, the number of members is increasing again**
- Women: 70 Men: 262 – **data unchanged from 2020**
- Age % (<18yo: 2 – 0.60%; 18 – 40yo: 88 – 26.51%; 40-60yo: 170 – 51.20%; 60-80yo: 68 – 20.48%; <80yo: 4 – 1.20%) – **data unchanged from 2020**
- Age of the youngest and oldest member: 16 - 85
- Geographic distribution of the members: no. 8 Abruzzo, no. 1 Basilicata, no. 1 Calabria, no. 11 Campania, no. 39 Emilia Romagna, no. 8 Friuli Venezia Giulia, no. 28 Lazio, no. 9 Liguria, no. 81 Lombardy, no. 8 Marche, no. 1 Molise, no. 25 Piedmont, no. 12 Apulia, no. 3 Sardinia, no. 8 Sicily, no. 25 Tuscany, no. 13

Trentino-South Tyrol, no. 2 Umbria, no. 37 Veneto, no. 12 abroad – **generally unchanged distribution**

- The volunteers in the non-occasional volunteer's register were 39, **data unchanged from 2020**
- The volunteers who in 2021 carried out at least one activity for the association were **286, twice than in 2020**.

### *Community of projects*

One of the main jobs of Wikimedia Italia is to support the Wikimedia and OneStreetMap projects, in particular supporting the communities that contribute to such projects. Wikimedia Italia offers several tools to help with the activities of the volunteers' projects: financing opportunities, training tools, meetings and the support of experts for managing legally or technically complex cases.

Wikimedia Italia aims its work, but not only, mostly at the communities located in the Italian territory, in the Republic of San Marino and in the Vatican City, regarding projects in the Italian language or in the main minor languages spoken in Italy.

### Wikipedia in Italian

- no. of registered users: 2,220,873
- no. of active users (>5 entries per month): 3,200
- no. of administrators: 120, a steep increase from 2020

### OpenStreetMap in Italy

- no. of registered users: approx. 7,000,000
- no. of active users: approx. 200 active daily users from Italy, an increase compared to 2020's numbers
- no. of amendments: approx. 30,000 daily amendments from Italy, a slight decrease from 2020, when we experienced two peak periods of massive contributions.

### *Staff and collaborators*

Some of the functions performed by the association are guaranteed by the staff. During 2021 there were some significant changes: three people were hired, in the planning, communication and administrative departments; during the end of the year, the coordinators for programs and communication/fundraising have ended their relationship with us.

At the end of 2021, the workforce is composed of 7 elements, one of which under an apprenticeship agreement, three on a fixed-term contract and three on an open-ended contract. The workforce is mainly female, and the average age is around 35. All the employees are hired according to the National Collective Agreement for Commerce. Each new employee attends an intensive training course focused on Wikimedia and OpenStreetMap projects; all employees spend at least 1 hour per week on the projects and attend refresher courses regarding several aspects of their work. In 2021, some staff members attended the Creative Commons Certificate

for GLAM course, focused on Creative Commons licenses. The company also relies on non-structured collaborators for specific tasks. In 2021, a total of 33 people were given assignments.

### *Wikimedia Foundation and the Wikimedia movement*

Wikimedia Foundation, Inc. is a nonprofit organization based in San Francisco; it complies with the laws of the State of California. Among the activities of Wikimedia Foundation, there are the management and maintenance of the servers linked to all the projects promoted by the Foundation. All these projects are developed by the volunteers and are promoted worldwide by local associations (the chapters, of which Wikimedia Italia is appointed for Italy, the Republic of San Marino and the Vatican City), informal groups (Wikimedia User Group) and themed organizations.

Wikimedia Foundation and Wikimedia Italia have a relationship based on collaborations. Both organizations have the same goal, which is ultimately Wikimedia's goal in the whole world: sharing free knowledge and increasing awareness about social and philosophical issues related to free culture and public domain. Such cooperation is also aimed at involving the largest possible number of members and volunteers in the activities and projects promoted by the association.

In many other world nations, there are national chapters and / or user groups, with whom Wikipedia Italia has a strong cooperation. The fields of collaboration range from the exchange of good practice measures to the creation and sharing of common online resources for the organization of international events.

### *OpenStreetMap Foundation*

OpenStreetMap Foundation is an international nonprofit foundation based in the UK. It promotes the development of OpenStreetMap, the biggest free geographic database on the net. Local chapters are legal, nonprofit entities operating at a national or regional level, representing the project in its relationships with local and national authorities, businesses and media. Wikimedia is the local Italian chapter of OpenStreetMap Foundation, and it actively works towards the promotion and support of the projects hosted by the OpenStreetMap Foundation.

OpenStreetMap is entirely based on its volunteers' work, the number of which is constantly increasing worldwide. The users registered to the website are over seven million, while in Italy there are over 200 active users who give a daily contribution to the platform.

### *Cultural institutions*

Cultural institutions, at times mentioned as MAB (Musei, Archivi, Biblioteche) or GLAM (Galleries, Libraries, Archives, Museums), cooperate with Wikimedia Italia to share their content with free licenses on Wikimedia and OpenStreetMap projects, in

order to train its own staff and perform joint awareness initiatives focused on free knowledge (open access, open government, open data, open science).

All cooperation projects between Wikimedia's community and cultural institutions are called GLAM-wiki, openGLAM or just GLAM. In these projects, the contents and data of institutions are uploaded and highlighted on Wikimedia platforms (Wikipedia, Wikimedia Commons, Wikidata...).

Wikimedia projects "gain" in quality and quantity of the contents that can be used by the contributor's community. Institutions increase the accessibility of their content and, consequently, their online visibility. The license used on Wikimedia projects always guarantees the indication of the institution that has sourced the content.

Wikimedia Italia cooperates with several state authorities responding directly to the Ministry of Culture, working on initiatives related to the digitalization of the cultural heritage and to the ongoing discussion about copyright and licenses of use of cultural content.

In 2021, Wikimedia Italia has worked alongside 45 cultural institutions.

### *Public administrations*

Wikimedia Italia cooperates with the public administration. The association works with territorial authorities such as regions, provinces and municipalities, with some ministries (including the Ministry of Culture and the Ministry of Education), Civil Protection and Prefectures. It works with the ANCI (Associazione Nazionale Comuni Italiani), and with many municipalities individually for the promotion of the local cultural heritage.

In 2021, Wikimedia Italia has worked with 15 different public administrations; 131 more have joined the photographic competition Wiki Loves Monuments.

### *Training institutes*

Wikimedia Italia works with schools and universities on educational projects. Wikimedia and OpenStreetMap projects allow for the development of digital skills related to search, analysis and reuse of sources (information literacy), for the responsible and conscious use of the net, for the interaction with the online community and the license of use of the contents. These are digital citizenship requirements that are included in schools' curricula in the new, compulsory Civic Education subject.

Wikimedia and OpenStreetMap projects are OER (Open Educational Resources) that allow students to move from passive web users to content co-creators, promoting an open and collaborative approach to the production of cultural content.

The collaboration between Wikipedia and OpenStreetMap contributes to Open Science, opening data and content following the principles of FAIR data, contributing to communication and spread of science in the society; it also contributes to citizen

science, involving the population in research activities (third mission of the university).

Wikimedia and OpenStreetMap projects can be applied to all educational environments in any language; they facilitate content reworking and laboratory approach required for substantial learning.

Wikimedia Italia has signed a memorandum of understanding with the Ministry of Education, and it performs educational activities for teachers on the operating system for education and refresher initiatives for teachers (SOFIA, sistema operativo per la formazione e le iniziative di aggiornamento).

The association offers three different courses that are recognized by the Italian Ministry of Education, aimed at teachers of primary school (elementary school) and junior and upper secondary school (middle and high school). The courses are prepared to teach the culture of free knowledge, and to promote Wikimedia and OpenStreetMap projects as educational tools in class.

Wikimedia Italia in 2021 has worked with 34 different training institutes.

#### *Similar organizations*

Wikimedia Italia is open to cooperate with all the organizations aiming to promote, spread and share free knowledge to make it freely accessible. We are aware that creating a network is fundamental if we really want to tackle such a demanding and urgent issue, therefore Wikimedia Italia works with other organizations sharing its mission and working towards a more sustainable, fair and inclusive development of knowledge.

In 2021, Wikimedia Italia has participated, under different roles, to the Merge-it and Open Education Italia networks, alongside Creative Commons, Italia, Creative Commons International, Italian Linux Society and Vikidia.

#### *Donors and supporters*

Citizens, businesses and institutions in charge of financing support Wikimedia Italia with cash donations. Every donor creates value and acquires value with the support given to the association and its projects. Wikimedia Italia reports all donations received during the year and, also with the tool of the social responsibility report, it shows how such donations have a direct impact on our mission and on direct and indirect recipients, creating shared value for the entire community.

In 2021 there were over 1,500 donors (natural or legal entities); in 2020, over 14,000 people decided to support the association with the 5×1,000 tax donation.

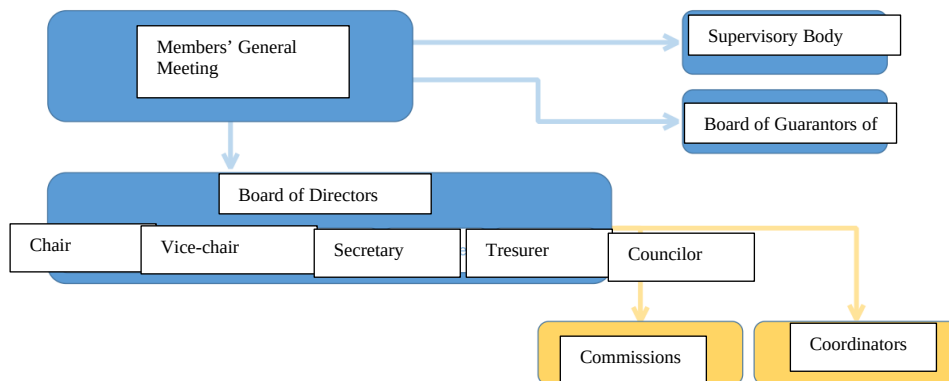
#### *Community*

Wikimedia Italia is committed to create the best possible conditions to allow knowledge to be free and available to everyone. These are the basis of the community's development, which at the same time is beneficial for our activities and a joint source of value. People are those who generate free knowledge.



The cultural change promoted by the association directly involves the entire community, and it has positive repercussions on it. This is the targets of the Agenda 2030 for Sustainable Development, requiring joint action along a common path with all the stakeholders to create shared value.

## 1.5 Governance and organization



### Corporate bodies

Wikimedia Italia's corporate bodies are

- the members' General Meeting
- the Board of Directors
- the Board of Guarantors
- the Supervisory Body

#### *The members' General Meeting*

It is the sovereign organ of the association, and it involves all members.

It deliberates on the general lines of the program of activities of the association, and on all corporate matters such as the approval of the estimated and final financial statements and the appointment of the other corporate bodies. The meetings are chaired by the Chairperson of the association.

During 2021 there were 2 ordinary meetings, (15<sup>th</sup> May and 27<sup>th</sup> November), which saw an average attendance of 55 members, representing 16.5% of summoned members.

#### *Board of directors*

The board of directors is elected by the members' General Meeting and is composed of five members. The board of directors in 2021 has appointed a chairperson, a vice-chairperson, a secretary, a treasurer and a responsible for members' relations.

Among other things, the Board of Directors has the duty to perform, when requested by the General Meeting, all executive activities related to the association, to draft the corporate activities schedule based on the indications approved by the General Meeting, and to establish the rules for the association's activity, preparing a set of rules that must be approved by the General Meeting.

#### *Board of Guarantors*

The General Meeting appoints a Board of Guarantors composed by three effective elements and two deputies; the board is operative for three fiscal years. The board's duty is to assess any disputes between members, between members and the association or its organs, between the members of the organs and the organs themselves. The Board decides *ex aequo et bono*, without formalities in the procedure, and its decision is not appealable. In 2021, there were no appeals brought to the attention of the board.

#### *Supervisory body*

Wikimedia Italia has appointed a supervisory body overseeing the compliance with the laws and its Articles of Association and with the principles of correct administration, assessing whether the organizational, administrative and financial assets are proper and properly working. It is also the statutory auditor of the association. The supervisory body must also monitor the adherence with the goals of the association in terms of civic repercussions, solidarity and social usefulness, and it states that the social responsibility report has been drafted in compliance with the ministerial guidelines. The members of the supervisory body can at any time proceed with inspection or verification activities; for that reason, they can ask the directors for news regarding the status of social operations or of other specific subjects.

#### **Coordinators and commissions**

Every year several coordinators are appointed among the members, acting as referents for the association's activities in a region and / or for a specific field of action (cultural institutions, OpenStreetMap, schools and universities).

The decision-making process also involves, with a consultancy role, several commissions composed by members, volunteers and people not directly related to the association. Some are permanent commissions (Microgrant, Source collection, Sustainability), while others are created to address specific needs (staff selection, task assignment, assessment of calls).

In 2021, the volunteers involved as local coordinators, charged to coordinate local activities and projects, were 14 (12 male and 2 female).

The volunteers involved in permanent commissions were 14 (10 male and 4 female), while those who were part of dedicated commissions were 16 (12 male and 4 female), sometimes helped by external institutions' referents.

## The organization

People are at the core of our organization; our activities are determined by the principles of collaboration and participation, the basis of all Wikimedia projects.

During 2021, we realized it was necessary to address the issues deriving from the growing size, complexity and relevance of our projects. We therefore began a reassessment of roles and responsibilities to guarantee the right level of support to the community. Our goal is to make the most of our energies and resources, and to be able to exploit the opportunities that the context gives to our association.

## 1.6 The strategy of Wikimedia Italia

**Materiality assessment:** it is a project that assesses environmental, economic and social aspects, defining which are most relevant for the association, and substantially affecting evaluations and decisions of the stakeholders.

**Material themes:** a theme is classified as “material” when is considered relevant by the stakeholder, because it could substantially affect their expectations, decisions and actions, and it can generate consistent economic, social or environmental impacts on the association’s activities.

**Levers of change:** the targets set by an organization in order to bring a positive impact on the community. The organization defines strategy and goals based on such levers.

**SDG - Sustainable Development Goals:** the goals of the Agenda 2030 for Sustainable Development, created in 2015 as an action timeline agreed by UN countries. SDGs are 17, made of 169 targets that the countries must achieve by 2030, which deal with human rights, economic development, and environment. Global commitments to sustainable development also require action by organizations. The goals are easy to apply and become a reference point to drive one’s model and activities towards an inclusive, sustainable development that can be easily communicated to the stakeholders.

**Strategy of the Wikimedia movement:** Wikimedia’s strategy, also called Strategy 2030, was drafted through a participatory process and includes a set of initiatives related to the 10 recommendations on structural and systemic changes that emerged during such process. Some of these initiatives have a global outreach, while others are at a local level.

### The strategic levers of change

The collaborative process to define the strategic plan has highlighted the levers for change and the goals for each lever. The involvement of internal and external stakeholders of the association has defined the material themes, those that are seen as priorities in the stakeholders’ expectations, upon which to build the action plan.

The levers of change contribute to SDGs and to the strategy of the Wikimedia movement. They are:

- Developing the communities of projects: reinforcing the online and offline activities of the communities, making them grow in size and competences, ensuring generational continuity.
- Increasing free content: increasing the availability of free content, expanding the wealth of knowledge freely available to everybody.
- Increasing the awareness of the value of free knowledge: making people more aware of the importance of free knowledge and supporting change.

## **Strategic themes**

The involvement of Wikimedia Italia's stakeholders allowed us to define the themes that are seen as strategic for the association; such themes join the levers of change to create the materiality matrix. The strategic themes that were identified are:

1. Centrality of the project: promoting and supporting Wikipedia, the projects hosted by Wikimedia Foundation and OpenStreetMap Foundation, and any further projects regarding free content or software, created by volunteers and online communities.
2. Cultural change: increasing awareness of the value of free knowledge, promoting it at different levels – individual, institutional, social – focusing not only to its availability, but also on its creation through sharing.
3. Growth of knowledge: promoting cultural growth of individuals and communities, increasing availability and usability of free content
4. Centrality of people: recognizing the contributions and the efforts of all those working for the association (members, volunteers, staff, donors...), listening and acting based on their expectations and needs.
5. Communication of identity and projects: external communication of identity, values, missions, initiatives and active projects of Wikimedia Italia, in order to involve the public opinion and improve the association's reputation, within and outside the movement for free knowledge.
6. Accessibility and inclusion: giving everybody free access to knowledge as a common good
7. Formation and information: giving everybody the opportunity to learn and gather information using the digital contents and tools made available by the association, contributing to the fight against educational challenges and inequalities by gender, social class, disabilities etc.
8. Legislative change: promoting institutional and legislative changes that better reflect the values and goals of the association, through advocacy activities, mainly but not only at a national level.
9. Valorization of cultural and territory heritage: promoting our cultural and territory heritage with projects and activities of diffusion and sharing of their value, with positive repercussions both on direct beneficiaries and on the context in which such assets are located.

## **Support to sustainable development goals (SDGs)**

Wikimedia Italia is actively involved in sustainable development goals (SDGs):

- SDG4 Quality education. The growth of Wikipedia, of Wikimedia and of OpenStreetMap projects means more OERs (Open Educational Resources) available to everyone, to be used and reused in any way.
- SDG16 Peace, justice, and strong institutions. In particular regarding access to data, transparency of the institutions and support to participation.

## 2. WIKIMEDIA ITALIA FOR FREE KNOWLEDGE

### 2.1 THE CONTEXT AND THE NEEDS WE ADDRESS

If we look at the future, we must focus our work towards a rapidly evolving world, where the global movement of free knowledge, created by volunteer contributors, keeps on being relevant, welcoming people with different skills and reference cultures.

It is fundamental to understand the trends and needs that will be relevant in the future for the ecosystem of knowledge, so that we can make sure that the association's projects will be just as relevant tomorrow as they are now.

#### **The trends of internet and technologies**

We are already assisting to key changes in the way people have access to, interact with and share knowledge.

#### ***Searches have changed: what are users expecting, and how they look for information***

Both what users are searching for, and how they are searching it have fundamentally changed over the past several years. These changes in information seeking behaviors will likely influence how new readers come to Wikipedia and other free-knowledge projects.

Users increasingly expect answers to their search queries in "rich" content, with image, video and audio formats. TikTok, Instagram and YouTube are increasingly being used as entry points for information seekers: their traffic is at times higher than Google, the default search tool. This is why platforms are investing to create content that ensures users come and stay on their platforms.

The way people look for information has changed as well. Voice searches are becoming the favorite tool, with 30% of searches done using devices without display.

#### ***Meeting the global demand of content***

The number of Internet users has doubled in the last decade, with most of this growth driven by the newly-connected Asia and Africa. But more than half of Internet content today is in English, a language spoken by less than 20% of the world's population. Internet platforms are investing massive resources in creating

original, local-language content to remain competitive, using paid content creators and translations made by artificial intelligence.

### ***Misinformation grows***

Misinformation is growing: unreliable sources have doubled their share of social media engagement between 2019 and 2020. Technologies and habits change: nowadays online reading is characterized by speed and non-linear approaches.

Technology platforms are taking three primary approaches to tackling the disinformation crisis – many borrowing from Wikimedia processes or relying on Wikimedia for ground-truthing – but with limited success. These processes include paid human moderators to complement algorithms, leveraging Wikipedia as a fact-checking source and experimenting with community moderation, something typical of Wikimedia projects.

### **Looking at the future**

Each of these trends helps to determine the role of Wikimedia's projects within the larger information ecosystem. In an increasingly complex, interconnected future, we will have to anticipate other influential factors, including the changing landscape of Internet access and the government regulations that seek to regulate issues ranging from privacy to content moderation, to the influence of social media on misinformation.

In a landscape with such trends, threats and opportunities, Wikimedia projects maintain a strong, coherent and positive role. A movement with twenty years of experience that keeps on contributing, in a substantial and positive way, to collect and share free knowledge.

We know that our priorities must match and address what we see and learn from the world surrounding us. And, just as any movement for social change must do, we asked ourselves some questions:

- How can we ensure that our priorities and goal address the needs of the community?
- How can we be creative, pertinent, and reactive to what the world really needs?
- How do we measure not only the initiatives and the activities, but the impact as well?

The following pages are organized following the 3 strategic levers of change; the goal is to communicate to all Wikimedia Italia stakeholders the association's contribution towards the social and cultural changes we aim to achieve in relation to our strategic themes.

The content in this section is adapted from the texts published on the January 2022 Wikimedia Foundation document on world trends, which were identified during the tour of the new Executive Director, Maryana Iskander

([https://meta.wikimedia.org/wiki/Wikimedia\\_Foundation\\_Chief\\_Executive\\_Officer/Maryana%E2%80%99s\\_Listening\\_Tour/External\\_Trends](https://meta.wikimedia.org/wiki/Wikimedia_Foundation_Chief_Executive_Officer/Maryana%E2%80%99s_Listening_Tour/External_Trends))

## 2.2 Expanding the projects community

In our role as Wikimedia Italia, we support the development of Wikimedia and OpenStreetMap projects in our country. These projects are made by volunteers' communities and produce free content. At the core of Wikimedia and OpenStreetMap projects there is a mission, which is revolutionary but often taken for granted: anyone can contribute to human knowledge. Our activities aim to strengthen the communities in their online and offline work, to see them grow in numbers and skills and to guarantee generational continuity.

Members, volunteers and staff give their time to the association and manage several activities with passion and creativity. They are the main ambassadors of the association's spirit and activities with their commitment, focused on increasing the volume of shared knowledge for everybody's benefit. Working together is not always easy, but it is indispensable to solve any issues and focus on increasingly ambitious projects.

Wikimedia Italia believes that the people involved in the communities focused on Wikimedia and OpenStreetMap projects are the real bearers of change. This is why they have to be rewarded with resources and opportunities. The association works every day to create a space where people are at the center of attention, where they can communicate and be heard, where they can be supported in the projects and activities they carried out in favor of free knowledge.

We support the Wikimedia and OpenStreetMap projects to make knowledge free and available to everyone: we are that shared knowledge creates research, culture and wealth.

We want to help the communities of projects to accept new volunteers willing to offer their contribution to universal access for knowledge, for the creation of a really inclusive culture that can welcome and support diversity.

Our goal for the future is to give value to everyone's contribution, beyond the number of single changes made. It is not easy to define a metric that can measure and assess the contributions, if we look beyond the direct impact of our activities and consider the time spent on the projects, the networks involved, the intangible assets, such as intellectual capital, that were put into circulation. However, we know that this process is necessary for the future development of Wikipedia Italia to answer the needs of the context and of our stakeholders.

### **Contribution to the strategy of the Wikimedia movement**

"Making communities grow" is a contribution to the strategy of the Wikimedia movement under the following recommendations:

- 1. Increasing the sustainability of our movement

- 6. Investing in the development of competence and leadership

## Material themes

- Centrality of people: recognizing the contributions and the efforts of all those working for the association (members, volunteers, staff, donors...), listening and acting to their expectations and needs.
- Centrality of the project: promoting and supporting Wikipedia, the projects hosted by Wikimedia Foundation and OpenStreetMap Foundation, and any further projects regarding free content or software, created by volunteers and online communities.
- Accessibility and inclusion: giving everybody free access to knowledge as a common good

## Indicators

In order to measure how the communities have strengthened their online and offline activities, the growth in number and competences of the communities and generational continuity are monitored as follows:

- Indicators of Wikipedia in Italian, made by Community Health Metrics
- Wikipedia in Italian is the fourth local language edition in Continental Europe in terms of active editors: there were 3,259 in August 2021, similar to comparable editions, a number that has remained stable since 2008;
- Retention: the retention rate is calculated as the percentage of new editors making at least one contribution in the 60 days following their first one. We would set a target of 3% to ensure contributors turnover, but an ideal percentage would be 5-7%. The retention rate of the Italian project is 0.7%.
- Stability: number of active editors for consecutive months. A percentage of 30%-40% of new editors could be ideal to benefit from new ideas and energy, while a “long term” percentage of editors around 33% would indicate a robust community. Italy in 2020/21 had approx. 40% of new editors each month, 17% have been active for more than two years (24 months), and another 7% for more than 18 months.
- Balance: number and percentage of very active editors per year and per generation (5 years). A last generation percentage around 30-40% appears to be reasonable for a local edition which is not at a growing stage. 10-15% of the new generation should be added each year to guarantee modernization, while a percentage of first-generation contributors of 5-15% appears to be desirable. Wikipedia in Italian had 50% of very active last generation users (2016-2020), 21% from the third generation (2011-2015), 18% from the second generation (2006-2010) and 11% from the first generation (2011-2005).
- Special functions: number of very active contributors, in technical namespaces per year and generation. Having at least 20 “very active technicians” is desirable, taking into consideration all the tasks required (bot, template, etc.). Due to the usual low number of very active technicians and the considerable effort required for the position, it would be desirable for them to be from the last generations, therefore it is fundamental to guarantee the right turnover. A goal of 30% from the last generation



is desirable. Wikipedia in Italian had 73 technical contributors in 2020, of which 21 (28%) from the last generation.

- Indicators of Wikipedia in Italian and OpenStreetMap projects: no. of active it.wikipedia users (> 5 contributions per month) 3,000. The number has remained almost unchanged for the past three years. No. of administrators: 120, which is a steep increase from 2020. No. of active OpenStreetMap users from Italy: ~200 daily active users, increased from 2020.
- Financing given to volunteers' projects: €22,352
- Training offers for contributors and participants: 42 training meetings, with approx. 1283 total participants

## **Activities performed and results obtained**

### **Volunteers' tools and training**

#### **Volunteers kit**

COMPLETED

In 2021 we created 11 support kits for the volunteers' activities, each one made of several files that introduce the activities of Wikimedia Italia in a simple format and explain how people can contribute. These files allow people to properly understand the world and the projects of the association, helping to attract more volunteers who can contribute to the association and its mission.

#### **Creative Commons Help Desk**

COMPLETED

Creative Commons is an international, nonprofit organization that develops free licenses, tools that the copyright holders can use to allow others to share, use and legally blend their works. Publishing materials with one of the six Creative Commons licenses explains what the users can and cannot do with it.

The activities of the Italian chapter focus on the national implementation of the values indicated by Creative Commons at a global level. In particular, apart from technical and legal support for the understanding and correct use of the licenses, our commitment is towards the creation and valorization of research and study projects in the Open Culture field. This is complemented by our campaigns to raise awareness and spread the culture of sharing and Creative Commons licenses.

Creative Commons Italia and Wikimedia Italia have promoted a help desk on the pages of Wikipedia in Italian, where Wikimedia contributors can get advice on topics regarding user licenses and copyright. The community itself is responsible for raising the questions and assigning their priority levels. The answers are collected in dedicated sub-pages that will be a wealth of common knowledge and the basis upon which to implement future activities.

In 2021, 18 questions were answered. The page was visited 738 times.

### **Wikipassport**

#### IN PROGRESS

Wikipassport is a paper document where each contributor can collect the stamps of the institutions associated with the Wikipassport circuit. With this project, the institutions stamp the paper document held by the volunteers who have used their content or sources to improve Wikimedia projects. It was created to attract and retain new contributors, and to identify the GLAMs contributing to Wikimedia projects. It has no nationality, it has no borders just like any other Wiki project, and it has no issue or expiry date: it expires when so many institutions were visited that there is no more room on the document for new stamps.

In 2021 we updated the graphic appearance of the materials. The project will continue in 2022.

### **Observatory on schools**

In 2020 we carried out a substantial research activity by essay on Wikipedia to define what are the main subjects being studied in the Italian school system. In 2021 we updated the data (e.g., views, length of the entry, length of the incipit, template) and monitored the changes on entries and contents related to the subjects discussed in Italian schools (e.g., active contributors, amendments of the entry's length). We organized a Festival on the quality of Wikimedia entries, with improvements, extensions and revisions of the contents related to Italian schools. We confirmed the assignment to Giovanni Profeta, who deals with visual representations of the entries related to the subjects studied in Italian schools, and will cooperate to the final report including any suggestions for improvement.

See the data visualizations: <https://itwiki-scuola-italiana.toolforge.org/>

## **Wiki Grand Tour Italia**

### COMPLETED

Wiki Grand Tour Italia is a project that started in 2020 and sees the involvement of several regions (Abruzzo, Marche, Apulia and Molise) that collaborate on Wikimedia-related projects aimed at the promotion of free knowledge. In particular, several activities were carried out for the regional cultural and historical heritage. Every region is independent in the development of its sub-project, which is managed by regional coordinators. The idea was submitted by a team of regional coordinators who gathered to introduce their “Editathons in central southern Italy” project to Wikimedia Foundation, which was suspended due to the health emergency brought by Covid-19. In 2021 the activities for the Abruzzo and Marche regions were completed using the budget for local competitions of the project Wiki Loves Monuments. The average expenditure was €1,670 per project.

## **Technical tools and instruments for Wikimedia and OpenStreetMap projects**

### **Tasking manager and OpenStreetMap extracts for effective teamwork**

### IN PROGRESS

Tasking Manager is an interface where individual contributors can work as a team to create mapping that will be embedded in the OpenStreetMap project. Tasking Manager allows the coordination of mapping activities in the areas more vulnerable to natural disasters, so that rescue missions in emergency settings can be better addressed. OSM extracts are files containing OpenStreetMap data per continent, country and metropolitan areas. Together, Tasking Manager and OSM extracts are very useful in case of emergency. During daytime or in the evenings, volunteer OSMers can remotely map a specific area of the Italian territory, while the morning after the teams on the field in charge of helping the population can easily download the updated data.

In 2021, both tools were localized for Italy and updated. A new update is scheduled in 2022.

## **OpenStreetMap Italia website to support Italian mappers**

IN PROGRESS

Creation of a website that aims to support Italian mappers with essential services, such as a basic map and different data displaying styles. The website is an aggregator of some existing tools made available or being developed for the Italian OpenStreetMap community.

In 2021, 2 new styles were created specifically for the Italian community. The first uses Italian names as first choice, while the second highlights trekking paths. Buttons and/or links were also added to other apps and tools developed by/for the Italian OpenStreetMap community.

## **Financing initiatives promoted by volunteers**

### **Coordinators fund**

COMPLETED

Wikimedia Italia coordinators have a yearly allowance of €500 to support their activities on the territory. In 2021 there was a total expenditure of €2,800 destined to several activities on the territory, in particular for the local editions of Wiki Loves Monuments. The average expenditure was of €200 per coordinator; 6 coordinators out of 14 have used the fund.

### **Microgrants for financing volunteers' projects**

COMPLETED

Our microgrants program finances volunteers' projects up to €1,000. Requests for amounts lower than €100 have a simple and quick approval process. It is possible to apply for a microgrant for promotional events of Wikimedia and OpenStreetMap projects, or for activities aimed at persuading public and private institutions to share free content on the web and to develop innovations or technologic solutions. A members' commission within Wikimedia Italia assesses the request and decides in a few days whether to fund it. All requests are based on the suitability of the project with Wikimedia Italia's strategic plan, on its impact on people and/or institutions, on the growth of free content, on the spread of the association's values, on its efficacy and replicability.

In 2021 we financed 9 projects:

1. Ludwig Wittgenstein Project – in consideration of its works becoming of public domain, the projects aimed at offering the philosopher's books both in their original language and in translated versions. Four works have been translated and published, each one in a different language.
2. Distribution of the calendar Wiki Loves Basilicata 2021 – creation of a calendar with 12 images that took part to various editions of the photographic competition Wiki Loves Basilicata. The scope was to highlight the territory and thank all the participants. 500 calendars have been printed.
3. OpenStreetMap for Wiki Loves Monuments app – development of an OpenStreetMap module for the app Wiki Loves Monuments, allowing the users to find the monuments taking part to the project. The app was opened 3,446 times only in September.
4. Datathon at Linux Day Bari 2021 – activity organized by Wikimedia during the national event dedicated to free software, whose 2021 was focused on data. The event saw the participation of approx. 130 people.
5. Editathon/mapathon in Ivrea on 23<sup>rd</sup> October – Event promoted by the Accademia dell'Hardware e del Software Libero, whose aim is to spread culture through the promotion of free and open computer technology. The event was attended by 101 people.
6. Support WMI-LimeSurvey – purchase of the basic support package for LimeSurvey.
7. Basilicata Wiki Fest – 4 days of events dedicated to free knowledge and its impact on education, on cultural heritage and on the creative and territorial promotion of Basilicata. 300 people attended the event, with 38 new registered users on Wikipedia.
8. Stabilizer for filming wikieventi – purchase of stabilizers for smartphone and video capture during live streamed events and other events of the association.
9. Shipping of the WLM Como awards (quick microgrant)

Total financing of microgrants reached €5,215, with an average of €580 per project, a substantial increase from 2020, when total financing had been of only €620.

## First grant for volunteers

### COMPLETED

In order to encourage active participation and support the ideas of our volunteers, Wikimedia Italia has a dedicated call for funding proposal that was launched in 2021. The financing aims at facilitating the realization of projects, events and initiatives submitted by the volunteers, so that they can actively, freely and creatively contribute to the purpose of Wikimedia Italia established in its Articles of Association, to its strategy and its annual program. Volunteers can apply for financing an amount from €1,000 to €10,000, totally or partially covering the expenses of the project. This call is reserved to active volunteers on Wikimedia and OpenStreetMap projects and to active volunteers on Wikimedia Italia.

The proposals that were financed in 2021 from the call were:

1. Exhibition for the museum – Exhibition dedicated to information technologies, aimed at making the visitors think about the changes that they brought to society and to our daily lives. The project saw the contribution of 15 volunteers, and the exhibition was visited by approx. 800 people.
2. Project Wikiposter – teaching the attendees how to use JavaScript and the techniques for collecting information online, with the creation of poster-generating tools from data gathered by such projects. The course lasted 24 hours and 13 students attended it.
3. Ludwig Wittgenstein Project – financing the translation of four works of the philosopher Ludwig Wittgenstein, making them available to everyone, and publishing them on a dedicated website built for the project.
4. Authority control for Koha libraries – training of three librarians working in Rome libraries to improve Wikidata coverage of the authors included in the authority files of some Roman libraries that use Koha software.
5. Wikipedia categories filter with Wikidata integration – creation of an additional filter that allows to further restrict the search results on Wikipedia, relating them with the data on Wikidata. This project saw the creation of 1,500 new elements.

A total of €18,000 were distributed, with an average of €3,600 per project, and 850 people were involved in the financed projects.

## 2.3 Increasing free content

***edit-a-thon:*** event where people collaborate to create content on one or more Wikimedia projects

***wikimedian in residence:*** a figure that can be assigned to a cultural institution to help with planning and coordinating the complex activities required to expand its presence on Wikimedia projects.

### **Increasing the quantity of free content to expand the wealth of knowledge freely available to everyone.**

Wikimedia Italia promotes sharing free knowledge to improve the cultural growth of individuals and communities. This is why we work to make sure that knowledge is accessible to everyone, promoting open tools to cultural institutions that, just like us, see knowledge as a common good to be freely shared and open to be reused. Our projects aim at improving and expanding knowledge and culture. We act to make the largest quantity of free content available, cooperating with individuals and institutions.

The Italian landscape consists of numerous cultural institutions; many of them are of very small size, and they might be excluded from digitalization processes, which are fundamental for spreading the heritage of such institutions. We help them with digitalization processes, to increase availability and accessibility to the territory and cultural heritage of our country, hoping that it could be a tool for economic development of people and territories.

Cooperating with museums, archives and libraries strengthens the mission of these institutions, which is to store, preserve and make available to as many people as possible their cultural heritage. Giving free access to their collections, we can offer better information sources for everyone. Every institution owns, produces and commissions cultural contents of various kinds; giving them the right attention means expanding their use, visibility and distribution.

Wikimedia works with cultural institutions with the aim of involving new audiences, organizing events or online marathons for the creation of entries, coordinating massive content upload to wiki platforms, or contributing to exhibitions and events that include Wikipedia content.

There are various types of activities; from edit-a-thon to training courses, that are chosen by many institutions to spread their knowledge, train and involve their staff or volunteers, and organize educational workshops focused on Wikimedia projects. Moreover, the activities suggested by Wikimedia and carried out by wikimedians in residence are strategic, because they help institutions to improve their content and promote their activities and collections.

The involvement of the people working in cultural institutions for spreading their knowledge worldwide helps researchers to find quality content when required.

## Contribution to Wikimedia movement's strategy

"Increasing free content" contributes to Wikimedia movement's strategy by following these recommendations:

- 1. Increasing the sustainability of our movement
- 8. Identifying the subjects that have an impact

## Material themes:

- **Growth of knowledge:** facilitating the cultural growth of individuals and communities, increasing availability and usability of free content
- **Valorization of cultural and territory heritage:** promoting the cultural and territory heritage with projects and activities aimed at revealing and sharing its value, with positive repercussions on direct beneficiaries but also on the context around them.

## Indicators

In order to measure the increase of free available content to expand the wealth of freely accessible knowledge, we monitor:

- Views of contents related to specific subjects on Wikimedia projects (information design on contents related to municipalities and cultural heritage; content related to Italian schools)
- Amount of content uploaded, amended and produced on Wikimedia and OpenStreetMap projects. Wikipedia entries 530; Commons files 3,200; Wikidata datasets 2
- Number of institutions involved in making data and content freely available: 151 institutions have issued consent forms for the monuments included in Wiki Loves Monuments; 31 MABs involved in the projects
- Geographic areas covered: 13 - Abruzzo, Basilicata, Calabria, Campania, Emilia-Romagna, Lazio, Liguria, Lombardy, Piedmont, Apulia, Sicily, Tuscany, Veneto

### NOTE: Wikipedia:

- Wikipedia entries (new + expanded) developed by university students: 210 (110 from the University of Padua, 36 from the University of Verona, 34 from the Polytechnic University of Milan and 30 from Wiki-TRADE)
- Wikipedia entries (new + expanded) developed by GLAM: 320 (132 small museums, 100 Archivio Ricordi, 40 BEIC, c. 28 MAB call 2021, 14 Polo del '900, 6 Hospital of Alessandria)

### Multimedia files on Wikimedia Commons:

- Images uploaded by students: approx. 300 (127 from the Polytechnic University of Milan and approx. 130 from other sources)
- Images uploaded by GLAMs: 2911 (1201 small museums, 890 BEIC, 400 Accademia Scienze, approx. 300 MAB 2021, 70 Archivio Ricordi, 39 Polo del '900, 11 Hospital of Alessandria)
- Wikidata: - dataset uploaded on Wikidata: 2 (magazines of the Polo del '900, small museums)



## **Activities performed and results achieved**

### **Wiki Loves Monuments Italia 2021**

#### COMPLETED

Wiki Loves Monuments is one of the main activities carried out by Wikimedia Italia. It is a photographic competition whose subject is Italian monuments, where the pictures are uploaded on Wikimedia Commons with a free license. To enter the competition, the owners or managers of the monuments agree to the competition terms sending a waiver to the association, allowing the pictures to be uploaded on Commons and used for any purpose, including their commercial use. Wikimedia Italia organizes the national competition, alongside several local editions organized by local coordinators. In 2021 the competition had 9 local editions (1 more than in 2020).

#### 2021 results:

- 11,960 images uploaded from 675 people. 1<sup>st</sup> international ranking per number of photographers, 4<sup>th</sup> ranking per uploads.
- 151 new authorizations (301 in 2020, 330 in 2019, 300 in 2018), 68 additions to previous authorizations and 43 confirmations, for a total of 219 authorizations that produced new photographable monuments.
- 1,475 new photographable monuments, which brings the total to 16,787.
- The first Italian region for number of photos is Basilicata, with 2,417 uploaded images. Lombardy follows with 1,719 photos and Tuscany is third with 1,597.
- Approximately 150 volunteers were involved in the organization and judgement process of the competition.
- Three seminars were hosted for the photographers, held in collaboration with FIAF (Federazione italiana associazioni fotografiche).

An exhibition was held in September, in San Francesco della Vigna, in Venice, with a partnership with Europa Nostra, visited by approximately 500 people. The awards were given in December, at the Palazzo della Città Metropolitana in Bari. The competition was organized in collaboration and/or support of ANCI, ARCI (Associazione ricreativa e culturale Italiana), Touring Club Italiano, ICOM Italia (International Council of Museums Italia) and FIAF.

## **Wikidata competition**

COMPLETED

During the 2021 International Museum Day, Wikimedia associations from Switzerland, Germany, Austria, France and Italy held the International Museum Day 2021 from 3<sup>rd</sup> until 18<sup>th</sup> May 2021, which was focused on Wikimedia projects. The main event is the Wikidata Competition, whose prizes are managed by Wikimedia Austria and financed by all organizers. The aim of the competition is to improve the data related to Austrian, French, German, Italian and Swiss museums using the Wikidata platform. This initiative encourages users to update the data, increasing the volume of free content on the platform accessible for everyone.

The competition saw 432 participants, 181 of which at their first experience. 16,795 elements were modified, and 1,178 were created.

## **Collaborations with cultural institutions to upload free, open access content**

**BEIC Fondazione Biblioteca Europea di Informazione e Cultura**

COMPLETED (FOR 2021: permanent project)

The collaboration between Wikimedia Italia and BEIC, the European library of information and culture, was born from a shared vision: guaranteeing to the entire community the access to bibliographic and documental resources, exploiting the digital technologies that allow their availability online. The collaboration began in 2014; BEIC shares its contents on Wikimedia platforms with the support of a wikimedian in residence. In 2021, the pages containing BEIC material, on Wikipedia and on other Wikimedia websites, amounted to 275 million, for a total of 1 billion and 350 million pages visited from the beginning of the project in 2014. As yet, 23,420 images have been uploaded (+935 in 2021), in addition to other multimedia resources on Wikimedia Commons, of which 5,441 (+227 in 2021) are currently used on 402 wiki (+6 in 2021). The entries produced on Wikipedia from the project, mainly authors' biographies, so far have been 961 (+87 in 2021), of which 765 in Italian, 148 in English, 16 in German, 12 in Spanish, 10 in French and 10 in Portuguese. The reference to BEIC's catalogue (links to the digitalized books) is in 2,780 entries (+460 in 2021) of Wikipedia in Italian, 840 in English, 293 in French, 220 in German, 107 in Spanish. The entries on Wikiquote so far have been 129 (+128 in 2021). Over 1,405 files of digitalized books (+150 in 2021) have been uploaded on Wikimedia

Commons and transcribed or waiting to be transcribed on Wikisource. On Wikidata, 14,601 entities use BEIC as source. The partnership is continuing in 2022 with new initiatives.

### **Polo del '900 Foundation**

#### COMPLETED

The Polo del '900 Foundation has won the 2020 call for cultural institutions, which offered the assistance of a wikimedian in residence to help sharing free license content. In 2021 there were training events for the institution's employees and for the employees of cultural institutions partners of the Polo, for a total of 22 people. The contribution towards Wikimedia projects has produced 27 new entries, 236 amendments of the entries, 137 sources added to the entries, 416 image uploads on Commons.

### **Archivio Ricordi**

#### COMPLETED

The Archivio Storico Ricordi, one of the most important private music collections in the world, has been sharing its contents on Wikimedia platforms since 2019, making available the music scores of their archive. 2021 saw more work done in terms of sharing and valorization of the content, in particular for writing and translating entries on Wikipedia (+100 entries in 2021), and the transcription of the content on Wikisource.

#### IN PROGRESS

At the end of 2021, a new agreement was signed for the transcription of musical scores on Wikisource, an activity that will be continued in 2022.

### **Istituto italiano dei ciechi and Archivio Meraviglioso**

#### IN PROGRESS

The Istituto italiano dei ciechi in Milan is a historic institution that has gathered in its archive a wealth of documents, practices and descriptions of the people suffering from visual impairment who were involved in the activities of the institute. Aiming to avoid the loss of the documentary heritage stored in this archive, we have collaborated with the institute to develop a project for a partial digitalization of the documents stored, making it available for everyone. Since 2020, Wikimedia Italia works as a partner on this project with the Istituto italiano dei ciechi, financed by the

Fondazione Cariplo, project that will be completed in 2022. Part of the archive of the Institute is shared on Wikimedia projects, in particular the “Il buon cuore” magazine, published between 1906 and 1915, which is fully available on Wikisource. The project started at the end of 2021 and will be completed in 2022. The project budget for Wikimedia Italia is €30,000: Fondazione Cariplo has given €20,000, while Wikimedia Italia co-financed the remaining € 10,000.

### **Wiki lab with the Centro delle Donne di Bologna**

#### IN PROGRESS

The Centro delle Donne di Bologna (CDD) is the default destination for documentation, research and initiatives of the women of the town of Bologna. The CDD was born from a project of the feminist association Orlando, which manages it from 1982 on behalf of the Municipality of Bologna. The CDD includes the Biblioteca Italiana delle Donne and the Archivio di storia delle donne. In November 2021, Wikipedia in Italian had 364,493 biographies of men and 69,706 of women, which therefore are just 16% of the total. According to a study conducted in 2018, female wikipedian contributors are only between 9% and 22% of the total. Studies conducted in the past ten years have shown that gender gap is embedded in the system: women are always under-represented, and Wikipedia is no different. Wikimedia Foundation is aware of the gender gap and is actively involved in its tangible reduction. This is why, in collaboration with the CDD, we have created the WikiW laboratory, which aims to recruit and train new female volunteers who can contribute to create and improve women-related content, supplying a practical and effective support towards gender gap reduction.

WikiW lab was officially born in November 2021, after the first meeting of the Visionarie, CDD's tech group, when Wikimedia Italia allowed its patronage of the WikiW laboratory. The first workshop, with an introduction to Wikipedia, was held on 7<sup>th</sup> December 2021. The project continues in 2022.

### **ArcheoFOSS**

#### COMPLETED

ArcheoFOSS is a community that aims to raise awareness in the academic, professional and institutional worlds, in particular the Ministry of Cultural Heritage, hosting yearly congresses to discuss the use of open technologies. The cooperation has produced several activities focused on

sharing free content in the cultural heritage sector. Wikimedia Italia supported the publication, with open licenses, of the minutes of the ArcheoFOSS conferences in 2020 and 2021. Since 2020, the ArcheoFOSS conference has introduced a process of internationalization of the debate, adopting the English language as a favorite and equal language alongside Italian. Such choice was welcomed by the international audience and by the scientific entities involved, in particular in Germany and England. The efforts towards internationalization will bring a wider circulation of better-quality open access publications of the scientific results that were achieved.

In 2021, Wikimedia Italia and Archeofoss have cooperated to create 6 initiatives, for a total expenditure of €15,000.

### **Creative Commons Certificate and Museo Egizio project**

IN PROGRESS

In 2021, Wikimedia Italia volunteers and some of its staff attended the first edition of the Creative Commons Certificate for GLAM course, professional training for institutions or groups that work to share their cultural heritage. As its final project of the course, Wikimedia Italia has introduced a working plan on digitalized content belonging to the Museo Egizio in Turin, part of a set of initiatives with the Museum that will be further developed in 2022.

### **Support to cultural institutions' content availability**

#### **Call for funding museums, archives and libraries**

IN PROGRESS

Wikimedia Italia is supporting free culture projects in cultural institutions, organizing a dedicated call for funding that had its second edition in 2021. This initiative, jointly run with ICOM Italia, addresses the needs of Italian cultural institutions to valorize the online presence of their cultural content, enhancing what is already available, its visibility and impact, with the support of the local volunteers of the Wikimedia and OpenStreetMap communities. The call aims to ease the work carried out by scholars and researchers, who will have easy access to more content, and to involve users in the activities of the institutions. 10 projects have been submitted, and 8 were funded; the total sum was €31,100, with an average of €3,900 per project. Said projects will be completed in 2022. The funds were given to: the Biblioteca provinciale dei Carmelitani scalzi in Milan, the Musei Civici

in Reggio Emilia, the Biblioteca del Dipartimento di Diritto romano e Storia della scienza romanistica del dipartimento di Giurisprudenza of the University of Naples Federico II, the Archivio Storico CGIL Basilicata, the "Gabriele D'Annunzio" University in Chieti-Pescara, the Biblioteca Universitaria in Genoa, the Società dei Naturalisti di Napoli and the Museo della Cultura Arbëreshe di San Paolo Albanese, in Basilicata.

### **Support of small museums**

#### IN PROGRESS

Always aiming to help the small institutions that give value to the cultural heritage of our country, we established a Piccoli Musei Call, where our volunteers collaborate with the personnel of the participating museums to create more free content and set a digitalization model that is easily accessible for them. The volunteers trained the personnel with general information regarding Wikimedia and OpenStreetMap projects, then focusing on how to insert content on Wikipedia, on the production of multimedia resources, and on the requirements to join the competition Wiki Loves Monuments. In 2021, we carried out the 19 projects that the Piccoli Musei Call financed in 2020; at the end of 2021, 15 projects are completed and 4 are nearing completion. We added 40 new Wikipedia entries, one of which in English, and expanded 64 existing entries. 705 images and 257 videos were uploaded on Wikimedia Commons, for a grand total of 962 multimedia files. Many of the images were used to complement the Wikipedia entries that were being written, both on museums and municipalities. We created 7 new articles on Wikivoyage, 3 Wikibooks, a book on Wikisource; one entire dataset belonging to MAVNA museum has been imported on Wikidata. Two museums have also collaborated on OpenStreetMap.

### **Improvement of the content for a specific area**

#### **Improve Asti**

#### COMPLETED

The regional group OSM Piemonte in 2021 has carried out a project to improve the data of the Asti Province on OpenStreetMap. The project is part of a series of activities to improve the efficacy of emergency services in the area. With the help of several OpenStreetMap volunteers who were contacted for the project, roads and place names have been added to map the area.

## **Wiki Trento**

### IN PROGRESS

The project WikiTrento-Walk in Trento is organized by the Cooperativa Mercurio, with the support of the Municipality of Trento and Wikimedia Italia. Other partners involved in the initiative are Italia Nostra Trento, Museo Diocesano Tridentino and the Ecomuseo Argentario. The project comprises wikigite and edit-a-thon in the territory of the Municipality of Trento, each time focusing on the entries belonging to the field of the partner. With the information gathered in these entries, a set of podcasts is produced and posted on several platforms, Wikimedia Commons included. The first event, which took place in October 2021, saw the attendance of 19 people; 10 entries have been created or improved, and 81 new images have been loaded on Commons.

The project started in 2021 and will be completed in 2022.

## **Improvement of themed content**

### **Wikidonne**

### IN PROGRESS

In our effort to reduce the gender gap, Wikimedia Italia supports the activities of WikiDonne, the group that aims to give more visibility to women on Wikimedia projects with events, campaigns and activities. Also thanks to Wikimedia Italia's support, on 2021 the group has organized several campaigns on Wikimedia and OpenStreetMap projects:

- Wiki Loves Folklore, a campaign of content entries regarding culture and popular traditions on wiki projects
- Art + Feminism, a global edit-a-thon that takes place every year between March and April, in several world countries, to add content on Wikipedia about women in the arts
- WikiGap: celebrating Women's International Day, we organize a writing session to create and improve Wikipedia articles regarding women's biographies and subjects, in as many languages as possible.
- VisibleWikiWomen, a campaign to collect and share quality images, either in the public domain or with free licenses through Wikimedia Commons, so that they can be used to illustrate women's biographies on Wikipedia.

- Wiki Loves Pride, a global campaign to expand and improve all the content related to LGBT+ communities and issues, in all Wikimedia projects, in any language.
- CEE Women, a competition part of CEE Spring, aimed at creating biographies of notable women in central and Eastern Europe, available on CEE and non-CEE languages.
- Le donne in Dante (Women in Dante's works), an edit-a-thon organized during Dantedì, on 25<sup>th</sup> March, for the national celebrations of Dante Alighieri Day, to make women's voices emerge
- WikiDonne meets cOSMopolIT, a meeting between WikiDonne and COSMopolIT on OpenStreetMaps' open and collaborative platform, to map Tanzania's rural areas and support local campaigns aimed to stop the practice of female genital mutilation.
- Women in Comics, an online edit-a-thon during the event Women in Comics. 25 great American female comic writers in a first-time ever exhibition in Europe!
- Wiki Loves Sport, an online edit-a-thon that has celebrated its third edition during the Olympic and Paralympic Tokyo games and during the European female volleyball championship.

## **Enhancing access for everyone**

### **Ali Wiki Project - Access to Wiki Books**

#### COMPLETED

People with visual impairment must access digital resources using dedicated devices, with applications that allow them to be used with vocal ID, display view adjustments or Braille comparison. Some of the texts on Wikisource have been examined to assess their accessibility using such devices. The accessibility rating of text and of text search procedures shows that, overall, the text is sufficiently accessible with a display reader, and that people with visual impairment and a medium-high knowledge of the supports can look for, open and download the required text from Wikisource. A few minor issues were detected while surfing the text, due to internal references, numbers (verses, pages etc.), lack of alternative text on some HTML versions, and the presence of links on single letters or words that hinder a seamless experience within the content.

## **2.4 Raising awareness of the value of free knowledge**

We want to increase the general awareness of the value of free knowledge and support the change.



This is why our efforts go towards spreading knowledge and raising awareness of social and philosophical issues related to free culture and public domain.

We promote a mindset shift, where people understand that the best way to produce and spread knowledge is making sure that the majority of people can have free access and contribute to its creation. The use of free licenses, that allow us to safeguard the authors' rights while encouraging people to share their work, is one of the methods used to reach our goal.

We also take the obligation to inform people about the legal and institutional framework that regulates free content, suggesting a normative and cultural change. In the past few years, we have noticed pressure, also at the legislative level, to adopt policies that allow sharing and free use of digital reproductions of our cultural heritage, requests that come from the domestic and foreign markets. The Faro Convention, focused on the value of cultural heritage and ratified by the Italian government on 23<sup>rd</sup> September 2020, acknowledged that the knowledge and use of cultural heritage are part of human rights, such as is the right for everyone to freely attend the community's cultural life and to enjoy the arts.

Moreover, online accessibility to the cultural heritage, and its preservation through digitalization, are among the parliament requests for a unitary resolution, unanimously approved by the VII Culture Commission of the Chamber of Deputies in June 2021. With this resolution focused on digital reproduction of the cultural assets, governments must guarantee the right of free thought, allowing the appropriate valorization of the cultural heritage, including the adoption of new technologies, in a step towards freedom of cultural heritage and image sharing. It also underlines the need to adopt initiatives of any kind, including regulation amendments, that can help using and sharing freely, for any purpose, images of public cultural assets that are freely visible to the general public.

Wikimedia Italia sees cultural heritage as a priceless resource for knowledge, education and entertainment. Its reuse must be allowed to be enjoyed by creative industries and by the general public. It is fundamental not only to encourage the access to digital cultural heritage, but also to allow for its use and reuse, in order to promote innovative ways to help the creation and access to culture.

Our goal is that more and more people get to know Wikimedia Italia and its activities, understanding their value.

In order to clearly define the communication and advocacy initiatives to adopt, Wikimedia Italia carries out a detailed assessment of the context in which it operates; this involved several studies carried out during 2021.

### **Contribution to Wikimedia movement's strategy**

"Growing the awareness of the value of free knowledge" contributes to Wikimedia movement's strategy according to the following recommendations:

- 5. Coordination among the stakeholders
- 9. Innovation of free knowledge

## Material themes

- **Communication of identity and projects:** external communication of identity, values and mission of Wikimedia Italia, its initiatives and active projects, in order to have an impact on the public opinion and to improve the association's reputation, within and outside the movement for free knowledge.
- **Cultural shift:** raising awareness of the value of free knowledge, promoting it on several levels – individual, social, institutional – paying attention not only to the availability of the content, but also to the collective creation of knowledge.
- **Legislative changes:** promoting institutional and legislative changes, according to the values and goals of the association, through activities at a national and international level.
- **Training and information:** guaranteeing the opportunity to learn and gather information to everyone using the digital tools and contents made available by the association, helping to mitigate conditions of poor education and discrimination settings due, for example, to gender, social class or disability.

## Indicators

In order to measure the awareness of the value of free knowledge, and the support towards change, we monitor:

- Press releases: see the section Communications with our stakeholders, press office
- Number of events (congresses, meetings, presentations, training, workshops and themed events): **60 events**
- Geographic distribution of the events: **Apulia, Veneto, Campania, Trentino-South Tyrol, Piedmont, Abruzzo, Lombardy, Liguria, Basilicata (most of the events were conducted online)**
- People involved in the events: **approx. 520**
- Communication channels and people reached: see the section Communications with our stakeholders, our website and our social network accounts.

## **Activities performed and results achieved**

### **Research, study and monitoring**

#### **Research for open data on the Italian cultural heritage**

COMPLETED

During the project called “Il patrimonio culturale italiano su Wikipedia, i progetti Wikimedia e OpenStreetMap” (Italian cultural heritage on Wikipedia, Wikimedia and OpenStreetMap projects), Wikimedia Italia has conducted research regarding the datasets of cultural heritage with open licenses made available to the public. The research included the analysis of the datasets regarding culture, tourism and territory available in the regional open data portals, and on those made nationally available by the MiC, the Ministry of Culture. During the research, we privileged datasets published with a CC0 license, which ease data integration on Wikidata. Subsequently, we assessed the sources shared with Creative Commons licenses less open than CC0 (therefore, not eligible for uploading the descriptive metadata of the cultural heritage to Wikidata), aiming to insert them as a simple link on Wikidata. Among the main datasets, we included those that have immediate open data resources; regarding the value of the information, we privileged the sources that included a significant number of items classified as monuments and architectural assets. The analysis detected the most suitable sources to be included in data integration, looking at the number and quality of the items and at the availability of compatible licenses.

See data visualizations:

[https://wiki.wikimedia.it/wiki/Visualizzazioni\\_del\\_patrimonio\\_culturale\\_dei\\_comuni\\_italiani\\_sui\\_progetti\\_Wikimedia](https://wiki.wikimedia.it/wiki/Visualizzazioni_del_patrimonio_culturale_dei_comuni_italiani_sui_progetti_Wikimedia)

#### **View search of the cultural heritage of Italian municipalities on Wikimedia projects**

COMPLETED

Still with our focus on Italian cultural heritage on Wikipedia, Wikimedia and OpenStreetMap projects, we analyzed the entries of the Italian municipalities on Wikipedia. The aim was to assess the size of the sections regarding cultural heritage. The views in 2020/2021 show the Italian landscape with data updated to November 2020. The entries of the municipalities were assessed according to page size and the presence of images related to total population, to the size of the segments regarding

cultural assets, to notes and bibliography and to warnings such as issue reports; we also assessed the evolution of the entries' size to establish the relevance of the amendments applied over time. While assessing such data, we also took into consideration the general distribution of Italian municipalities. The regions with the best results (bigger page and section sizes) also have the lowest number of municipalities overall and the lowest number of municipalities under 3,000 residents. Our research allowed us to identify the regions whose municipality entries need to be expanded, and to reorganize the list based on the average size of the page in the cultural heritage section and to the average number of warnings per page. A similar pilot experiment was carried out for the municipality entries in English.

### **Report on benefits and impact of Wiki Loves Monuments**

#### IN PROGRESS

This report is a study on the impact of the competition Wiki Loves Monuments. The first version of the study, conducted in 2021, assesses Italian data from 2012 until 2020. The study shall be revised in 2022, when the study on the ten-year competition will be published. This report is commissioned by Wikimedia Italia to integrate the debate about transposing the European directive on copyright in Italy, to explain what are the advantages in the production and spreading of cultural heritage images, even for commercial purpose, and to look at the current challenges. More than 8,000 people contributed with 6,200 pictures of monuments and over 115,000 images shared on Commons. The report is drafted mainly for institutions and insiders.

### **Position paper on FREE KNOWLEDGE AND OPEN ACCESS TO DIGITAL REPRODUCTIONS OF CULTURAL HERITAGE**

#### COMPLETED

In 2021, the association has drafted a position paper where it explains its position regarding the use of open licenses by the institutions for the safeguard of cultural heritage.

#### Wikimedia Italia's position

The institutions for the safeguard of the cultural heritage play a key role to preserve, promote and spread the knowledge of such cultural heritage. They represent the memory of humanity; the digitalization of such memory, coupled with legal tools to guarantee wide access, use and reuse from the public, must be a priority. Sharing cultural heritage with free reuse of

images is an amazing innovation tool, because it supports cultural publications (and consequently scientific research) and the creative industry, giving new tools even to the fashion and design sectors. Free reuse is, finally, the tool to concretely prove that we are acting on two main principles: “heritage is for everyone” and “culture can be a driver for economic growth”. Wikimedia is therefore convinced that:

1. No restriction must be applied to reproduction and sharing of the digital image of a cultural asset in the public domain (applying the principle “open by default”);
2. No restriction must be applied to the reuse, even for commercial purposes, of the digital image of a cultural asset in the public domain (applying the principle “open by default”);
3. The legal instrument CC0 must be applied to identify cultural assets in the public domain, complying at the same time with GLAM requirements to clearly show, on the digital reproduction, the origin of the asset and the sources, so that any potential user knows which institution is in charge of its conservation;
4. The legal instrument CC0 must be applied for releasing data, FAIR data and all the public documentation produced by public institutions that is not covered by copyright;
5. Open access compatible CC licenses must be applied (CC BY, CC BY SA) to release the digital image of the cultural asset and of all the public documentation produced by public institutions and covered by copyright.

## **Communications with our stakeholders**

**Central notice:** A MediaWiki extension that allows large scale notifications on all Wikimedia wikis, using banners placed on the upper portion of the browser window, in order to reach a large number of contributors and users of Wikimedia projects, with targets that can be tailored depending on the occasion.

In 2021, Wikimedia Italia set the goal to describe the different communities of Wikimedia and OpenStreetMap projects, their dynamic and cooperative mindset, and their openness towards everybody’s contribution to create free knowledge. Wikimedia wants to place people at the core of its communications, using all the channels at its disposal. Wikimedia Italia worked to create meeting and networking opportunities among community members and between them and the general public, introducing works conducted by groups or individuals, to give them value and to use them as examples for those who are just approaching our projects. Wiki Loves

Monuments has proven to be an ideal communication platform for us to relate to different audiences: institutions, photographers, volunteers and users.

## **Website**

The website is where the contents of Wikimedia Italia are created. It is a destination point for newsletters and social campaigns, and it stores the articles that describe the activities carried out during the year. Wikimedia Italia's website is medium sized per number of visitors, with approx. 250 unique visitors each day. In 2021 we saw a substantial increase of visits in the third quarter, during the month of September, related to Wiki Loves Monuments and to the support of the communication efforts from the Wikipedia communities through Central notice.

1<sup>st</sup> quarter 2<sup>nd</sup> quarter 3<sup>rd</sup> quarter 4<sup>th</sup> quarter

- Unique visitors N/A – 25,156 – 315,069 - 21,112
- Daily visitors N/A – 280 – 3,500 – 235
- Visits N/A – 27,118 – 327,879 – 23,041
- Daily visits N/A – 301 – 3,643 - 256

## **Social network**

Social media are the best channels to spread the stories related to the association and to reach new audiences to increase involvement in the project. Twitter is historically the most followed Wikimedia Italia channel; it is used as a space for official communications, interacting with institutions, project partners, media representatives, volunteers and activists who are committed to free knowledge. Facebook is used more as a general interest tool: beyond describing our activities to less experienced audiences, it is one of the main platforms where in 2021 we tried to reach new audiences, to involve them in our events (Wiki Loves Monuments and specific events) and to raise funds (5×1,000 and the Christmas campaign). Instagram is the channel that has grown the most for Wikimedia Italia in 2021. Since it is a social app based on images, we used it in 2021 to report on Wiki Loves Monuments, trying involve more photographers and grab the attention of younger sectors of the population. Based on our experience and on general trends, in 2022 we want to focus on expanding the fan base of this channel, cooperating with new content creators.

## Facebook

- Registered to the page 10,483 10,736 10,853 10,946
- Growth percentage 2.0% 2.4% 1.1% 0.9%
- People who interacted with the page (coverage) 206,703 370,694 520,571 626,512

## Instagram

- Followers 835 864 997 1,069
- Growth percentage N/A 3.5% 15.4% 7.2%
- People who interacted with the page (coverage) 2,525 7,433 144,363 2,202

## Twitter

- Followers 15,130 15,005 15,010 14,999
- Growth percentage 0.0% -0.8% 0.0% -0.1%
- Tweet views 77,600 80,800 64,200 35,973

## Press office

Thanks to the cooperation with the Community Group, in line with our communication strategy, during 2021 we created several occasions to interact with the national media, to whom we described our most important initiatives such as Wiki Loves Monuments, and to consolidate Wikipedia and its sister projects as reliable sources and spaces dedicated to strengthening all types of culture, popular culture included. This is why we worked on statistics based on Wikipedia data during the European football cup and in the Christmas period, to intercept the interest of a generic audience and involve them in collaborative projects. In the second half of 2021, over 850 articles mentioning Wikimedia Italia were published, 450 of which related to Wiki Loves Monuments. Many articles are the work of our volunteers, who took the effort to promote our projects to a local audience.

## Events

### **DIRETTIVA 2019/790 SUL DIRITTO D'AUTORE Conference**

#### COMPLETED

The conference entitled "Direttiva 2019/790 sul diritto d'autore - quali prospettive per musei, archivi e biblioteche nel mercato unico digitale?" (Directive 2019/790 on copyright: what is the outlook for museums,

archives and libraries in the single digital market?), jointly organized by Wikimedia Italia, BNCF (Biblioteca Nazionale Centrale di Firenze) and Creative Commons, was an opportunity to discuss, starting from the European Union directive on copyright, the opportunities that the cultural sector, public institutions, companies and citizens can grasp when our heritage is freely available. The conference, that took place on 16<sup>th</sup> April 2021, saw an attendance of approx. 230 people following 22 speakers from Italian public institutions, Italian and foreign cultural institutions (such as the Biblioteca Nacional de España, the Smithsonian Institution and the Nationalmuseum of Stockholm) and the Italian cultural business sector. Wikimedia Italia has always been asking for making freely available and reusable the digital reproductions of the Italian heritage, including for commercial purposes, allowing their usability with a book or an app, for example. Better accessibility and reuse of digital content, especially during this historic period, is a chance to relaunch Italian culture and heritage, and an opportunity for an industry that greatly suffered during the pandemic. Moreover, a limitation to the availability of the content does not prevent improper uses, and it hinders active involvement from the online communities that can play a key role in the documentation of over 4,000 cultural institutions and 8,000 municipalities that together form a huge, widespread Italian cultural heritage that would surely benefit from increased online visibility. “The valorization of our heritage on Wikipedia means giving visibility to the cultural riches of our country in collaboration with active citizens. In order to achieve this goal, we need total access and reuses, even for commercial purposes, of digital reproductions of the cultural heritage”. Iolanda Pensa, president of Wikimedia Italia.

## **Stelline Conference**

### COMPLETED

Wikimedia Italia attended the Stelline Conference in 2021 that focused on the topic of Libraries and knowledge platforms, with interventions regarding libraries and schools. The main goal of the event was to valorize social involvement and to preserve democracy in libraries. The association has contributed to the panel of the main session of the conference entitled “Trasformazione digitale: scenari e tendenze” (Digital transformation: landscape and trends), with interventions by our members Luca Martinelli and of Barbara Fischer, librarian of the Deutsche Nationalbibliothek, on a presentation called “WikiLibrary Manifesto: una infrastruttura per i dati bibliografici” (WikiLibrary Manifesto: an infrastructure for bibliographic data). The WikiLibrary Manifesto recommends the creation of an international network for open art, culture and science, based on linked



open data; all interested institutions can contribute to a data ecosystem based on FAIR principles: Findable, Accessible, Interoperable, Reusable. In the conference dedicated to the schools, our member Luigi Catalani held the workshop “Education to free knowledge in school libraries”, with considerations and suggestions for teachers and educators. Overall, the conference saw the attendance of over 3,000 participants, 700 in person and 2,300 registered on the online platform, who attended 118 events that saw the presence of 120 speakers.

### **Festival della Scienza 2021**

COMPLETED

The Festival della Scienza (Science Festival) is one of the most important international events for the diffusion of scientific knowledge, held in Genoa every year since 2003 between the end of October and the beginning of November; the 19<sup>th</sup> edition of the Festival was dedicated to “Maps”, and hosted over 350 scientists and famous personalities. Wikimedia Italia volunteers attended with several contributions, one of which focused on the importance of OpenStreetMaps for humanitarian interventions worldwide, and another regarding the practical use of OpenStreetMap data with free software by the associations that operate for safeguarding the territory, such as the Club Alpino Italiano. During the Festival we also discussed the potential role that OpenStreetMap can play in the European political context as a tool of data sharing. Our presence at the Festival allowed us to reach a massive audience: the 2021 edition of the Festival involved over 120,000 people among families, students and enthusiasts who attended online and in presence.

### **Festival Informatici senza Frontiere 2021**

COMPLETED

The Festival “Informatici Senza Frontiere” (IT without borders Festival) is an international gathering focused on analysis and debates over the most important topics regarding digital economy, culture, and society. Wikimedia Italia, for the 2021 edition, has organized an online workshop held by our member Camelia Boban, which focused on gender gap in the digital world, a gender prejudice coded in the technology sector and in the education for digital skills. The workshop looked at the use of Wikidata, the free, collaborative, multilingual database that gathers and organizes around 93 million data, so that they can be read, translated, edited and reused by anyone in any of the 285 official languages used by Wikimedia projects.

The workshop focused on the searches for structural data through the creation or modifications of queries that allow the extraction of the information required. All the materials are released with a CC BY-SA license and uploaded on Wikimedia Commons to allow global access and reuse. The goal was to encourage more young women to consider the opportunities offered by new technologies, to increase female empowerment and to give a signal towards social inclusivity and against gender stereotypes.

## **Educational activities and activities with teachers and schools**

### **MASSIVE OPEN ONLINE COURSE IN COLLABORATION WITH THE UNIVERSITY OF PADUA**

IN PROGRESS

MOOCs (Massive Open Online Courses) are large-scale online open courses for remote education involving large numbers of users. In 2021, the association planned and organized a free course for the diffusion of Wikipedia and of Wikimedia projects in education and University research, in collaboration with the University of Padua. The courses for teachers and students will be held in 2022. The first feedback indicates great interest from the university population.

### **ACTIVITIES WITH MIUR AND WIKIDOCENTE**

IN PROGRESS

In 2021, Wikimedia Italia has signed the renewal of the memorandum of understanding with the Ministry of Education, University and Research and has applied for the accreditation as an educational institution, while offering free attendance to its 3 online courses, endorsed by the MIUR, to all Italian school teachers. The courses show how to embed Wikimedia and OpenStreetMap projects in the lessons, promoting the value of shared knowledge; how to create Open Educational Resources and develop fundamental digital competences that are required by the Digital citizenship core of the new course in Civic Education. The courses focus on the following topics and tools:

- At school with Wikipedia: information literacy and cooperative writing;
- Education to digital cultural heritage with Wikimedia projects;
- OpenStreetMap: the cooperative geographic database to discover the territory.

In 2021 we held 2 editions of the three online courses for teachers; the first one was held in April and the enrolment was done by participating to the Wikidocente 2021 Call, while the second one was held in October and enrolments were done through the MIUR platform. 133 people joined the courses.

What is the feedback from the teachers who attended the course?

“I did not know that Wikipedia entries were so deeply fact-checked” is one of the first comments from the teachers attending the courses. Many have discovered “the wealth of the wiki galaxy”; many were “limited to Wikipedia...”, and “we found all kinds of wikis!” that can be used in schools to work of different subjects and develop cross-competences, such as “the ability to work in cooperative learning”. There was great enthusiasm for “being able to use the creation of a Wikipedia entry to develop abilities and skills of the students”, and “the huge opportunity to expand the curriculum of active citizenship”. The OpenStreetMap course was also very well received. Teaching cooperative mapping, that can be performed either on the territory or in the classroom, or even at home, was eye-opening, making teachers realize “how we can help someone who is very far (with humanitarian mapping) or very near (by mapping house numbers, or even buildings in my area).” Many teachers have indicated that one of the values brought by teaching with Wikipedia and OpenStreetMap projects is “being able to cooperate for common knowledge”, which puts the students in the spotlight, giving them motivation, self-esteem and sense of responsibility towards the community at large. “It was a pleasure receiving corrections from expert users, you feel that they are supporting you while you learn. It is great to be part of a project that is shared by the whole community, feeling extremely free but at the same time taking one’s own personal responsibilities”.

The teachers have filled an evaluation test for the courses, and these are the results:

- 98% of the teachers has found that the courses have the correct balance of theory and practice
- 95% stated that the competence of the educators, experts and tutors is of high level %
- 80% said that the communication skills of educators, experts and tutors was effective
- 91% said that the experiences and examples shown in the educational activities are transferrable in different contexts (7% of the respondents said that they are only partially transferrable)

- 85% declared that what they learned (contents, methods, strategies) has had or will have an influence in their daily teaching activities
- 96% stated that the course has satisfied their expectations and reached its targets (4% said that it did so only partially)

## **WIKI-IMPARARE CALL**

### IN PROGRESS

We wanted to meet the needs of digital and methodologic innovation of the schools, spreading the culture of free and accessible knowledge; therefore, we have published a call for the schools wishing to receive funding for the purchase of technology equipment, and to receive training on how to use and contribute to the Wikimedia and OpenStreetMap platforms. Overall, we financed 8 school institutions (7 secondary schools and 1 primary school) located in 5 Italian regions (Trentino, Marche, Piedmont, Apulia, Basilicata), funding them with €2,000 each. The presence of the association alongside students and teachers has helped spreading the use of Open Educational Resources (OER), in particular of Wikimedia and OpenStreetMap projects, educational tools that can promote the sharing of knowledge and develop fundamental competences in digital citizenship.

### **Summer school**

### COMPLETED

Wikimedia Italia in 2021 has held the third edition of its summer school, dedicated to the operators of cultural institutions. Each lesson was attended by 4 operators that performed laboratory activities on Wikipedia, Wikidata and Wikimedia Commons, and were trained on subjects such as user licenses and free knowledge. Summer schools aim to create figures that can make available all their cultural knowledge by learning how to use Wikimedia platforms.

## **WIKI TRADE: TRASFORMAZIONE DEI MODELLI DI CONSUMO (THE TRANSFORMATION OF CONSUMPTION MODELS)**

### COMPLETED

The project, promoted with the Fondazione Politecnico di Milano, Altromercato and EStà – Economia e Sostenibilità, was organized to help sharing more knowledge and awareness regarding the evolution of sustainable consumption and promoting the collective creation of open data and resources. We organized a series of meetings in 4 Italian

universities where the topics of the projects were discussed, with an added workshop to learn how to contribute to Wikipedia. The meetings have involved over 200 students aged 18-30, who were able to contribute to the Italian version of Wikipedia with the support of a tutor of the association. The students have worked on 35 new and existing entries; thanks to their contribution, 14 new entries were published on the subject, with topics such as Sustainable agriculture, Consumer goods, Mimetic characteristics of capitalism and Global Organic Textile Standard. The project, that was shown at Milano Digital Week 2021 and at the Salone della CSR e dell'innovazione sociale 2021, had great relevance not only for the social importance of the subject in a time of more responsible and sustainable approaches to consumption, but also for its ability to promote a knowledge model based on its shared creation.

### **DA NOVI AI POLI E RITORNO PROJECT**

IN PROGRESS

The project ("From Novi to the Poles and back project"), organized in partnership with the Rotary Club and the University of Genoa, designed for students at the upper secondary schools, wanted to involve the participants in environmental topics, suggesting various laboratory activities that would enable them to contribute to Wikimedia projects. 50 students attended the course, for a total of 16 training hours that allowed them to expand the platforms of free knowledge with content related to oceanography, climate change, explorers and polluting agents in polar environments.

### **New audiences**

#### **WIKI TEATRO LIBERO**

IN PROGRESS

In 2020, Wikimedia Italia opened a call for funding for theatre companies, for them to produce shows for schools, and for young people in general, focused on "I protagonisti della cultura libera" (The protagonists of free culture). The goal of the association was to spread and promote open culture with the representation of the lives of some of the most important characters who made important choices of freedom and sharing of their knowledge. 15 companies from all over Italy were funded to produce shows of different kind, from civil and narrative plays to workshops with high school students; all the texts are published on Commons. In 2021 the

shows resumed after the interruption caused by the pandemic, and they are scheduled to continue in 2022. Among the companies being funded, 5 debuted in 2021 (Gommalacca, Tecnologia Filosofica, Narramondo, Francesca Botti and Effimero Meraviglioso), for a total of 11 encore performances supported by Wikimedia Italia.

## **Strategic collaborations**

### **Collaboration with ICOM Italia**

IN PROGRESS

ICOM Italia, national chapter of the International Council of Museums, and Wikimedia Italia have been cooperating since 2015 to increase the spread of cultural heritage stored in our museums. ICOM is the main non-governmental international organization representing museums and its professionals. Both associations share the same values, therefore they were able to ensure better distribution of the initiatives jointly organized by ICOM and WMI, for further spreading of the culture of free knowledge. Among the activities carried out in 2021, the joint organization of the call for museums, archives and libraries, and ICOM's sponsorship of the competition Wiki Loves Monuments. Wikimedia Italia collaborates to the creation of the "100 FAQ Diritto d'autore, copyright e licenze aperte per la cultura nel web" (100 FAQ about Copyright and open licenses for web culture), destined to museums wishing to expand their reach. Moreover, at the end of 2021 Wikimedia Italia and ICOM have started to engage on various activities to encourage cultural institutions to use open licenses for their content. Such activities include an award for institutions adopting open licenses, training initiatives for museum operators, the distribution of the FAQs and a study dedicated to the economic impact that open licenses have on cultural institutions. The activities will end in 2022.

### **cOSMopolIT**

IN PROGRESS

A group of female volunteers operating in Italy who focus on inclusion, representation, and diversity in the OpenStreetMap community. The group organizes virtual meetings and collaborations with other Diversity and Inclusion groups active in the world of FLOSS (Free/Liber Open Source Software), to create a network where it is possible to share knowledge and experiences. The goal is to understand what needs to be done to have more inclusive communities, and how to cooperate with all the groups

interested in the topic to guarantee safer and more comfortable spaces for everybody's voice to be heard and valued. In 2021 the group made several presentations in different initiatives such as Wikimania 2021, the annual gathering of the wikimedians community.

## **COLLABORATIONS WITH PIEDMONT ACTION GROUPS**

### **IN PROGRESS**

In 2021 Wikimedia Italia has signed two agreements with Local action groups operating in the Canavese valley and in the Lanzo Ceronda and Casternone valleys, to facilitate the action of volunteer mappers to import geographic data from the database of the Local action groups, and to improve the area's mapping.

### 3. CREATED VALUE, A DISTRIBUTED BENEFIT

#### Source of financial resources

Wikimedia Italia's activities are financed mainly by the large number of contributors who allocate their 5×1,000 individual income tax percentage to the association.

The amount on our 2021 statement is related to the fiscal choices made by the taxpayers in 2020; compared to the previous year, there is a decrease of the amount and of the number of contributors allocating their funds to WMI.

Such a decrease is a warning call that requires us to be more focused on the activities that we perform when we promote the 5×1,000 campaign, and to pay more attention to other forms of fundraising.

<b>5×1,000 in the last three financial statements<sup>1</sup></b>			
<b>Year</b>	<b>Statement</b>	<b>Contributors</b>	<b>Total amount</b>
2017	Statement 2019	11,717	€491,815.96
2018	Statement 2020	13,619	€549,887.53
2019	Statement 2020	16,808	€699,760.50
2020	Statement 2021	14,356	€630,860.71

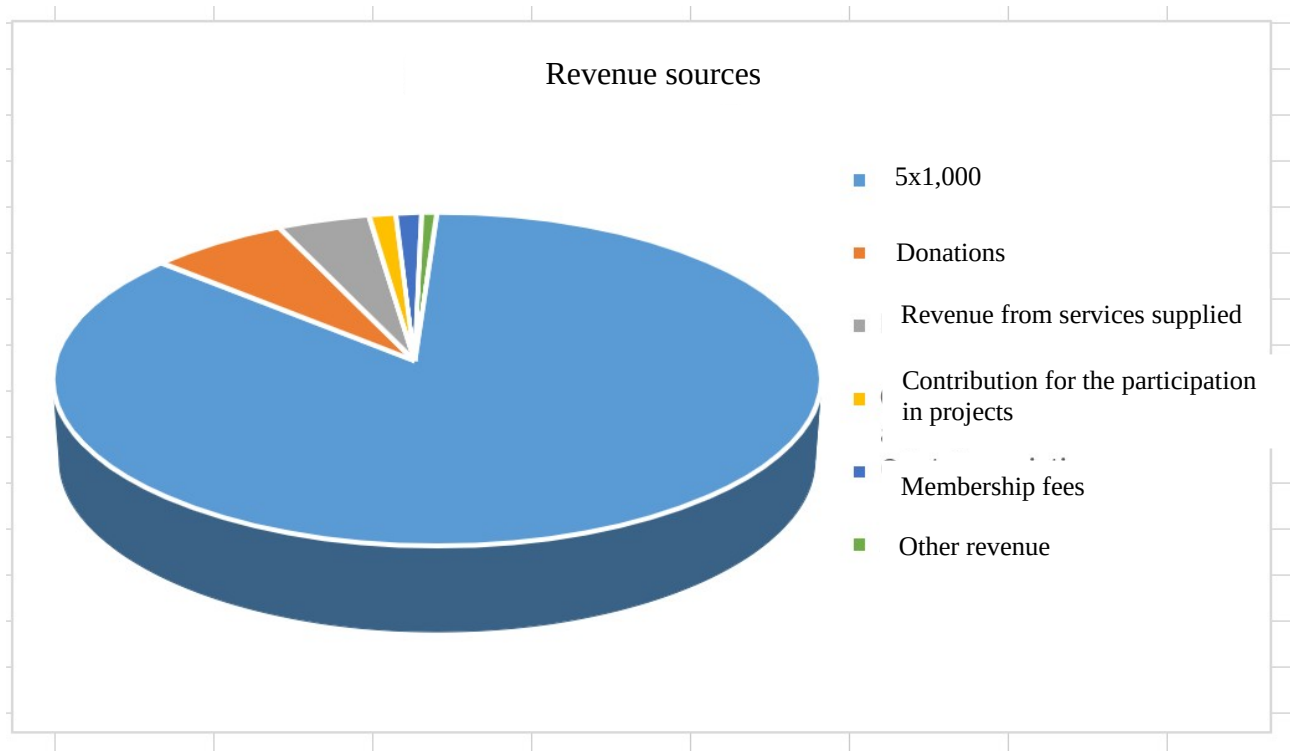
The second most important support source for our financial resources is made by the donations, which have reported a slight increase from the previous years:

<b>Statement</b>	<b>Amount</b>
2018	€39,040.64
2019	€27,629.89
2020	€39,676.65

5×1,000	€630,860.71
Donations	€47,958.08
Revenue from services supplied	€31,882.65
Contribution for the participation in projects	€9,274.00
Membership fees	€8,831.00
Other revenue	€5,178.38

<sup>1</sup> Data from: <https://www.agenziaentrate.gov.it/portale/area-tematica-5x1000>





Revenue from services supplied derive from the activities carried out with GLAM institutions (Museums, Archives, and Libraries), or from collaborations with schools and universities. The revenue from the collaborations with such institutions is often just enough to offset the costs for the collaborators that perform the activities required.

The component deriving from the cooperation in the projects is marginal but has a great potential that needs to be developed. Currently, the structure is a partnership for the organization of calls.

See all the indicators of Wikimedia Italia:

[https://meta.wikimedia.org/wiki/Wikimedia\\_Italia/Indicatori](https://meta.wikimedia.org/wiki/Wikimedia_Italia/Indicatori)