# Funding and Grantee Programming and Intended Impact: ESEAP[1]
# Wikimedia Funds, 2022

## I. Introduction

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

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

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

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

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[1] This region includes Australia; Brunei; Cambodia; China (including Hong Kong and Macau); East Timor; Fiji; Indonesia; Japan; Kiribati; Laos; Malaysia; Marshall Islands; Mongolia; Myanmar; Nauru; New Zealand; North Korea; Palau; Papua New Guinea; Philippines; Samoa; Singapore; Solomon Islands; South Korea; Taiwan; Thailand; The Federated States of Micronesia; Tonga; Tuvalu; Vanuatu; Vietnam. 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).

# Main challenges grantees want to address

- In terms of Movement wide- challenges: Grantees are concerned about their **limited or diminishing volunteer base,** an issue aggravated after 2.5 years of COVID-19. 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 want to grow and diversify content in line with the Movement Strategy focus on **Knowledge Equity**, and also work with partners to position Wikimedia projects as a *service* for their institutions to widen public access to open knowledge. A common challenge associated with Knowledge Equity, particularly in ESEAP, SA, LAC, and MEA regions is bringing in content that reflects local languages and culture.
- Additional movement-related challenges are, raising awareness of the value of Wikimedia and free knowledge, building organisational capacity[2] and partnerships that support grantees' strategic goals.
- Grantees are also concerned to address wider **societal challenges.** Issues such as guaranteeing the freedom of information in complex political contexts and addressing policies that act as barriers to open access and free knowledge[3].
- **Likewise, addressing global issues through access to better information**.

# Strategies

**Geographical scope:** 12 grants in the ESEAP region are focused on programming within a country), 1 aims to be regional[4].

**Thematic focus:** The leading strategies to address these challenges focus on programming related to **Education (70% of grantees)**, **Culture & Heritage (69%)**, and **Diversity (69%)**. ESEAP's priorities reflect the global tendency, and differences for instance, the lower prioritisation of human rights, advocacy, and climate change. The Alliance Fund grantees have a slightly higher priority on diversity and the General Support grantees on GLAM.

**Movement Strategy:** grantees globally prioritise these two recommendations in their proposals - **Sustainability of the movement** and **Leadership & Development.** ESEAP has a clear top priority which is thinking about the Sustainability of the Movement, many grantees associate this with building organizational capacity and expanding the contributor base[5]. There is also a higher priority on Topics for Impact. ESEAP and South Asia are the two regions where Investing in Skills and Leadership is not a top 3 priority. Providing for Safety and Inclusion is also a lower priority in comparison to the global average.

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[2] Improving their own organisational capacities and human and financial sustainability is also linked to grantees prioritising Movement Strategy recommendation 1 (**Increasing the Sustainability of the Movement)** in their work.
[3] Evolving regulatory climate that could influence freedom of expression online. These include Indonesia (MR 5), Australia (defamation law, copyright law reform), Thailand (Lese majeste), Singapore (Foreign Interference Countermeasures Act), Hong Kong (National Security Law) and Myanmar (military coup and thereafter internet shutdowns). These countries are closely monitored by the Public Policy team.
[4] 1 Alliance Fund Analysis & Policy Observatory (APO) whose intended scope includes Australia and New Zealand.
[5] There are two components to sustainability of the movement namely human sustainability and financial sustainability. More recently at the 2022 Wiki Summit in Berlin, there was further discussion on the latter exploring different approaches to revenue and resourcing. The ESEAP region accounts for 4% of total historical grants.

## 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.** ESEAP reflects the overall tendency. There is slightly more emphasis on bringing in diversity in terms of age[6] and socioeconomic status than in other regions.
- **Education and Culture, Heritage and GLAM,** continue to be the top programmatic areas, with more than 60% of grantees placing them as their top priorities.
    - ➔ **Educational programs** prioritise broader awareness and literacy skills outcomes, however, grantees expect these efforts will also bring in new editors through teacher and student engagement[7] and it would be interesting to further measure if this is the case. Given the interest of new organisers that have come from educational programs and train-the-trainer program[8], the greater value may be in creating a community of organisers that can multiply awareness-building work[9].
    - ➔ **Culture, Heritage & GLAM** is seen as an entry point for professionals to become active organisers (particularly librarians), potentially bringing in their own networks. There is a growing trend to offer wider, more **structured training in areas of interest to professional groups or activist networks[10]**, combined with Wikimedia-related skills. In ESEAP, there are interesting innovations linked to culture & heritage, such as digital mapping to promote historical infrastructures[11] and strong partnerships with Museums that develop specific projects focused on Wikimedia contributions[12]. Also, working with specific groups will help diversify content contribution[13].
    - ➔ **Campaigns around topics of interest** are seen as a straightforward **entry point**. In many regions, such as LAC and MEA these have been a way to

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[6] Youth focused or youth led projects are an emerging theme in the region. Some examples include: youth and mental health, youth-led groups (Hong Kong User group and Wikimedia Thailand), developing a userscript/gadget to improve the contributor copyright investigations case handling workflow.

[7] For instance, the Department of History, National Cheng Kung University aims to engage professional history higher education courses, making wikis a regular operation mode of compulsory and elective courses for history majors. Wikimedia Community User Group Malaysia is also hoping to engage university students. Wikimedia Australia is doing this through the Wiki Scholar and Residence programs.

[8] https://meta.wikimedia.org/wiki/Education/Reading_Wikipedia_in_the_Classroom/ToT Training of Trainers (ToT) program aims to support community members to become Certified Trainers of "Reading Wikipedia in the Classroom". It is currently in its third cohort and has certified over 50 trainers, of which trainers from ESEAP make up 10%.

[9] In FY 22, the education team from Community Programmes started hosting regional education meetings to build momentum around creating shared community spaces for education projects in the region. To date, there has been 2 ESEAP regional meetings so far in Q1 with 34 participants representing 7 ESEAP countries (Malaysia, Indonesia, Philippines, Singapore, Australia, New Zealand, Taiwan)

[10] For instance: The training programme for GLAMR designed by Wikimedia Australia.

[11] Perkumpulan OpenStreetMap Indonesia (Alliances Fund) that is working closely with Wikimedia Indonesia. They will be using a digital mapping platform to promote galleries, art, and museums, as well as providing new experiences in learning the history and culture in Indonesia in the form of a virtual journey that may be attractive, particularly for youth and hope to engage more people to contribute. The digital mapping is also linked to Wikidata and Wikipedia.

[12] For instance, Wikimedia User Group of Aotearoa New Zealand worked with the Museum of New Zealand Te Papa Tongarewa (Te Papa) on their GLAMWiki strategy to increase contributions of Te Papa-created content, research, and expertise and engage local and national communities.
https://en.wikipedia.org/wiki/Wikipedia:GLAM/Museum_of_New_Zealand_Te_Papa_Tongarewa

[13] For instance, Wikimedia Korea is seeking to engage with women and LGBTQ communities through partnerships with NGOs and collectives.

collectively engage activists around gender, climate change and human rights. In the ESEAP region, the Wikipedia Wanting Photos, Wiki Loves or Wikipedia Asia Month, have been popular ways of mobilising contributors.

- Globally "youth" does not seem to be prioritised in programming. However, in the ESEAP region, **youth** focused or youth led projects are an emerging trend[14].

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

- There is a clear need for more understanding of different audiences and possible, **creating different volunteer paths/journeys[15],** and having a **volunteer management system to** track these effectively - this involves not only technologies to do so (like a movement-wide CRM)[16], but also investing in staff/team's skills, time, procedures and resources to do this. This also involves the longstanding issue of having accessible tools to **measure retention**.

- Many grantees view bringing in **new organisers and retaining these** as a more relevant aspect than focusing on editors- more organisers means more opportunities for newcomers to find a supportive path into the movement. 89% of grantees in all regions set a target for organisers. A key challenge is how to create **skills development paths** for organisers' and give them the necessary on and offline tools to multiply their work[17]. However, most affiliate-led training and programming is still editing-centered.

- **Addressing harassment** and creating **safe environments** is recognised as key in newcomer engagement, as well as Movement Strategy and Universal Code of Conduct. However, only **15%** mentioned something related to this area in the strategy description. Perhaps this requires greater prioritisation and resource investment - training in skills and mechanisms that address these on a cultural and procedural level, and involve longer-term editors and administrators. Those that *do* mention developing specific strategies in their community programs to promote safe environments for newcomers and to try to find ways to make long-time contributors or on-Wiki admins more sensitive to newcomers' needs and support[18]. Others are doing specific training in areas related to stress and interpersonal conflicts and conflict resolution.

- Grantees recognise the importance of **social media** and communications outreach, and few have detailed strategies to reach and target new audiences.[19]

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[14] Some examples include: youth and mental health, youth-led groups (Hong Kong User group and Wikimedia Thailand), developing a userscript/gadget to improve the contributor copyright investigations case handling workflow.

[15] Wiki in Africa, Wikimedia Poland and Wikimedia Canada are interesting examples. Wikimedia Chile is also trying to further understand their audiences and the best ways to support different contributor journeys.

[16] 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.

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

[18] It is interesting to highlight how work in this area may be linked to programmatic work. Wikimedia Korea is trying to engage experienced editors to encourage them to improve articles related to LGBT communities or mentor newcomers working on these topics.

[19] Wikimedia Malaysia is prioritizing this. Wikimedia Australia also publishes their communications strategy.

## 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[20] and sexual orientation. There are some regional variations, with contents relating to cultural/ethnic diversity more prevalent in the MEA, LAC, ESEAP, SA regions, whilst "topics of impact" in USCA.
- While 70% of grantees are working on more than 2 to 3 projects, **Wikipedia is still the central focus**[21] for 80% of grantees. Overcoming its poor reputation in educational contexts is seen as a key challenge, particularly in regions such as MEA, LAC, SA and ESEAP[22].
- Some grantees are concerned with making their language Wikipedias more localised, as there are other trending platforms with locally relevant content and Wikipedia needs to remain relevant and reliable[23].
- There is a growing interest in **Wikimedia Commons[24] and Wikidata[25]**, as tools to *service* key partners by digitalizing and making them more accessible.
- The ESEAP region is exploring important partnerships with governmental, educational, and GLAM institutions to open valuable databases that have an important public value[26]. There is an opportunity to document interesting Wikidata case study uses in this context[27].
- A small group of grantees are working on **smaller Wikimedia projects,** mostly newer grantees in underrepresented communities in SA, MEA, and LAC. They are seen as easier entry points for knowledge equity because they allow contributors to work with primary sources, such as archival documents, images, and audio-visual material. However, there are ongoing questions about the readership scope of this content and some uncertainty about future Movement-wide investments in these smaller projects.
- Some of the **more common strategies** to mobilise content are **Campaigns** (55% of grantees globally participating in these) that provide structure, straightforward tasks, and connection to organised interest groups. Content-building events with training:

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[20] Few countries in most regions are focusing on socio-economic issues. In ESEAP: Department of History, National Cheng Kung University (Alliances Fund) working with contents related to elderly rural population and Wikimedia Korea with programs to involve youth from lower income as editors.

[21] 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.

[22] The Tāmaki Paenga Hira Museum conducted research on teachers' attitudes towards the use of Wikipedia, as both a resource and a means for students to learn the application of historical methods, in their teaching of the upcoming compulsory Aotearoa New Zealand history curriculum. You can access the findings here https://meta.wikimedia.org/wiki/Grants:Project/Wikipedia_and_the_Aotearoa_New_Zealand_History_Curriculum/Final _Report; google data studio

[23] Wikimedia Korean highlighted this need to broaden content with local contributors. A more detailed report with market research from Korea can be accessed at https://www.mediawiki.org/wiki/New_Editor_Experiences

[24] 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.

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

[26] In ESEAP region: the Analysis & Policy Observatory (Alliances Fund grantee) is using Wikidata to upload information related to organisations and reports focused on First Peoples policies. In other regions: 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).

[27] Through the Alliances Fund, Shin Lei Yuan Art Space will be conducting a needs assessment with leading alternative Art Spaces in Taiwan on using wikidata and wikibase for their archival needs and establishing an interest group on Wikibase as part of Wikimedia Taiwan community.

**Edit-a-thons** are still the main method, despite interest in testing new approaches. **GLAM partnerships** (69% of grantees globally) to digitalise and open collections. **Educational partnerships** (40% of grantees mention working within formal educational institutions globally). Whilst many are more focused on building awareness, content contribution is often a desired outcome.

- Grantees in the ESEAP region aim to participate more actively at a regional level[28].

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

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

## Building organisational capacity

- Despite being a challenge/issue that grantees want to address, only **38% of grantees** explicitly describe specific organisational capacity strategies within their proposals. Globally, much of the "training/skills development" initiatives are targeted at the wider contributor community, and strategies and investments focused on internal training are

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[28] Some have also included process indicators in their annual work plan on regional collaboration and partnerships such as New Zealand and Australia affiliates.

[29] One of Wikimedia User Group of Aotearoa New Zealand strategic thrust is to build deeper relationships with specific New Zealand state agencies and government departments to encourage contributions to Wikimedia Foundation projects and alignment with WMF Open The Knowledge specifically to engage the NZ team of the Open Government Partnership and provide ideas on the theme of Access to and usability of public information to help create the 4th National Action Plan.

less explicit. It is interesting to note that in the ESEAP region, several grantees are focusing attention on skills training for community, paid staff and Board members from facilitation skills to cultural sensitivity training.

- Some **common strategies** grantees globally are: developing longer term planning[30], empowering decentralised groups or organisers, and **expanding staff or volunteer teams** in key areas such as educational, and GLAM program managers[31]. Some grantees are concerned about improving recruitment practices and staff management. Many grantees in the ESEAP region are working on basic organisational processes such as registering as a non-profit, and setting up internal policies and administrative processes.
- It is interesting to note that few grantees explicitly include strategies to work on **governance and leadership skills**[32] **and capacities to improve volunteer management and communications outreach**.
- Many newer affiliates or groups, or those in contexts with smaller population size or active communities are interested in exploring organisational models that are suited to their reality and do not necessarily follow a formal NGO structure or for whom the Wikimedia affiliate model is not primarily the intended path to pursue.
- It would be important to explore and test new ways of more continuously and impactfully supporting organisational capacity building, either as a component of grants that can be used for training and consultancy or through Foundation-funded working with partner **organisations/service providers with contextual knowledge and expertise**.

# Learning and evaluation

## This is a collective challenge!

- There are very interesting questions about what grantees want to learn. Grantees do not want to stick to the "core metrics'' around content and contributors. They are striving to tell fuller stories of their impact, particularly their value in **skills development, raising awareness, bringing in key partners, developing future organisers, and acting as key Movement connectors and drivers of Movement Strategy**.
- Many grantees feel they do not have the team, resources, or tools to measure these in more depth and therefore limit themselves to the core metrics.
- We have learnt this year that we have to:
  - ➔ Work with grantees to support them in better defining metrics that make sense for them and for their region.
  - ➔ Include this in capacity-building efforts and prioritise this within the funding.
  - ➔ It has been overstated, the Foundation should invest in user-friendly tools to support grantees in this analysis across many editors and content-creation activities.

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[30] Such as Wikimedia User Group of Aotearoa New Zealand and Wikimedia Australia.
[31] To reduce volunteer burnout, affiliates are also now able to consider outsourcing more mundane operations or budgeting for consulting services to support their skills gap.
[32] Larger grantees that mention this explicitly: Wikimedia Argentina, Art + Feminism and Wikimedia Netherlands. Smaller grantees: Wikimedians of Arusha, Wikimedia User Group of Aotearoa New Zealand.

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

| Area | Learning question |
|---|---|
| Contributors | ● What is the best strategy to retain volunteers? What keeps them returning?<br>● What training strategy yielded the best results?<br>● What are the needs of organisers? |
| Content contribution | ● How are contents used? What is their value for readers? |
| Awareness-building | ● Which strategies work more to promote awareness?<br>● How to retain and maintain strategic partnerships that contribute to longer-term growth, diversity, and Free Knowledge? |
| Capacity-building | ● What are the best strategies for an organization to achieve sustainable institutional growth?<br>● To what extent are we recognised as a learning community, how do we share learning, and what will we do differently now? |

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

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

**Contributors:** Over **80% of grantees** have metrics and targets for the number of participants, editors, and organisers. Less than a third disaggregate data beyond this: **new or existing** (32% of grantees), **retention** (22% have metrics but with different definitions and timeframes)[33], **diversity** (11%), and **feedback** of participant's perceptions[34] (21% of grantees but only representing 1.3% of participants) and **volunteer hours** (14%)[35]. It will be hard to measure effective strategies and results without more grantees being better supported to measure this. **Training:** only 20% of grantees are collecting data on participants' perceptions and a few of them go a bit more in-depth to see if their awareness of Wikimedia changed or if their skills learned will be useful for them in practice.

**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.

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[33] Wikimedia Australia.

[34] Few organisations have a set target in terms of % of satisfaction from participants. Such as Wikimedia Argentina aiming at achieving 60% of satisfaction.

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

**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[36].

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

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

## An overview of some of the metrics grantees included

### Contributors:

Grantee partners hope to bring in almost **103K** participants[37], of which **50%** will be editors[38] 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.[39] ESEAP target for **participants is 6,000** (7% of the global target), with Indonesia contributing more than 50%, followed by Taiwan. The target for **editors is 3,000** (5% of the global target) with Indonesia contributing 40% of the target in the region. Australia and New Zealand show a lower editor target, their grants being more focused on awareness and community building. The target for **organisers is 140** (4% of the global target). The average number per grant (10) is below the global average (33 per grant) and most grantees in the region seem to include staff members in their counts. The highest contributors are Indonesia and Taiwan. Like other regions, a lower number of organisers often come from smaller grantees such as Thailand and Malaysia.

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

**Regional comparisons with Movement-wide data**

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[36] 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.
[37] 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".
[38] The application guidelines provide this definition of the editor: "people who edit Wikimedia projects, creating or improving content as a result of grantee activities".
[39] The Foundation is still working on collecting more precise Movement-wide data for these same contributors metrics.

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

**The purpose of aggregating data is not to rank or value grantee's work based on their level of contribution.** It is important to first consider that these metrics should always be contextualised. Grantees with higher funding but a smaller number of participants, editors, or organisers are often making efforts in terms of training or researching and testing new approaches, or bringing in smaller groups from underrepresented communities.

Can these benchmarks be useful for grantees to review their targets, comparing their targets with grantees with similar programs, funding, or contextual dynamics? Can they be helpful for newcomers that often express that they find it hard to set targets when initiating their work.Look at the images below and think of how aggregating and presenting the data like this can be useful for your work and regional understanding?

**Global participant targets by grantee country**
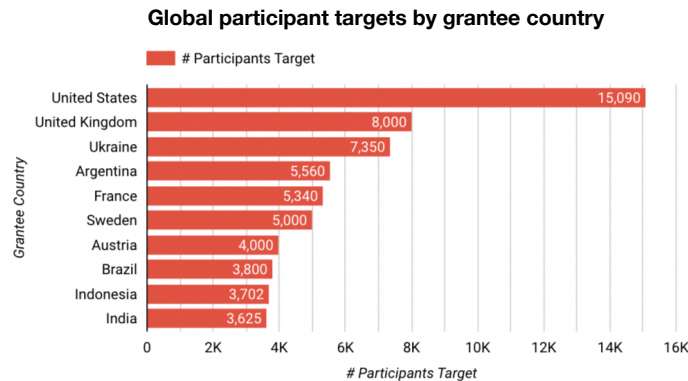


**ESEAP editors targets by country**
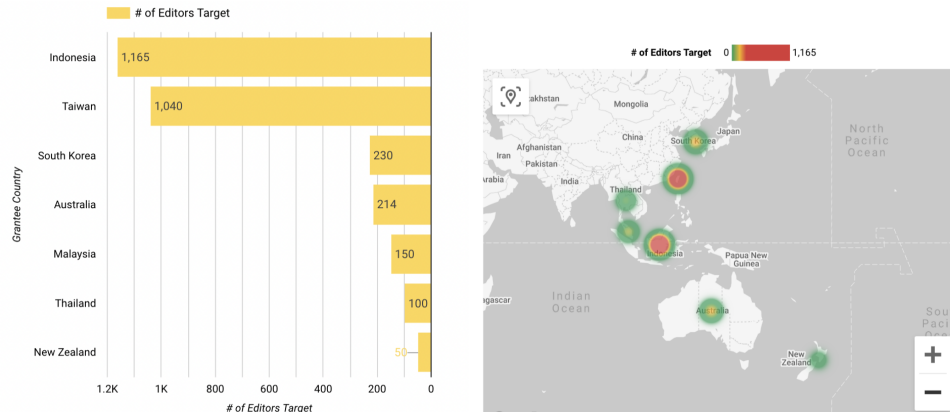
Another way of analysing this data is by **grantee-type**[40]: 18% of grants are contributing less than 100 participants, these are mostly Alliances Funds and newer grantees in several regions. 32% of grants are aiming to contribute between 100-500 participants. The average funding per grant in this group is 60K[41]. Their programmatic work is focusing on a greater diversity of contributors and/or activities that bring in fewer participants, such as advocacy or unique content or audiences. 30% contribute between 500-3000 participants, with an average of 130k of funding. They are mostly the type C grantees in each region, except for some countries. 9% are contributing between 3,000-12,000 participants, and their average funding is 350k, and they mostly type C grantees. 11% do not report participants' metrics. **Is this useful for your work?**

## 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. **ESEAP** aims to contribute 16k representing **8%** of the global target for content on Wikipedia. with Wikimedia Indonesia accounting for 80% of this. The other projects on average contribute 200

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

contents per grant. Several of the projects are focused on creating *new content* around topics that have not been represented[42] and working with underrepresented groups[43].

**Wikimedia Commons: 61%** of grantees are planning to contribute to Commons stating an estimated goal of **1.1M** contents, between improved and created. **80%** disaggregate the data to say whether it is new or improved. **ESEAP** aims to contribute 13,800, which is 1% of the global target**.** There are 8 organisations contributing to Commons in the region, Wikimedia Indonesia contributes 47% of the target. There is an active participation around cultural and heritage contents through campaigns such as Wiki Loves Heritage and Wiki Loves Earth and Alliances Funds OpenStreetMap experimenting with street-level 360-degree quality images linking Wikidata-Commons, Wikipedia, and Wikivoyage.

**Wikidata**: **53%** of grantees are planning to contribute to Wikidata stating an estimated goal of **1.7K** contents, between improved and created items. 27% disaggregate the data, stating whether they will be items improved or created. There is an increase in the tendency for more grantees to use Wikidata, as a way to link this to Wikipedia and Wikimedia contributions. So it has become a key support structure for other Wikimedia projects. **ESEAP** aims to contribute **329,000 data items**, 19% of the global target. There are 9 organisations contributing to Wikidata in the region[44]. Wikimedia Aotearoa New Zealand contributes 96% of the target[45]. Further descriptions are needed from grantees globally to understand what some of the data contributions imply. For instance, what items edited or revised means. Also, we may want to distinguish the creation of a new dataset on Wikidata from the migration of an existing dataset to Wikidata. They're both valuable but take different amounts of effort.

ESEAP is a region with grantees with an interest in **smaller projects**, in fact it is the only region where there is at least 1 grantee contributing to each of the small projects[46]. This also speaks to the culture and language diversity in the region. Even though the target contributions are small in terms of numbers, there could be some interesting documentation and learning around the potential value of investing in Smaller projects and promoting content use amongst consumers.

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[42] For instance, the alliances fund in Taiwan with the Department of History, National Cheng Kung University working to represent rural medical histories and also contributing data to Wikidata and content to Wikiquote, Wikimedia Community User Group Malaysia, and Wikimedia Australia and New Zealand.
[43] Such as First Nations peoples in Australia, to develop protocols for discussion and begin to explore opportunities to improve cultural safety of content on Wikimedia platforms. As the user group recognises, this will require" time and resources to ensure we achieve a suitable outcome based on engagement and consultation across the community".
[44] Department of History, National Cheng Kung University, OpenStreetMap Taiwan, Perkumpulan OpenStreetMap Indonesia, Creative Commons Indonesia, Wikimedia Korea, Wikimedia Taiwan Association, Wikimedia Indonesia, Wikimedia User Group of Aotearoa New Zealand, Wikimedia Australia Inc
[45] Wikimedia User Group of Aotearoa New Zealand has created a Wikidata Fellowship. They are also working on a project to upload to Wikidata the metadata of NZ thesis (66,000 items) held in NZ University libraries. This joint project involves University research librarians and three User Group editors. Support includes contracting the services of a data wrangler to accelerate the preparation of the dataset in Open Refine for bulk upload to Wikidata. The intention is to have this dataset ready for the citation use for the joint australasian 1Lib1Ref campaign.
[46] Wikimedia Malaysia on Malay Wiktionary and the Tausug Wikipedia Incubator., The Department of History, National Cheng Kung University on Wikiquote to capture proverbs, Wikimedia Korea and Wikimedia Indonesia on Wikisource, OpenStreetMap Taiwan on Wikivoyage and Wikimedia Indonesia with edits to Wikibooks and Creative Commons Indonesia uploading Open Educational Resource training material.

## II. Key funding data

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

1. Globally there was an increase in funding (51%) and grants (35%) in 91 countries, 20 more than last year. ESEAP was the region with the second largest increase following the MEA region. There was a 135% from 586 K to 1.3M in 27 grants[47].
2. Globally there was an increase in a more equal distribution amongst regions, whilst maintaining growth in the funding distributed in all regions. ESEAP received 11% of the global funding compared to 7% in 2021. Indonesia is ranked 4th globally receiving 4.3% of global funding and Australia is 7th with 3.4%.
3. Intra-regional distribution shows regional variations. USCA, NWE, and CEE concentrate on larger affiliates with a history of grants so intra-regional distribution is more even. In SA, MEA, LAC, and ESEAP the range between the highest and lowest funds is wider, with fewer countries with longer grant histories and organizational structures. 12 countries were funded in the region, and 68% of funds went to Indonesia and Australia.
4. Globally, there has been a marked increase in funding to emerging communities (128%) and to middle and lower-income countries (70%). There are opportunities to grow, particularly in countries that are underrepresented in the Movement, taking into consideration their internet use and readership. Language accessibility and outreach will be key, as they proved to be important aspects in diversifying the group of newcomers in the last year.
5. Globally, there has been a significant increase in new grantees (40%) and the percentage of funding going to new grantees (160%). The new funding structure has started to diversify the entry points for new grantees. In ESEAP there were 13 new grantees[48]. 2 former rapid grantee transitioned to General Support Funds in the region[49], also signaling an opportunity to work with former grantees to see if their former work is worth scaling.
6. Alliances Fund has signified an opportunity for growth in the ESEAP region, accounting for 30% of these funds. There are opportunities for growth in Rapid (4% of global funding goes to ESEAP) and Research Funds (0% of funding went to the region in this fund's first round).
7. Out of 25 grantees receiving multi-year funding for the first time under the new grants strategy, 1 is in the ESEAP region with a 3-year funding period.
8. The average funding in the General Support Fund is $117.000 USD per grant. In MEA, CEE, and South Asia the average is almost half this amount between $55,000-70,000[50]. In NWE and USCA regions it is $210,000-240,000. In ESEAP it is close to the average at $128,000 USD per grant, yet the variation is wide from 16,000 to 425,000.

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[47] There are a total of 27 grantees who successfully received funding in the ESEAP region - 13 Rapid Funds, 7 General Support, 6 Alliances and 1 Conference Fund.
[48] 6 came through the rapid fund, 6 the alliances fund and 1 the General Support fund.
[49] Wikimedia User Group of Aotearoa New Zealand and Wikimedia Community User Group Malaysia. The latter had not received funds as a User group, only rapid funds for individuals that are part of the group.
[50] When adjusted for country-costs the difference is smaller, but MEA, CEE, and South Asia are still around 35% below average.

9. Globally, out of the 177 recognised affiliates, 74 affiliates received grants in 2022 (41%). 76% (10/13) of affiliates that are recognised and active in ESEAP have applied for and were awarded funding[51].
10. In ESEAP grants are invested in a third of the countries (10/31). Of countries with investments, 60% (6/10) were flagged as underrepresented in grants or affiliates ecosystem by Global Data and Insights (GDI) equity index[52]. 94% of total investments were to emerging communities.
11. The access to funding was welcomed and much needed by the community with 47% of applicants putting in a grant application for the first time. This meant significant time investment upfront through grant outreach and application support paid off.
12. Globally, 82% of grants were approved, with 92% of the requested funding approved. In ESEAP, 88% of Community Fund applicants were successful, for the Alliances fund it was 60%. This was because priorisation was required due to availability of funds.

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[51] The remaining three are Vietnam, Myanmar and Philippines Usergroup (under review by the Affiliations Committee and not eligible for grant funding in 2021). ESEAP Affiliate data can be found at the community yellow pages.
[52] Countries underrepresented in grants or affiliates ecosystem - China, Hong Kong, Japan, Taiwan, Malaysia, Singapore, Thailand, Vietnam, New Zealand