

Funding and Grantee Programming and Intended Impact: CEE/CA region¹ Wikimedia Funds, 2022



The goals of the new funding strategy were to align grants to the strategic direction, decentralise decision-making with a regional focus, increase funding and support to underrepresented communities, and provide support beyond funding, such as creating spaces for peer learning. The new funding strategy emphasizes learning, partnership, and iteration which has informed our approach to reporting. This year we are developing three reports based on the information that we have collected and hope to use these to reflect with grantees partners and Regional Funds Committees: 1. [Funding distribution report](#), 2. Grantee programming and intended impact, 3. Learning and feedback from grantees and Regional Funds Committees about the new strategy and necessary iterations and adjustments.

This document is a regional summary of parts 1 and 2 of the report and its objective is to serve as an input for the collective reflection during our CEE learning session. Our discussion will be focused mainly on grantees' programming and intended impact, but we include a summary of the funding data as context.

Part 1: Key funding data:

1. There was an overall global increase in funding (51%) and grants (35%) in 91 countries, 20 more than last year. In the CEE there was an increase of 89% in funding and 4 new countries in the CEE region compared to 2021².
2. 82% of grants were approved, with 92% of the requested funding approved.
3. In CEE 19 countries received funding, with 36 grants for a total value of \$1.3M (USD)
4. In CEE There is also quite an even distribution across countries, with 8 of these receiving around 60% of the funds.
5. There was an increase in a more equal distribution amongst all regions, whilst maintaining growth in the funding distributed in all regions. There has been a marked

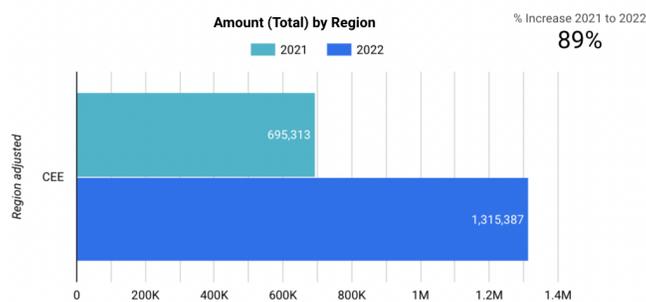
¹ This region includes: **Central and Eastern Europe**: Albania; Armenia; [Azerbaijan](#); Belarus; Bosnia and Herzegovina; [Bulgaria](#); Croatia; Czech Republic; [Cyprus](#); Estonia; Georgia; [Greece](#); Hungary; Kosovo; [Latvia](#); [Lithuania](#); Moldova; [Montenegro](#); North Macedonia; Poland; Romania; Russia; Serbia; Slovakia; Slovenia; Turkey; Ukraine. **Central Asia**: [Kazakhstan](#); [Kyrgyzstan](#); [Tajikistan](#); [Turkmenistan](#); [Uzbekistan](#). Underlined are the countries currently not funded.

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

² Armenia (with Alliances Fund), Hungary (Rapid), Russia (Rapid), Bosnia and Herzegovina for a total of 9 grants for \$113K.

increase in funding to emerging communities (128%) and to middle and lower-income countries (70%). There are opportunities to grow here, particularly in countries that are underrepresented in the Movement, taking into consideration their internet use and readership³.

6. There are opportunities for the growth of specific funds in each region. In CEE there are opportunities for growth in the Alliances Fund and Research Funds.
7. There has been a significant increase in new grantees (40%) and the percentage of funding going to new grantees (160%). In CEE there are 14 new grantees, 10 of which entered through rapid funds, 2 through the Research Fund.
8. The new funding structure has started to diversify the entry points for new grantees and those transitioning from smaller rapid and former project grants. However, in the CEE region only 1 new grantee⁴ entered through the General Support fund, signaling an opportunity for outreach here.
9. The average funding in the General Support Fund is \$117,000 USD per grant. In MEA, CEE, and South Asia the average is almost half this amount between \$55,000-70,000⁵. In the CEE region, this could be due to organisations growing their funding at a slower pace, and also the existence of some newer user groups or groups that need to explore in-country or regional programmatic collaboration for their funding opportunities to grow. Whilst growth should fit each regional context, it is interesting to understand this difference and future opportunities.
10. Out of the 177 recognised affiliates, 74 affiliates received grants in 2022 (41%). There are opportunities for growth in all regions, but even more so in regions where the percentage of registered affiliates receiving grants is lower, such as CEE (47%)⁶. Whilst this can partially be explained because of funding restrictions in some countries, there are outreach opportunities for more affiliates to access funds.



Part 2: Grantee’s self-reported intentions in terms of strategies and impact

³ Such as Uzbekistan, Turkmenistan, Kazakhstan, Tajikistan.

⁴ Wikimedia of Romania and Moldova User Group

⁵ When adjusted for country-costs the difference is smaller, but MEA, CEE, and South Asia are still around 35% below average.

⁶ Affiliates that received funding in previous years but not last year: Wikimedia Armenia, Wikimedia Magyarorszag Hungary, Wikimedians of Latvia User Group. Affiliates that have not received funding in the past: Azerbaijani Wikimedians User Group, Wikimedia Community User Group Belarus, Wikimedians of Bashkortostan User Group, Wikimedia Russia.

Main challenges grantees want to address

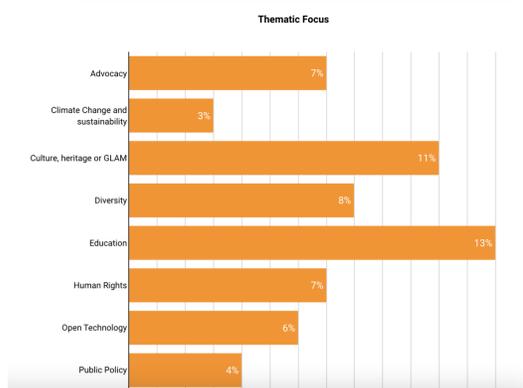
- In terms of Movement wide- challenges: Grantees are concerned about their **limited or diminishing volunteer base**. Their programming seeks to expand and diversify the existing volunteer communities, whilst maintaining the existing engaged communities. It is often seen as a difficult balance. Grantees, particularly in NWE and CEE, express concern with a somewhat “*stagnant, overworked*” group of volunteers.
- Grantees want to grow and diversify content in line with the Movement Strategy focus on Knowledge Equity, and also work with partners to position Wikimedia projects as a *service* for their institutions to widen public access to open knowledge.
- Additional challenges are, raising awareness of the value of Wikimedia and free knowledge, building organisational capacity⁷ and partnerships that can support their main goals.
- Grantees are also concerned to address wider **societal challenges**. Issues such as the Freedom of information and media systems, particularly when faced with threats of political manipulation of information or capture by monetary, political, or partisan interests and countering the vulnerability of information that is of public interest.
- Grantees also believe they have a role in addressing “knowledge injustices”, promoting media and information literacy skills (MIL), providing better information on global challenges (climate change, human rights, crisis/war), and preserving culture and heritage.

Strategies

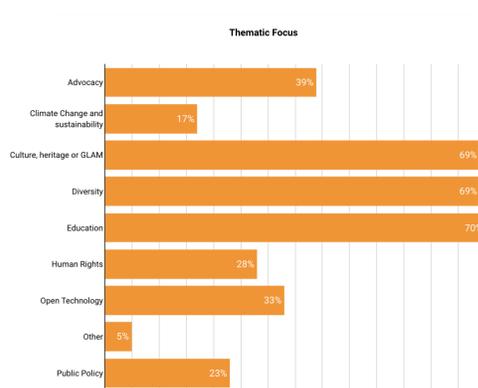
Thematic focus

- The leading strategies to address these challenges focus on programming related to **Education (70% of grantees), Culture & Heritage (69%), and Diversity (69%)**.

Graph 1: CEE thematic focus
(the % if for the overall number of grantees globally)



Graph 2: Overall tendency



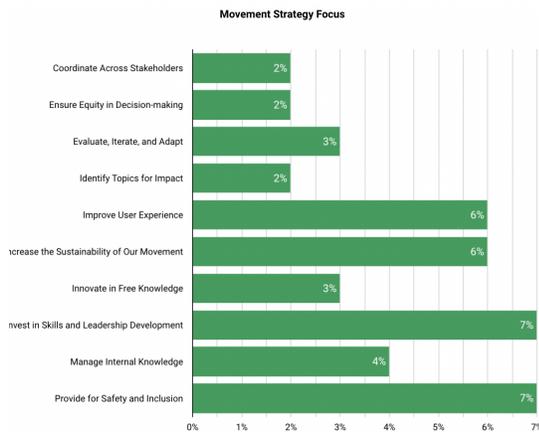
It is interesting to note differences between the CEE region and overall tendency, for instance, the focus on diversity is not as prevalent as in other regions and there is a bit more focus on advocacy and public policy.

⁷ Improving their own organisational capacities and human and financial sustainability is also linked to grantees prioritising Movement Strategy recommendation 1 (**Increasing the Sustainability of the Movement**) in their work.

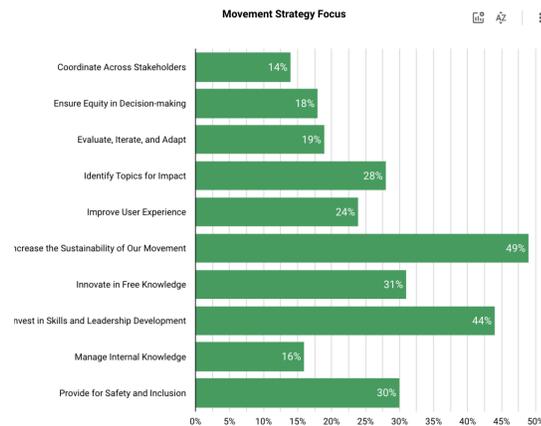
Movement Strategy priorities

- In terms of Movement Strategy, the leading goals of programming are **Sustainability of the movement** and **Leadership & Development**. However, better collective frameworks and guidelines are needed for Movement strategy implementation and how this can be more directly implemented within programming and funding priorities.

Graph 3: Movement Strategy priorities
(the % if for the overall number of grantees globally)



Graph 4: Overall tendency



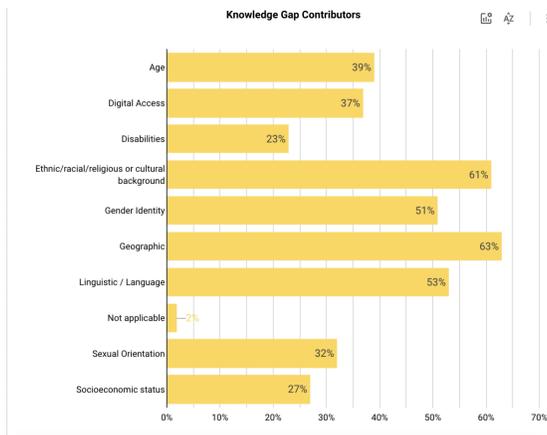
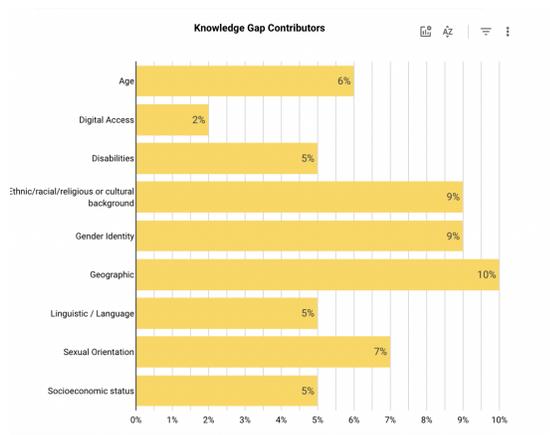
It is interesting to note differences between the CEE region in comparison to the global average. CEE has focused/prioritized more on improving user experience and safety and inclusion.

Contributors: Growing, diversifying, and sustaining

- Recruiting new contributors is one of the main goals for 65% of grantees. There is a growing focus on underrepresented groups, prioritising diversity in terms of **geography, ethnic, cultural, racial, or religious backgrounds, and language**.
- Grantees describe gender representation as a priority, however, it is only a top 3 priority in CEE, LAC, and SA.

Graph 4: Contributor gap priorities in CEE

Graph 4: Overall tendency



CEE region: slightly less emphasis on contributors with digital access barriers and language, and more priorities placed on gender identity than the global tendency.

- **Education and GLAM**, continue to be the top programmatic areas, with more than 60% of grantees placing them as their top priorities.
 - a. **Educational programs** prioritise broader awareness and literacy skills outcomes, however, grantees expect these efforts will also bring in new editors through teacher and student engagement and it would be interesting to further measure if this is the case. Given the interest of new organisers that have come from educational programmes and train-the-trainer program⁸, the greater value may be in creating a community of organisers that can multiply awareness-building work.
 - b. **Culture, Heritage & GLAM** is seen as an entry point for professionals to become active organisers (particularly librarians), potentially bringing in their own networks. There is a growing trend to offer wider, more **structured training in areas of interest to professional groups or activist networks**, combined with Wikimedia-related skills. This has proved important in regions such as CEE where professional development for some groups, such as Librarians, may not be so commonly accessible and where Wikimedia becomes an opportunity for this. Long-term partnerships seem to evolve when there is more ongoing collaboration through Wikimedia-in-Residence roles, and when digitizing, adopting open access and uploading are part of their institutional strategies and funding.
 - c. **Campaigns around topics of interest** (such as gender, climate, and human rights) are seen as a straightforward **entry point** for activists to collectively engage with the movement. A few campaigns are focusing on reviewing their criteria and outreach to be more equitable, diverse, and inclusive in their engagement of underrepresented groups and geographies, as well as the way content is represented and used. This is the case of Wiki Loves Monuments, CEE Spring, and Art+Feminism.

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

- Grantees are starting to **question the value of one-off edit-a-thons/workshops** and are keen to discover new ways of engaging contributors, by exploring approaches, such as ongoing activities that can engage organised collectives, or offer professional development opportunities. Also in mobilizing activities **across programs** i.e. education and GLAM, this transversality can prove more cost/effective, prevent silos, and be exciting for contributors.
- Many grantees view bringing in **new organisers and retaining these** as a more relevant aspect than focusing on editors- more organisers means more opportunities for newcomers to find a supportive path into the movement. A key challenge is how to create skills development paths for organisers' and give them the necessary on and offline tools to multiply their work. However, most affiliate-led training and programming is still editing-centered.
- There is a clear need for more understanding of different audiences, **creating different volunteer paths**, and having a **volunteer management system** to track these effectively - this involves not only technologies to do so (like a movement-wide CRM)⁹, but also investing in staff/team's skills, time, procedures and resources to do this. This also involves the age-old issue of having accessible tools to **measure retention**.
- **Addressing harassment** and creating **safe environments** is recognised as key in newcomer engagement, as well as Movement Strategy and Universal Code of Conduct - CEE grantees placed emphasis on this in their Movement Strategy priorities.
 - However, only **15%** mention something related to this area in the strategy description. This requires greater prioritisation and resource investment - training in skills and mechanisms that address these on a cultural and procedural level, and involve longer-term editors and administrators.
 - Those that *do* mention developing specific strategies in their "community" programs to promote safe environments for newcomers¹⁰ and to try to find ways to make long-time contributors or on-Wiki admins more sensitive to newcomers' needs and support. Others are doing specific training in areas related to stress and interpersonal conflicts and conflict resolution¹¹.
- **Grantees also reference a number of other open issues to think about:** Should youth be more of a priority? Should we be thinking about incorporating more effective social media and communications strategies? How to guarantee easy, exciting, and diverse ways for contributors to engage? In the words of one grantee "a low *barrier to participation and a high level of continual excitement*".

Content contribution

- For 60% of grantees, content contribution is one of the main focuses of their work. Grantees prioritise content gaps related to **gender, geography, and language**. Less prioritised are those related to socio-economic status and sexual orientation.

⁹ Customer relationship management (CRM) are traditionally known as technologies for managing relationships and interactions between customers and potential customers, but that have extended to social management and movement systems. There is a need for a collective infrastructure rather than each organization developing a fragmented set of tools to communicate and track contributors.

¹⁰ Shared Knowledge (North Macedonia), Wikimedia Serbia

¹¹ Wikimedia Poland.

- While 70% of grantees are working on more than 2 to 3 projects, **Wikipedia is still the central focus**¹² for 80% of grantees. Overcoming its poor reputation in educational contexts is seen as a key challenge.
- There is a growing interest in **Wikimedia Commons**¹³ and **Wikidata**¹⁴, as tools to *service* key partners by digitalizing and making them more accessible. However, there are challenges with measuring the use/quality of these contributions and documenting case studies.
 - Grantees seek to build capacities to use Wikidata, rather than the number of contributions. Wikidata is seen as an opportunity to open up public library resources, particularly on information about the culture and context. Partnerships are a key aspect of Wikidata.¹⁵
 - **Innovations to look out for:** The Analysis & Policy Observatory (Alliances Fund grantee), is using Wikidata to upload information related to organisations and reports focused on First Peoples policies. OpenStreetMap Indonesia intended to work with youth to link Wikidata to Open Street maps to enrich knowledge about historical infrastructure.
- A small group of grantees are working on **smaller Wikimedia projects**. Whilst they are seen as easier entry points for knowledge equity, there are ongoing questions about the readership scope of this content and some uncertainty about future Movement-wide investments in these smaller projects. CEE accounts for the majority of content on Wikibooks (59%) and Wiktionary (57%), but very little on other smaller projects¹⁶.
- Some of the **more common strategies** to mobilise content are **Campaigns (55%)** that provide structure, straightforward tasks, and connection to organised interest groups. Content-building events with training: **Edit-a-thons are still the main method**, despite questions about their effectiveness. **GLAM partnerships (69%)** to digitalise and open collections. **Educational partnerships** (70% state it is a top strategy, but 40% mention working with the formal educational sector) are more focused on building awareness, but also state the desired outcome in terms of content contribution.
- Grantees are also seeking to **decentralise content contribution initiatives**, by encouraging more individual/group organiser-led initiatives through micro-grants or by offering logistical support.

Raising awareness and acting as key pieces of the “movement infrastructure”

- Many grantees, particularly affiliates, believe their work goes **beyond content and contributors**. They play a crucial role in **raising awareness of the value of Wikimedia**

¹² The word Wikipedia appears 186 times when grantees talk about the change they want to bring about, Wikidata appears 54 times, Commons 22 and Wikisource 8.

¹³ Seen as an opportunity for digitising knowledge - particularly with GLAM institutions or professions (such as photographers). Also to diversify the way knowledge is shown - incorporating more audio-visual resources. Quick and engaging entry point for newcomers.

¹⁴ As a new opportunity to showcase the value of mass open / free information, particularly with GLAM partnerships.

¹⁵ Wikimedia Sweden and Wikimedia Czech Republic is an interesting case of partnerships for Wikidata contributions, the former with international NGOs and linked to gender gap).

¹⁶ Mostly because of Wikimedia Serbia (Викимедија Србије).

and Free Knowledge, bringing in partners to the Movement's work. The ongoing challenge is how to show the scope and impact of these efforts.

- Some of the common strategies involve **developing workshops or presentations** with a variety of stakeholders such as GLAM institutions, government bodies, non-governmental organisations, and educational institutions. The continuity and scope of these activities can often be limited to the grantee team's capacity to follow up on the results of these activities and measuring the impact, for instance in changes in perception or practices within institutions.
- Grantees, particularly in the CEE and LAC region, often call for **more introductory contextualized, updated, and research-based case studies** and materials to support this advocacy work, as affiliates may find themselves alone in this task of finding, documenting, and presenting these cases.
- Other grantees, go beyond general information-sharing and are supporting institutional partners, particularly GLAM partners, to embrace open access practices and incorporate Wikimedia projects within these practices.
- **Promoting new spaces for discussion and advocacy of open access public policies:** There are some institutionalised efforts that have been ongoing in the NWE, CEE, and USCA region, and grantees request more technical support from the Foundation to communities in this area. It may be interesting to explore courses on open access for professionals in different sectors (GLAM, educational, government), and even seek to include this in law courses as students may be important advocates for this in the future.
- **Raising awareness of open access and in times of crises/wars:** some grantees have started to raise awareness around the impact of crises/wars and the preservation of culture & heritage. This has been put on the public agenda, particularly with the situation in Ukraine and other ongoing crises (fires, conflicts, climate-related crisis, illegal trade, neglect, etc.) that may put culture and heritage at risk. Grantees are seeking partnerships that address integration with Wikimedia as a form of prevention, protection, and safeguarding.
- Many **affiliate grantees** see their value as key "connecting infrastructures or nodes" for Wikimedian communities within their regions and with the network of global affiliates. It would be interesting to further understand how they are providing this service to community members, particularly those who are not currently members of the organisation or closely connected to it - often "long-time" editors. Also, how they are investing in capacity-building and peer sharing with other affiliates as part of their main strategies.

Building organisational capacity

- **38%** of grantees explicitly describe specific organisational capacity strategies within their proposals. Much of the "training/skills development" initiatives are targeted at the wider contributor community, and strategies and investments focused on internal training are less explicit.
- Some **common strategies** grantees are developing are long-term planning, empowering decentralized groups or organisers, and measuring internal processes and procedures to see effective and sustainable programme delivery. Another common

strategy is **expanding staff or volunteer teams in key areas such as** educational, and GLAM program managers. Some grantees are concerned about improving recruitment practices and staff management and a minority are on improving DEI practices. Less common strategies are working on **governance and leadership change, staff/team welfare, and volunteer management capacities and communications skills.**

- It would be important to explore and test new ways of more continuously and impactfully supporting organisational capacity building, either as a component of grants that can be used for training and consultancy or through Foundation-funded working with partner **organisations/service providers with contextual knowledge and expertise.**

Learning and evaluation

What are some of the questions grantees want to learn about as a result of their work? What do they hope to evaluate? Here are just a few of dozens of interesting learning questions:

- What training is more effective? What are the needs of organisers?
- What is the non-editing impact on students and teachers ?
- Does the impact of oppressive and authoritarian regions affect citizens' desire to know and share facts?
- Which strategies work more to promote awareness?
- How to retain and maintain strategic partnerships that contribute to longer-term growth, diversity, and Free Knowledge?
- How are contents used? What is their value for readers?
- How can we better support partners in achieving their goals and needs through Wikimedia tools?
- What helps us be more cost-effective and cost-efficient?
- What are the best strategies for an organization to achieve sustainable institutional growth?

A collective challenge!

- There are very interesting questions about what grantees want to learn. Grantees do not want to stick to the "core metrics" around content and contributors. They are striving to tell fuller stories of their impact, particularly their value in **skills development, raising awareness, bringing in key partners, developing future organisers, and acting as key Movement connectors and drivers of Movement Strategy.**
- Many grantees feel they do not have the team, resources, or tools to measure these in more depth and therefore limit themselves to the core metrics.
- We have learnt this year that we have to meet different grantees "where they are at" and offer this support without overwhelming them and include this in capacity-building efforts and funding.
- The Foundation should invest in user-friendly tools to support grantees in this analysis across many editors and content-creation activities. Grantees *do not have the time* to do this on a more manual basis. The Foundation could also propose frameworks and tools to measure capacity across organised groups in the Movement.

What are grantees planning to measure and report on?

- **Contributors:** Over **80% of grantees** have metrics and targets for the number of participants, editors, and organisers. Less than a third disaggregate data beyond this: **new or existing** (32% of grantees), **retention** (22% have metrics but with different definitions and timeframes), **diversity** (11%), and **feedback** of participant's perceptions (21% of grantees but only representing 1.3% of participants) and **volunteer hours** (14%)¹⁷. It will be hard to measure effective strategies and results without more grantees being better supported to measure this.
 - Training: 20% of grantees are collecting data on participants' perceptions and a few of them go a bit more in-depth to see if their awareness of Wikimedia changed or if their skills learned will be useful for them in practice (either for contributing to Wikimedia or in other areas of their lives).
- **Content contributions:** Grantees metrics are mostly focused on the number of contents per Wikimedia project (89% capture these). **35%** disaggregate the type of contribution, **10%** are collecting data to analyse content use/quality, **5%** disaggregate content targets per knowledge gap.
- **Awareness building:**
 - It would be interesting to discuss what are the specific outcomes we hope to see with this awareness raising and ways to find if the tactics used are effective and how this could be measured.
 - About 30% of grantees explicitly talk about awareness raising as a key outcome in their programs. Perhaps this is an issue of making it more explicit in their desired programmatic outcomes.
 - For those working in educational programs, particularly in the Reading Wikipedia in the Classroom framework, there are clear guidelines on how to include awareness-raising metrics and tools to measure this, however, more grantees need to formally incorporate this into their grant proposals metrics and evaluation tools.
- **Organisational capacity:** Many grantees feel they don't have the capacity or time to measure some of these organisational aspects. Others may do so, but use this for internal measuring and learning and have not included this in their proposal metrics - although the open metrics space in the form encourages them to do so.
- **Partnerships:** Only a small number of grantee partners explicitly mention metrics related to gathering feedback from partners through surveys or conversations to document learning and communicate this.

An overview of some of the metrics and targets:

Contributors:

¹⁷ For this metric to be useful in the future, both for internal organisational measurements as well as analysing cross-regional volunteering dynamics, it would be necessary to further discuss the parameters and what the metric could indicate in terms of volunteer dedication/engagement, effectiveness/efficiency, and healthy workload. As with other contributions metrics, having better tools, such as a movement-wide contributor CRM to track off and online contributions would be important to accurately measure volunteer hours.

- Grantee partners hope to bring in almost **103K** participants¹⁸, of which **50%** will be editors¹⁹ and **3%** organisers. It is interesting to note the important number of contributors grantees hope to involve in their work in comparison to these Movement-wide proxy indicators.²⁰
- **CEE's target** is 16K participants, with Ukraine contributing almost half, followed by Serbia. The target for editors is 13K (81% of participants) with Serbia being the largest contributor (15%). The target for organisers in the CEE region is **640**. Ukraine accounts for 35% and Serbia 23%. However, for these numbers to be valued, we need to work on unified definitions and measurements.²¹ Grants with lower organiser numbers are often investing more in diversity or training than bringing many new organisers

Regional comparisons with Movement-wide data

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

The arrow indicates regions where grantees with higher editor targets than global editor share.

Comparison between regional share in the targets for participants, editors and organisers.

¹⁸ The application guidelines provide this definition of participants: “individuals who attend or benefit from the proposal’s activities, either in person or virtually. This does not include social media followers, donors, or others not participating directly”.

¹⁹ The application guidelines provide this definition of the editor: “people who edit Wikimedia projects, creating or improving content as a result of grantee activities”.

²⁰ The Foundation is still working on collecting more precise Movement-wide data for these same contributors metrics. See the Metrics that Matter initiative.

²¹ Ukraine includes staff, many of these are focused on supporting international campaigns such as Wiki Loves Earth and perhaps organisers in other groups or affiliates (some of which are grantees). Grants with lower organiser counts, such as Poland defines organisers “as community leaders, self-organizing volunteers” and aims at working with them so that they are more engaged and effective rather than expanding the number. Others such as Armenia and Turkey are focused more on training participants, with fewer organisers or paid staff involved. Others do not provide a detailed description of organisers to know how they are defining them.

	% of target participants per region	% of target editors per region	% of target organisers
MEA	11%	13%	19%
ESEAP	7%	5%	4%
LAC	15%	6%	8%
SA	2%	5%	2%
NWE	32%	22%	40%
CEE	16%	22%	20%
USCA	18%	28%	8%

This table shows the relation between the percentage of funding and the distribution of targets in each region. CEE and USCA are higher in editors²².

How should information/data be presented so that it is useful for you and does not imply unfair comparisons or priorities?

Importantly, the purpose of these tables is not to rank or value affiliates based on their level of contribution. But numbers can serve to establish useful benchmarks or put some of our metrics in context. Key things to consider:

1. These metrics should always be contextualised to be valued. Grantees with higher funding but a smaller number of participants, editors, or organisers are often making efforts in terms of training or researching and testing new approaches, or bringing in smaller groups from underrepresented communities.
2. These benchmarks may be useful for grantees to review their own targets according to their own historical experience, but also compare with grantees with similar programs, funding, or contextual dynamics. These metrics can be helpful for newcomers that find it hard to set targets.

²² This is probably due to specific programs, such as Wiki Education, as well as campaigns led in the CEE region.



Finally, it is necessary to work with grantees managing international campaigns to make sure they are evaluating the value of their organising efforts and not participants counted by countries participating in the campaign (many grantees include this in their own metrics).

Content metrics:

Wikipedia: 80% of grantees are planning to contribute to Wikipedia stating an estimated goal of **201K** contents, between improved and created articles. **36%** disaggregate the data, stating whether they will be items improved or created or provide a description of the content. **CEE** represents **33%** of the global target for content on Wikipedia (with an average of 5.5K per project, but also with a large variation within grantees in the region. A third of these content targets are from Serbia²³, followed by Ukraine with a specific focus on the gender gap²⁴.

Wikimedia Commons: 61% of grantees are planning to contribute to Commons stating an estimated goal of **1.1M** contents, between improved and created articles. **80%** disaggregate the data to say whether it is new or improved. **CEE** aims to contribute **12%**, mostly from Ukraine as an organizer of the Wiki Loves Earth campaign.

Wikidata: 53% of grantees are planning to contribute to Wikidata stating an estimated goal of **1.7K** contents, between improved and created articles. 27% disaggregate the data, stating whether they will be items improved or created. CEE aims to contribute 19%. There are a few organisations in each region contributing most of the content - for instance in ESEAP it is Wikimedia User Group New Zealand, in CEE Wikimedia Czech Republic, and in NWE, N Avoin GLAM, and Wikimedia Netherlands. There is an increase in the tendency for more grantees to use Wikidata, as a way to link this to Wikipedia and Wikimedia contributions. So it has become a key support structure for other Wikimedia projects.

²³ Serbia is focused on improving Wikimedia articles with photos.

²⁴ An interesting innovation to look for is the Alliance Fund in Armenia where young graphic designers will be trained to illustrate the most read Armenian Wikipedia articles, this could be an interesting development in linking different visual content on Wikipedia.