WIKIMEDIA

CANADA

Annual Report 2021

Table of contents

A word from the Board of Directors

Transformation! This word perfectly illustrates the year 2021 as experienced by Wikimedia Canada.

This year, in order to highlight the collaborative culture of Wikimedia projects, the Board of Directors chose to co-write the word traditionally reserved for the President.

Transformation was the essence of the Board's work in 2021. Following the achievement of our charity status in 2020, we wanted to draft a strategic transformation plan that would set the course for Wikimedia Canada over the next few years. Following the advice of Vincent Chapdelaine, strategy consultant, this ambitious plan materializes the mission, vision and values of Wikimedia Canada through six major programs that we invite you to discover or rediscover.

We also realized that the scope and quality of our volunteer projects and partnerships at Wikimedia Canada required the support of a permanent paid team. So to begin this transformation, in 2022, Wikimedia Canada will recruit the first ever Executive Director in the history of the chapter.

Over the past ten years, we have been able to build on the foundation laid by the directors who came before us. We thank them for making it possible for us to get this far today. While waiting for the arrival of a

permanent team, we are proud to be able to count on our long-time collaborators, without whom nothing would be possible: Jean-Philippe Béland (advancement manager) and Pierre Choffet (developer, IT manager). More recently, we have benefited from the work of Jolin Masson (graphic designer) for the new Wikimedia Canada brand image. Thanks again!

With the hiring of the first Executive Director, Wikimedia Canada ventures alongside other large chapters such as Wikimedia France, Wikimedia Germany, Wikimedia UK and Wikimedia Argentina. With permanent teams, these chapters are able to provide stronger and more ongoing support to their communities than a simple volunteer team.

The Board of Directors would like to thank all the past directors for building a foundation that has allowed the current Board of Directors to begin this strategic transformation of Wikimedia Canada. We thank:

- Stacy Allison-Cassin (director from 2019 to 2020)
- Gabriel Arsenault (director from 2018 to 2019)
- Charlotte Badin (director from 2017 to 2019)
- Antoine Beaubien (director from 2017 to 2018)
- Jean-Philippe Béland (director from 2016 to 2018)
- Amber Berson (director from 2019 to 2020)
- Ernest Boucher (director from 2014 to 2016)
- Nathalie Casemajor (director from 2014 to 2016)
- Linda Chew (director from 2012 to 2014)
- Philippe-Olivier Daniel (director from 2016 to 2018)
- David Fourney (director from 2016 to 2017)
- Zana Gordon (director from 2011 to 2012)
- James Heilman (director from 2011 to 2013 and from 2016 to 2017)
- Prosenjit Lahiry (director from 2012 to 2016)

- Marie D. Martel (director from 2017 to 2019)
- Jeffery Nichols (director from 2011 to 2017)
- Patrick Paul (director from 2014 to 2017)
- Jean-François Pilon (director from 2018 to 2019)
- Ray Saintonge (director from 2011 to 2014)
- Alan Walker (director from 2011 to 2016)

2022 will be the year of transformation and the beginning of an impressive and significant growth of the Wikimedia movement in Canada.

Your Board of Directors,

Catherine Bernier (director)
Lëa-Kim Châteauneuf (president)
Guillaume Lafrance (treasurer)
Jean-Michel Lapointe (director)
Michael David Miller (vice president)
Thérèse Ottawa (director)
Ha-Loan Phan (secretary)
Benoit Rochon (director)
Sarah Severson (director)

Wikimedia Canada

Who are we?

Wikimedia Canada is a charitable organization dedicated to the growth, development and dissemination of free knowledge in Canada.

We are recognized as the official chapter for Canada by the Wikimedia Foundation, the organization that operates, manages and hosts the Wikimedia projects, including Wikipedia.

Our mission

Wikimedia Canada serves as a **catalyst** for collecting, developing and disseminating knowledge and educational, cultural and historical content in all languages of Canada, including Indigenous languages, under a free license or in the public domain, using the Wikimedia projects as the primary means of dissemination, and supporting volunteers across the country.

Wikimedia Canada also helps to increase the understanding and awareness of the public and institutions in Canada about free knowledge and the Wikimedia projects.

Our vision

"Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment."[1]

Under this **common vision** that we share with the global Wikimedia movement, Wikimedia Canada aims to increase the awareness and appeal of its programs, some of which are specific to its territory, such as Indigenous knowledge, languages and cultures. Wikimedia Canada also places a particular emphasis on projects that involve diversity and high impact topics.

Our activities

Wikimedia Canada engages in a range of activities, outreach initiatives, community-building events, content creation projects, partnerships with cultural and knowledge institutions, and collaborations with Indigenous communities.

The work of our volunteers helps millions of people around the world to have access to high quality free knowledge and information.

In 2021, Wikimedia Canada's activities fell under three main programs: "content development", "communities development", and "Indigenous Peoples on Wikimedia projects".

---

[1] https://meta.wikimedia.org/wiki/Vision

Wikimedia projects

Wikimedia projects are free and open source information and knowledge resources developed collaboratively online by volunteer contributors. They are the largest free knowledge projects in history.

There are 11 main Wikimedia projects[2]: Wikipedia (encyclopedia), Wiktionary (dictionary), Wikinews (news site), Wikivoyage (travel guide), Wikiquote (collection of quotes), Wikiversity (educational resources), Wikisource (library), Wikibooks (textbooks), Wikimedia Commons (multimedia repository), Wikidata (knowledge base), and Wikispecies (inventory of life).

The content of all Wikimedia projects is free and open source under the Creative Commons license, and anyone can contribute to it. This license means that everyone is free to use, reuse, modify and distribute the content without paying royalties.

Wikipedia[3] is the best known of the Wikimedia projects. It aims to build a free online encyclopedia in all the languages of the world to which everyone can contribute. It is available in more than 300 languages and has more than 25 million articles in all languages.

---

[2] https://meta.wikimedia.org/wiki/Wikimedia_projects
[3] https://www.wikipedia.org/

Governance

Strategic Transformation

Since its founding in 2011, Wikimedia Canada has experienced steady growth. This growth has accelerated in recent years, and it has become necessary to professionalize the organization and transform its processes. In 2021, we have therefore embarked on an **ambitious plan of "strategic transformation"[4]** in order to take full advantage of the opportunities in Canada from the many institutions that want to contribute to free knowledge through the Wikimedia projects. This strategic transformation will take place over the next five years.

The highlights to remember from this plan are:

- **Structuring projects in six major programs**: P1 - Support to WikiClubs and volunteers, P2 - Indigenous cultures, knowledge and languages, P3 - Francophonie, P4 - Diversity of knowledge and high-impact topics, P5 - Collective for free knowledge, P6 - Research and development.
- **For 2022, first steps towards creating a permanent WMCA team** in order to better support volunteer projects, with the hiring of an **Executive Director**.
- We plan to **diversify our funding sources**, following the achievement of our charity status.

---

[4]
https://docs.google.com/document/d/1G0XBjdnv59FISJ8ts55djLohJteAXAin1k5D6EROxwk/

The Board of Directors

At the 2021 Annual General Meeting, the members of Wikimedia Canada re-elected four members of the Board of Directors.

- Lëa-Kim Châteauneuf, President
- Michael David Miller, Vice President
- Ha-Loan Phan, Secretary
- Guillaume Lafrance, Treasurer
- Catherine Bernier
- Jean-Michel Lapointe
- Thérèse Ottawa
- Benoit Rochon
- Sarah Severson

Wikimedia Canada is proud of the diversity of its Board of Directors. Out of nine directors, five are women, one is from the Atimamekw First Nation, two are anglophones and seven are francophones. This representativeness helps the association to pursue its objectives in terms of inclusion and diversity.
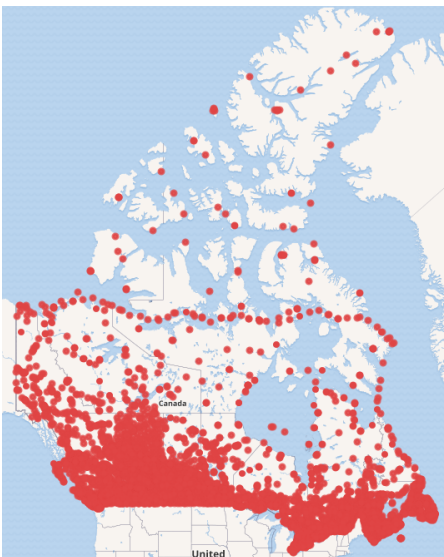
Our main projects

100 years of weather data

In 2021, Wikimedia Canada concluded the project "Weather Observations of the Meteorological Service of Canada (MSC) in Wikimedia projects"[5] started in 2019 which aims to transfer observations from all MSC weather stations into Wikimedia Commons and reuse them in various Wikimedia projects.

Indeed, since 2019, we have been engaged in a bold project to release a complete structured dataset from Environment and Climate Change Canada (ECCC) into Wikimedia projects in order to maximize its dissemination and reuse. The project was funded by ECCC.

With the oldest weather records dating back to 1840, over 170 years of data from 8,756 weather stations across Canada have been uploaded

to Wikimedia Commons. This massive data import was completed during the first phase of the project in 2019-2020.

For the second phase in 2020-2021, it was important to us to find ideas to enhance this data and disseminate it through the Wikimedia projects. Therefore, we have collaborated with two institutions and scientific networks: Acfas and IVADO.

The final report of the project has been published on Wikimedia Commons[6]. The results of the project were also presented at the Canadian Meteorological and Oceanographic Society conference, at the Wikimania convention, and at the French WikiConvention.
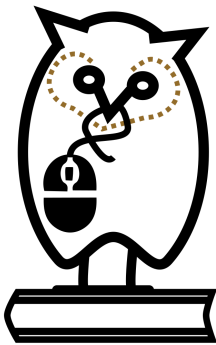

5

https://meta.wikimedia.org/wiki/Observations_m%C3%A9t%C3%A9orologiques_du_Service_m%C3%A9t%C3%A9orologique_du_Canada_dans_les_projets_Wikim%C3%A9dia

6 https://commons.wikimedia.org/wiki/File:Final_Report_WMCA-ECCC_2021.pdf

During the summer of 2021, Wikimedia Canada and Acfas mentored two interns as part of IVADO's "Data Storytelling" internship[7] in order to further enhance ECCC data[8]. Two articles with interactive graphics were published at the end of these internships: "Climate inequalities that make you insomniac"[9] and "Agricultural resilience lies at our feet… In the soil"[10].

#1Lib1Ref

#1Lib1Ref (short for one librarian, one reference) is an international campaign held twice a year from January 15 to February 5 and from May 15 to June 5 with the goal of adding references to Wikipedia. The objective of the campaign is to encourage librarians around the world, but also all those who have a passion for free knowledge, to add references to Wikipedia articles.

Indeed, Wikipedia being one the first places where people find information, we wish to contribute to the verifiability and credibility of Wikipedia by participating each year in the international campaign *#1Lib1Ref* by holding a friendly competition at the national level in Canada. Through this friendly competition, Wikimedia Canada aims to mobilize information professionals (librarians, archivists, documentalists, etc.) from GLAMU (galleries, archives, museums and universities) to organize local contribution campaigns and compete with their sister institutions across the country.

For the January 2021 edition of *#1Lib1Ref,* we piloted a competition organized by province and territory in which institutions in Quebec, Ontario and Manitoba participated. This inter-regional campaign

7

https://ivado.ca/en/scholarships-and-grants/internship-scholarships-data-storytelling/
8

https://www.wikimedia.ca/2021/06/15/wikimedia-canada-and-acfas-partner-with-ivado-for-the-data-storytelling-internship/
9 https://www.wikimedia.ca/2021/11/15/climate-inequalities-insomniac/
10 https://www.wikimedia.ca/2021/11/15/agricultural-resilience-soil/

mobilized 77 contributors and resulted in over 1,500 new references in Wikipedia and Wikidata projects. For the May 2021 edition, following requests from various GLAMU institutions, we have set aside the inter-regional campaign and have returned to the national friendly campaign by institution. For this edition, 10 institutions across Canada contributed over 2,100 new references to Wikipedia and Wikidata thanks to 35 contributors.

Wikipedia Contribution Guide

Acfas, in collaboration with Wikimedia Canada, has published a *Wikipedia Contribution Guide* in French[11]. It was published on September 8, 2021 on Wikimedia Commons.

This 20-page guide serves as an introduction on how to start contributing to Wikipedia. It can be particularly useful for people who are organizing activities to welcome new contributors.

11

https://commons.wikimedia.org/wiki/File:Guide_de_contribution_%C3%A0_Wikip%C3%A9dia_par_l%27Acfas_(2021,_version_1).pdf

Discovering our Ancestral Heritage

Discovering our Ancestral Heritage[12] is a project of the Quebec City WikiClub aiming to document the architectural heritage of Quebec City, in particular the religious buildings.

During this project, more than 500 photographs[13] were uploaded on Wikimedia Commons, many of which have been recognized as quality images.

---

[12] https://ca.wikimedia.org/wiki/La_d%C3%A9couverte_de_notre_h%C3%A9ritage_ancestral

[13] https://commons.wikimedia.org/wiki/Category:Media_created_with_Nikon_Z7ii_provided_by_the_Quebec_WikiClub

Wikipetcia Atikamekw Nehiromowin

The project to create a Wikipedia in the Atikamekw language, the *Wikipetcia Atikamekw Nehiromowin*[14] was launched in 2013 and it was officially created on National Indigenous Peoples Day on June 21, 2017. Now, the Wikipedia in Atikamekw language have over 1,500 articles.

Since then, the Metapeckeka WikiClub, that is to say the WikiClub of the Atikamekw Community of Manawan, continues to be one of the most active WikiClubs in Canada, and the Wikipedia in Atikamekw language continues to grow.

Among other things, the Metapeckeka WikiClub has acquired a private archive fonds containing a thousand pictures taken during the filming of the CBC series *The six Atikamekw seasons*, filmed at the end of the 1970s, about the way of life of the Atikamekw Nehirowisiw on the Nitaskinan. The entire collection has been uploaded on Wikimedia Commons. In 2021, several sessions were organized between the WikiClub and the two filmmakers in order to properly describe the archive fonds.

Other activities organized by the Metapeckeka WikiClub include *Nanto masinatcikan* during which volunteers from the WikiClub host evenings where people are invited to bring their personal family archive photos which are digitized on site and can be uploaded to Wikimedia Commons to be used on the articles of the Wikipectia Atikamekw Nehiromowin. The WikiClub also organizes photo contests called "Nitaskinan in pictures" where people are invited to upload pictures on Wikimedia Commons

---

[14] https://atj.wikipedia.org/

illustrating the territory and the traditions of the Atikamekw Nehirowisiw.

The WikiClub also uses the *Lingua Libre* project to record words in the Atimakew language that are then added to Wiktionaries. In 2022, the WikiClub plans to produce a documentary about their project in order to encourage other Indigenous nations to start Wikipedias in their languages.

Book project: a decade of WMCA projects

Jean-Michel Lapointe (Wikimedia Canada, Université du Québec à Montréal) and Sophie Montreuil (Acfas) are co-editing a collective book in 2021 that will be submitted for review to the Presses de l'Université de Montréal in the *Parcours numérique* collection. The book titled "*Free knowledge and Wikimedia projects in Canada*" aims to provide an overview of the dynamism of Wikimedia projects in Canada, thanks to the contributions of ten people who are involved in the movement and/or who conduct research activities about Wikipedia, Wikidata and Wikimedia Commons projects.

The planned release of the printed book is in early 2023 and will be accompanied by a digital platform with two additional exclusive texts. We are currently working on a partnership with an English-speaking university press to have the book published simultaneously in English.

Wiki Challenge

In 2021, the Wiki Challenge (*Défi Wiki* in French)[15] was organized in partnership with the Association universitaire de la francophonie - Amériques (AUF-Amériques), the École nationale d'adminsitration publique (ÉNAP), Bibliothèque et Archives nationales du Québec (BAnQ), Acfas and Wikimedia Canada.

This is a contest to promote the production of scientific content in French on Wikipedia in the field of humanities and social sciences, inviting graduate students in this field to improve an existing article or to create a new article on concepts in the humanities and social sciences. Michael David Miller (Wikimedia Canada, McGill University) represented Wikimedia Canada in the international competition. As part of the competition, training on how to write on Wikipedia was offered. The winners will be announced in 2022.

Quebec Literary Arts

Michael David Miller (Wikimedia Canada, McGill University) trained a team from Rhizome Productions in 2021 on how to contribute to Wikipedia, Wikimedia Commons and Wikidata projects. Since then, under the direction of Frédérique Dubé, Rhizome Productions have worked on hundreds of Wikipedia articles about Quebec literary arts as part of their project *Creating links*. In 2022, Rhizome Productions will hold *Red Carpets* events[16] at several book fairs in Quebec in order to take high quality photographs of the authors present to use them on Wikipedia articles. For more information, see the project's dashboard[17] or the project's page on Wikipedia[18].

---

[15] https://www.auf.org/ameriques/nouvelles/actualites/lancement-du-defi-wiki-un-concours-etudiant-pour-valoriser-les-contenus-scientifiques-en-francais-sur-wikipedia
[16] https://ca.wikimedia.org/wiki/Projet_Tapis_Rouges
[17] https://outreachdashboard.wmflabs.org/courses/Productions_Rhizome/Projet_Arts_littéraires_québécois_(2021-2022)
[18] https://fr.wikipedia.org/wiki/Projet:Arts_littéraires_québécois

Wiki*Franca*

Wiki*Franca*[19] is a collaboration between the French-speaking groups of the Wikimedia movement with the aim of encouraging activities in the various Wikimedia projects in French and to create bridges between the countries participating in the Wikimedia projects in French. Wiki*Franca* has members from several African, European and Caribbean countries.

Michael David Miller represents Wikimedia Canada within this association. In October 2012, he was elected to the first Board of Directors of Wiki*Franca*, which was officially created as a new international association.

---

[19] https://meta.wikimedia.org/wiki/WikiFranca

Thanks

First of all, Wikimedia Canada would like to thank all the volunteers of the Wikimedia movement in Canada as well as all the contributors to Wikimedia projects and, in particular, the participants of the WikiClubs across the country. Without their dedication, nothing would be possible.

We would also like to thank Bibliothèque et Archives nationales du Québec (BAnQ) which, in addition to collaborating with us to organize many projects, provides free office space to Wikimedia Canada in Montreal. We also want to thank all our other partners who support us in our mission, in particular Acfas and IVADO.

We thank the Wikimedia Foundation (WMF) and Environment and Climate Change Canada (ECCC) for funding our projects and activities as well as all the generous donors who allow us to carry out our mission and support our volunteers in their projects and initiatives.

Contact us

By mail: 535 Viger Avenue East, Montreal, Quebec, H2L 2P3

By email: info@wikimedia.ca

Make a donation: https://www.wikimedia.ca/donate/

Images credits

- *Wikimedia Logo family in 2022,* CC-BY-SA 3.0.
- Erik Charlton, *Eureka Weather Station,* CC-BY 2.0.
- Miguel Tremblay, *Carte de toutes les stations météo du Service météorologique du Canada ayant déjà existé,* CC-BY 4.0.
- Heatherawalls, *An owl standing on a book,* CC-BY-SA 3.0.
- Wilfredor, *L'église Saint-Charles-Borromée,* CC0 1.0.
- Thérèse Ottawa, *Petit danseur traditionnel avec un homme traditionnel,* CC-BY-SA 4.0.
- *Charles Flamand et son épouse Marie-Louise Cigwic-Iskwecic, 9 juillet 1940.*
- Thekidpossum, *Page couverture du Guide de contribution à Wikipédia par l'Acfas,* CC-BY-SA 4.0.
- Flappiefh, *Logo de WikiFranca,* CC-BY-SA 3.0.

WIKIMEDIA

C A N A D A