



WIKIMEDIA
POLSKA
REPORT
2023



Tomasz Wszeliborowski

INTRODUCTION

Dear All!

It is with great pleasure and undisguised pride to present to you the annual report for 2023, documenting our activities, achievements and challenges, with which we have faced over the past twelve months. For us, the year 2023 was a period of intensive work, significant successes, but also a moment of reflection on the future and further development of our organization and the projects we support.

Our activities focused on several key areas, including promoting free knowledge, supporting the editing community, developing

educational projects, and increasing the visibility of Polish content in the global knowledge ecosystem and the Wikimedia movement. Representatives of Wikimedia Poland have taken part in many international conferences of the Wikimedia movement sharing - during presentations - the good practices of our organization.

Thanks to the commitment of our members, volunteers, employees and partners, we have managed not only to achieve the established goals, but also to set new directions of activities, which we will continue - in accordance with the strategy of the Association - in the coming years.

In this report you will find detailed information on our initiatives, projects and campaigns. We are proud to present the results of our work, which are a testament to the strength and potential of cooperation for free and open knowledge. We are especially proud of breaking the Guinness World Record for the longest edit-a-thon. Organizing and conducting such a large-scale event brought the community together around the extraordinary goal of editing Wikipedia for 100 hours. The record attracted people who had never appeared at live events before. It allowed us to mobilize resources and energy long unseen among editors. Another unifying event awaits us in 2024: Wikimania in Poland and for the next years we have equally interesting plans for more non-obvious edits.

I would like to thank everyone who contributed to the success of Wikimedia Poland in 2023. Your commitment, passion and hard work are the foundation of our organization. I would like to thank the staff team for their daily work, our members for their active participation in the life of the association, volunteers for their invaluable help and support, and partners for their trust and

cooperation.

We look with optimism into the future, believing that together we will continue our mission of providing free knowledge to anyone and everyone, regardless of geographic location or economic barriers. We believe that by working together we can contribute even more effectively to the development of a society based on knowledge, openness and cooperation.

With best regards,

Tomasz Wszeborowski
President of the Management
Board of Wikimedia Poland

AREAS OF **ACTIVITY**

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Wikimedia Poland operates in several key areas, including:

- supporting the volunteer community operating in Wikimedia, supporting free knowledge and Wikimedia projects, education and promotion of free access to information, cooperation with institutions and external organizations, organizing training and workshops, and social and cultural projects.**

IMPLEMENTATION **OF THE** **ORGANIZATION'S** **STRATEGY**

Management and staff team Wikimedia Poland at the end of 2022 developed strategic goals for the years 2023-2025.

GOAL

We are an efficient organization with a stable financial background.

IMPLEMENTATION **IN 2023**

Obtaining a three-year grant from the Wikimedia Foundation

Increasing the number of submitted grant applications

Conducting evaluations of activities and prioritizing activities and expenditures based on them

IMPLEMENTATION **OF THE** **ORGANIZATION'S** **STRATEGY**

GOAL

**Wikimedia projects
are a recognized
of knowledge
and information.**

IMPLEMENTATION **IN 2023**

Channelling content through the
1Lib1Ref and BATUTA campaigns.

Increasing the fund for Wikigrants

Surveying the community about
subscriptions to magazines,
databases, etc.

WikiMatejko editing campaign with
the National Museum in Krakow

Edit-a-thon with the Polish
Academy
of Sciences

Webinar - Can Wikipedia be trusted

Collaborations with recognized
cultural, scientific institutions and
universities.

IMPLEMENTATION **OF THE** **ORGANIZATION'S** **STRATEGY**

GOAL

We are developing the Research and Development area to effectively gather and utilize knowledge on Wikimedia projects.

IMPLEMENTATION **IN 2023**

Cooperation with universities (University of Lodz, Adam Mickiewicz University, etc.).

Cooperation with cultural institutions (Museum of Photography, National Museum in Krakow, Korfanty Institute, etc.).

Cooperation with primary and secondary schools

Knowledge transfer within the employee team

Planning a new position - Manager of Open Science

IMPLEMENTATION **OF THE** **ORGANIZATION'S** **STRATEGY**

GOAL

**We are a friendly
working
and collaborative
environment for our
male and female
members, volunteers
and female volunteers,
employees and female
employees, and
partners.**

IMPLEMENTATION **IN 2023**

The introduction of an anti-discrimination procedure and anti-bullying

Adherence to work time norms
Introduction of work-life balance practices (workshops, team support)

Evaluation of projects (RETRO)

Transparent and flexible terms and conditions of employment

Fund for development, training of employees

IMPLEMENTATION **OF THE** **ORGANIZATION'S** **STRATEGY**

GOAL

Effectively spread awareness and brand awareness of Wikimedia projects to effectively communicate internally and externally.

IMPLEMENTATION **IN 2023**

Introduce regular Bulletin, newsletter

Using multiple communication channels (Bulletin, newsletter, social media: Fb, IG, LI, YT, Events, Message Board and others)

Increasing the quantity and quality of social media content

Crisis management training

Introducing tools for measuring communications

Preparation of comprehensive press packages for individual events

Acquisition of media partners for events

Expert statements in traditional and electronic media

IMPLEMENTATION **OF THE** **ORGANIZATION'S** **STRATEGY**

GOAL

**We are one of the
leaders of the
global Wikimedia
movement, actively
influencing
the direction of the
movement.**

IMPLEMENTATION **IN 2023**

WMPL a fiscal sponsor of the CEE
Hub

Regular publications about
Wikimedia Poland activities on Diff

Presentations at international
meetings onsite (Tbilisi, Prague,
Belgrade, Montevideo) and online
(CEE, Board of Trustees, ED's)

IMPLEMENTATION **OF THE** **ORGANIZATION'S** **STRATEGY**

GOAL

We are open and accessible.
We reduce barriers to participation in Wikimedia projects and access to free knowledge.

IMPLEMENTATION **IN 2023**

Introducing inclusive language in communication

Introducing accessibility fund

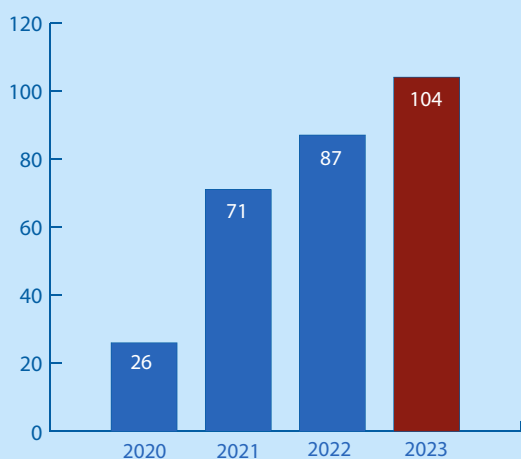
Adapting events for persons with disabilities (also providing care for those who need it)

Practical application of the Safe Space Principles and consequences of non-compliance

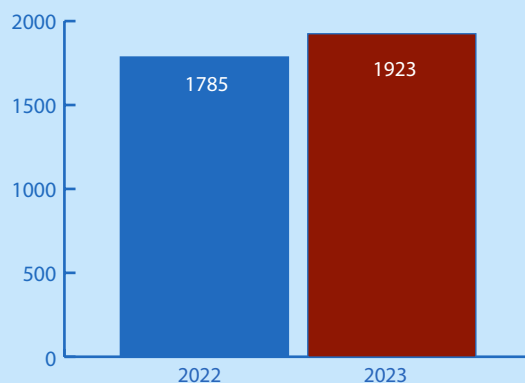
ACTIONS **WIKIMEDIA** **POLAND** **IN 2023.**

Statistics

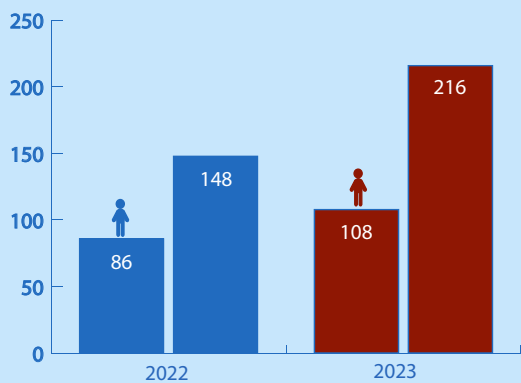
Number of events organized by WMPL (trainings, workshops, editions, conferences, etc.).



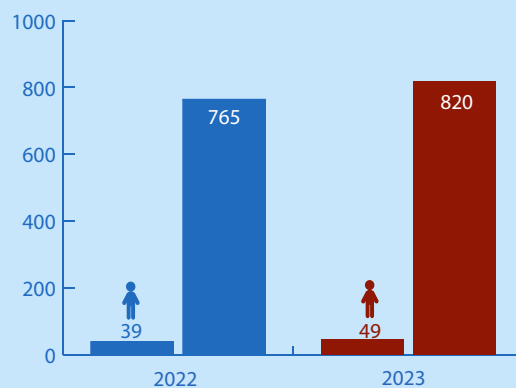
Number of articles during WikiValentine's Day editing competition in 2022, 2023



Number of participants and articles created during the Featured Article Month in 2022, 2023



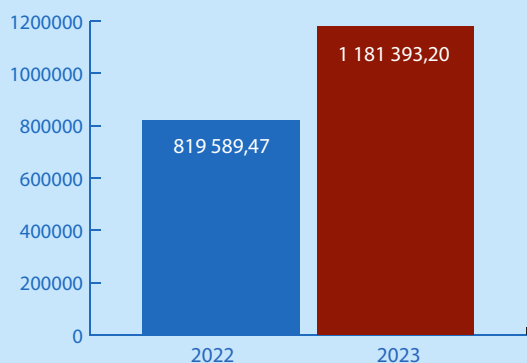
Number of participants and articles created during the Christmas Edition in 2022, 2023



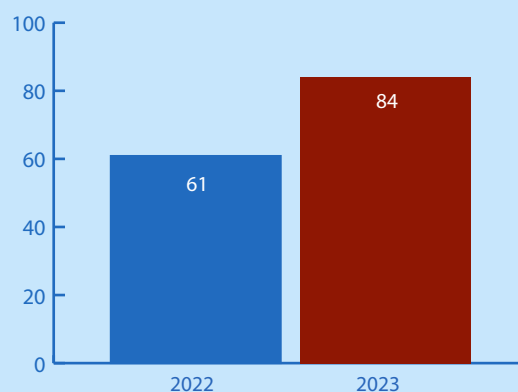
ACTIONS **WIKIMEDIA** **POLAND** **IN 2023.**

Statistics

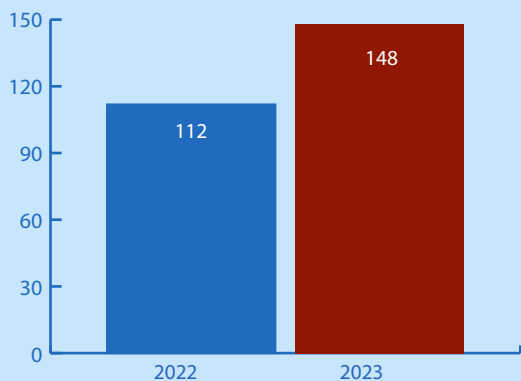
**Amount raised during the campaign 1.5%
in 2022, 2023**



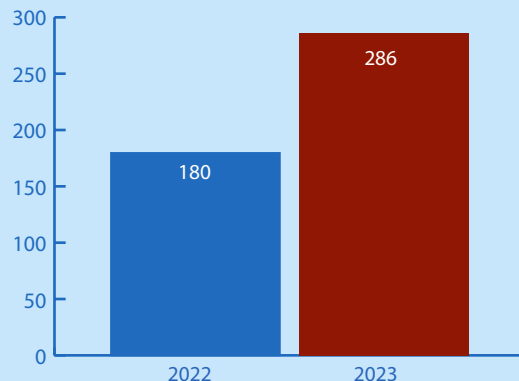
Regular individual donors in 2022, 2023



**Number of people participating in the
Wiki Likes Monuments competition**



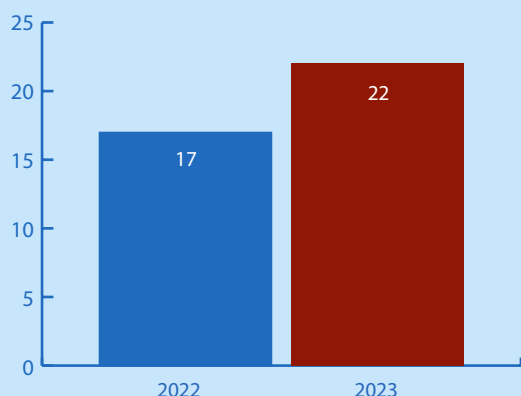
**Number of people visiting the Wikimedia
Poland stand during Slot Art Festival**



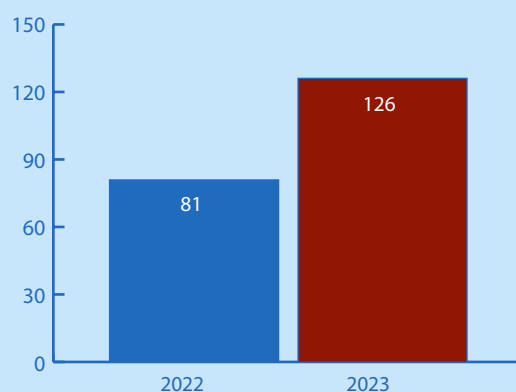
ACTIONS **WIKIMEDIA** **POLAND** **IN 2023.**

Statistics

Number of people on edit-a-thon(live) during
Wikipedia in Kurpie 2022, 2023



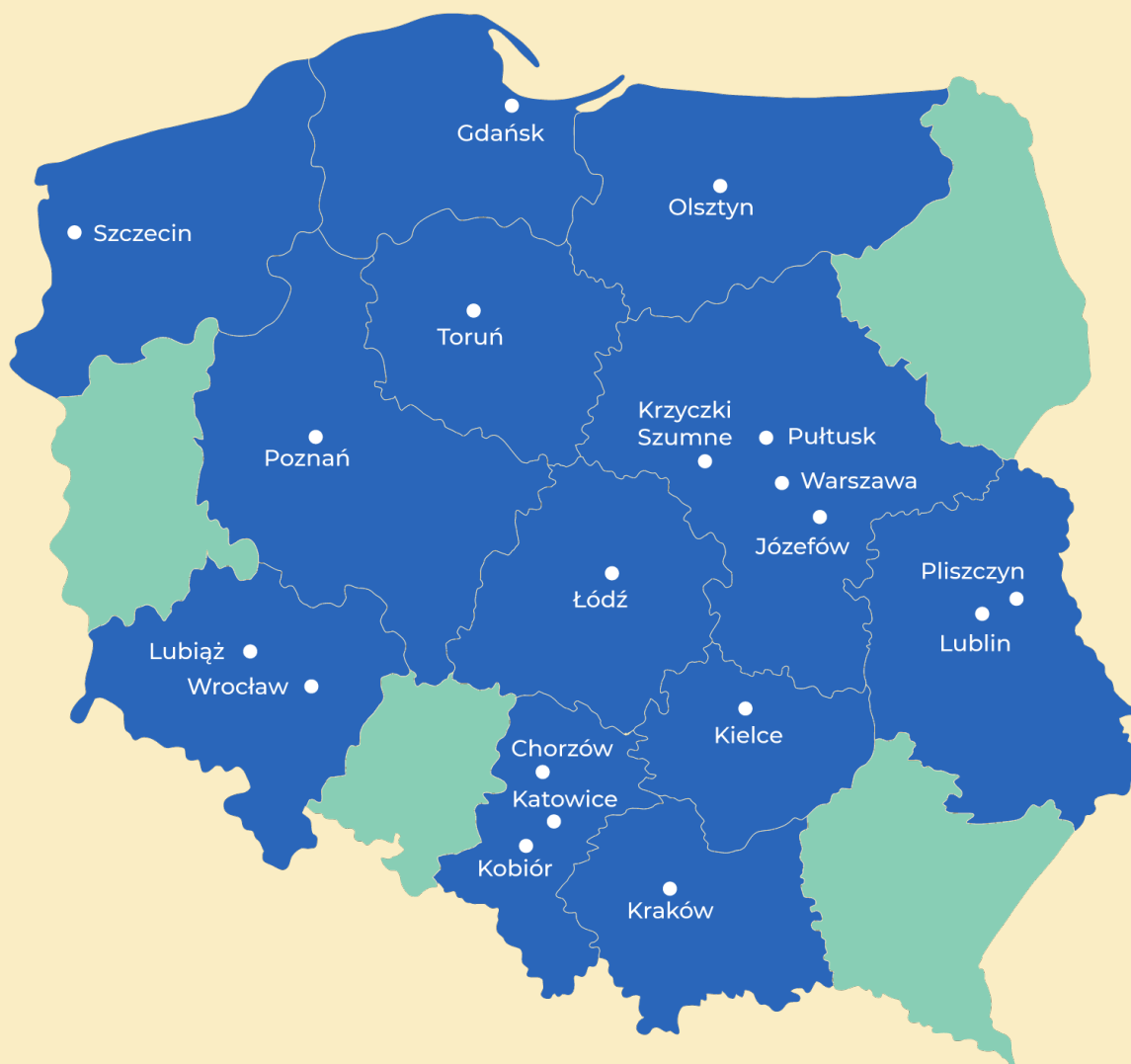
Number of edit-a-thon images uploaded to
Commons during Wikipedia
in Kurpie 2022, 2023



Guinness Record

100

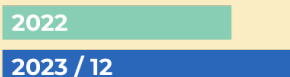
From September 26 to 30, 2023, the Polish Wikicomunity broke the **Guinness record** in the longest edit-a-thon. The previous record belonged to the Mexican community, which edited Wikipedia continuously for 72 hours. Our community set a goal of **100 hours** and this goal was achieved.



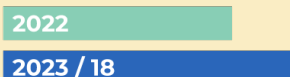
BUDGET



EDITING COMPETITION



LOCAL MEETINGS



ATTEMPT TO BREAK THE GUINNESS RECORD

At the Warsaw City Library, over **200 people** gathered to enrich Wikipedia with content related to Polish Heritage. A total of **13.1 thousand edits** on **9.5 thousand pages** were made. This results in an average pace of one saved edit every **27.5 seconds!** During the action, at least **292 new articles** were create (including 2 that were previously redirects).

EDUCATION

In the trainings and webinars conducted by the Education Team, a total of over 3,000 participants took part (significant role of cooperation with the Media Education Center in Kielce).

Articles sourced, linked, with added citations: 7,440

WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

The most important activities in individual months

January 2023 was a dynamic month for Wikimedia Poland, characterized by a range of activities. The staff met for a two-day working meeting, which promoted better planning and coordination of activities in the new year.



January also saw the organization of a training course on editing Wikipedia for employees of the Polish Academy of Sciences. The event was held at the headquarters of the Polish Academy of Sciences and was met with lively interest and active participation by the participants.

The winter edition of the #1Lib1Ref action yielded impressive results - 4177 footnotes were added to 2782 pages of

the Polish-language Wikipedia, with the participation of 51 people, placing Poland second in the world ranking. The activity of the participants and the number of added footnotes testify to the growing interest in the initiative. Several online and live meetings were held during the campaign, and the training materials gathered a wide audience.



In addition, there was an online meeting of GLAM Wikiresidents, which focused on knowledge sharing, standardization of collaborations, learning from foreign practices and support in instructional design.

WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

The most important activities in individual months

A working meeting of Wikimedians was held in February 2023 to co-create a model training scenario and discuss the group's development plan and projects for 2023.



Wikimedia Poland held a training session for the staff of the Royal Castle of Wawel to introduce them to the world of editing Wikipedia and show the possibilities that Wikimedia projects offer to cultural institutions.

A presentation on Wikimedia Commons and GLAM collaboration was held for participants of the Wikiteek course (teachers-school librarians).

The importance of open access to knowledge was emphasized, making



it possible to reach children and young people with information about Wikimedia.

The Open Culture Manager also actively participated in the GLAM Wiki meet-up, focused on metrics and project effectiveness, and began collaborating on the (Un)known Women of Wikipedia competition, involving partners like the National Museum in Krakow and the Museum of Photography (MuFo). In addition, the potential of the Open Refine tool for GLAM projects was explored, with the aim of improving data quality and processing it more easily.

FEBRUARY

WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

The most important activities in individual months

In March 2023, Wikimedia Poland organized a series of activities aimed at developing and integrating the community and drawing attention to the so-called gender gap in Wikipedia. The most important events were:

Camp Adminski: A meeting bringing together Polish Wikipedia administrators aimed to integrate, share experiences and develop cooperation skills. It enabled better use of diversity in the team to achieve common goals.

(Un)famous women of Wikipedia: The campaign produced 235 new or expanded biographies of women, and the webinar „Stories for the Times. The Power of HerStories?!” reinforced engagement with the project.

Wikischool Edition I 2022/2023: The course for more than 40 participants was successful, offering knowledge about creating and use of Wikipedia and its sister projects in an educational context.

Training at MUFO: The Manager of Open Culture and Open Education conducted training for the Youth Council of the Museum of Photography in Krakow, which included an introduction to editing Wikipedia, a mini-edition and also training in the context of participation in the action (Un)famous Women of Wikipedia.

CEE Spring: Launch of an editing competition to increase content from the Central and Eastern European region on Wikipedia.



WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

The most important activities in individual months

New GLAM project page: launch of a new page in the wiki space to support cooperation with cultural institutions in the field of open access to knowledge.

The reactivation of the meetings of the Warsaw wikisociety, known as WOW (Warsaw Open Wikispotkania), took place.

In March 2023, Wikimedia Poland's activities also included developing cooperation within the framework of GLAM projects. Meetings were held with various institutions, including the Gen. Zawacka Foundation in Toruń. There was also a meeting with the Center for Social Archiving and the Rother Mills in Bydgoszcz. GLAM partners were also included in the (Un)known Women of Wikipedia campaign, which allowed the initiative to expand its reach and impact.



MARCH

WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

The most important activities in individual months

In April 2023, Wikimedia Poland organized the WZLOT 2023 event in Krakow, Poland, focusing on integration and experience sharing among those who participated. The WZLOT was attended by Wikimedia editors, with a special focus on Wikipedia. Parallel substantive sessions were also prepared and conducted for Wikimedia editors.

Prior to the event, an anti-bullying, anti-discrimination and anti-harassment training session was held for staff and board members to raise awareness of the issues and discuss procedures. We also took part in the „Information

Management in Theory and Practice” conference

and the „Bibliometric Analysis of Open Science” conference.

We were also invited to the inauguration of the Meta VR & AR for Education program,

We also organized training sessions

on copyright law for Wikimedia Commons, aimed at understanding copyright law in the context of sharing materials on Wikimedia Common, and training on the WikiSkola program, which was designed for teachers and educators on the use of Wikipedia and other Wikimedia projects in education.

The month closed with an expert debate on the credibility of Wikipedia based on the book „Can Wikipedia be Trusted?”



APRIL

WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

The most important activities in individual months

In May 2023, a live meeting of the staff team in Warsaw focused on the organization and logistics of an attempt to set a Guinness World Record in the length of an editon, scheduled for September 2023.

Natalia Ćwik, Natalia Ćwik, Director General of Wikimedia Poland, took part in a panel at the Sector 3.0 festival, discussing about the future of knowledge in the age of automation. The speech provided a platform to emphasize the importance of knowledge and technology in the context of broad access to information.



MAY

WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

The most important activities in individual months

In addition, the education team has organized another two e-classes for school students, which are designed to introduce young people to the world of Wikipedia in an accessible way, showing its capabilities and resources as an educational tool. The interactive classes help them understand the role and importance of the encyclopedia in education.

The conference „The Heart of the school beats in the school library” summed up the first edition of the Wikiteka project, offering a platform for the exchange of experiences between librarian teachers, who shared their case studies of activities with Wikipedia among students.

This event highlighted the role of Wikipedia in teaching and learning, as well as the importance of collaboration between educators and Wikimedia projects.edia.

The EduWiki Conference provided a forum for education leaders associated with with Wikimedia and other organizations working in line with the project’s mission. The conference provided an opportunity to share experiences, set strategies and strengthen collaboration.

Workshops and speakers, including a talk by the manager of Open Education with a lecture entitled. „See community beyond wikicomunities - ways and tools to collaborate with schools and universities,” focused on ways and tools to collaborate with educational institutions, which is key to developing and promoting free knowledge.



WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

**The most
important
activities in
individual
months**

In Gdansk, during the Celebration of Freedom and Civil Rights, we represented the educational and cultural sector in the Social Zone. The lectures and workshops we organized focused on effective use of open content and navigating the world of Wikimedia.

In addition, we announced a call for participation in the second edition of Wikiteka, which was very popular, exceeding our expectations.

At the Czartoryski Library, we organized a workshop to introduce employees to the idea of open knowledge, which is particularly important in view of the upcoming changes in access to collections.

For Wikipedia administrators, who often experience stress related to their role, we held a workshop on stress resilience to support them in dealing with the challenges and pressures.

The Wikimedia Poland conference brought together users and developers associated with free software and free culture to exchange experiences and discuss about the future of access to knowledge in the information society.

The event also included a general meeting of the members of our organization. There was also an open editing training for beginners and a webinar that focused on evaluating article quality and source credibility using AI and Big Data tools, emphasizing the importance of technology in maintaining high quality content on Wikipedia.



JUNE

WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

The most important activities in individual months

The month began with the reception of interns from Adam Mickiewicz University, who had the opportunity to participate remotely in Wikimedia activities. The interns were integrated into the team through introductory training and direct interaction with mentors, which allowed them to quickly integrate into ongoing projects.

An anti-discrimination workshop was also held in July in Wrocław, Poland, which focused on promoting equal treatment and anti-discrimination in the context of content creation on Wikipedia. This was particularly important in the context of ensuring that Wikimedia projects are inclusive and accessible to all, regardless of social or cultural background.

A large part of the activity was also the preparation and implementation of the „Wikipedia in Kurpiowszczyzna” project, which aimed to increase the visibility of this region on Wikipedia and create new entries about Kurpi.

The event, held in Pultusk, allowed for the involvement of the local community and experts, which contributed to the creation of high-quality content (both entries and images).

In addition, Wikimedia Poland participated in international online meetings such as the Let's Connect Learning Clinic, which focused on motivating and retaining volunteers, as well as countering burnout in Wikimedia communities.

Finally, in July, there were a number of online meetings and trainings of individuals from the staff team that were related to various aspects of Wikimedia's operations, including crisis management in communications and safe space principles.



JULY

WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

The most important activities in individual months

August saw the opening of the second edition of the Wikiteka program, aimed at for school librarians. As part of this event in Katowice, participants were able to deepen their knowledge of open culture, free licenses and the principles operation of the Wikimedia movement. Participants had the opportunity not only to gain theoretical knowledge, but also to exchange experiences with other librarians, which allowed them to better understanding of the role that libraries can play in open education and the promotion of free knowledge.

Another important event was meeting within the framework of the „Wikipedia in Upper Silesia,” which focused on the documentation of the cultural heritage of this region. This meeting was aimed at not only promote Wikimedia projects, but also to engage the local community in creating content that reflect local culture and history.

Preparations have begun for the project WikiMatejko (in cooperation with the National Museum in Krakow), which is focused on documenting and promoting information on the life and work of Jan Matejko in Wikipedia.

Wikimedia Poland also continued its educational activities, organizing meetings and workshops aimed at raising competence in the use of digital tools, such as Wikipedia, as well as promoting the idea of open knowledge.



WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

**The most
important
activities in
individual
months**

In September 2023, Wikimedia Poland focused its efforts to break the Guinness World Record for the longest Wikipedia edit-a-thon. The event, held from September 26-30, brought together a large number of participants, both experienced Wikipedians and people who were just beginning their editing adventure. The initiative was aimed at improving and creating new entries on Poland's heritage, lasting for an impressive 100 hours. The meeting was also an opportunity to integrate

and strengthening the community of knowledge lovers, highlighting its community dimension.



SEPTEMBER

WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

The most important activities in individual months

In addition, a meeting of the Wikimedia Polska education team and representatives of pedagogical libraries from all over Poland was also held in September. The purpose of this meeting was to develop the concept of cooperation between libraries and Wikimedia Polska, which aims to support teachers and students in the use of Wikipedia resources and sister projects.

As part of the GLAM-Wiki projects, Wikimedia Poland, in cooperation with the National Museum in Cracow, continued preparations for the WikiMatejko editing action, aimed at enriching content related to Jan Matejko. The aim of the action is not only to increase the quantity and quality of entries related to this outstanding artist, but also to expand the knowledge of his life and work by editing Wikipedia articles and working with new participants, who were able to develop their skills under the guidance of experienced mentors.

September also saw the recording of a series of broadcasts at the Media Education Center in Kielce. This endeavor focused on producing a series of radio programs to promote awareness of free educational resources and open culture. The broadcasts were available to both teachers and the general public, allowing the impact of Wikimedia Poland's projects to be extended to different segments of society.

SEPTEMBER

WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

The most important activities in individual months

A series of broadcasts on Radio Kielce organized in cooperation with the Center for Media Education began in October. Broadcasts aired as part of „Generations of Tomorrow” are aimed at promoting awareness of Wikimedia projects, as well as Wikimedia Poland initiatives.

The Open Heritage Conference focused on promoting open access to cultural and educational resources. The conference was a platform for the exchange of knowledge and experience between experts and participants interested in free culture and education. One of the highlights of the conference was a panel of wikiresidents.

We made a summary of the Wikipedia action in Kurpiowszczyzna. The action resulted in more extensive documentation of the regional heritage of the White Kurpi region in Wikipedia and Wikimedia Commons, some of the articles were included in the section „Did you know...”

Wikimedia Poland inaugurated WikiMatejko campaign in Krakow, Poland, which aims to promote the heritage of Jan Matejko by creating and sharing content related to his life and work. The project combined educational activities with the promotion of art in digital space was linked to the exhibition Matejko. Painter and History at the National Museum Cracow.



In addition, there were workshops on mediation implemented as part of the conflict prevention program. These were met with an enthusiastic reception. The Digital Activism Accelerator program also began with training on cyber security.

OCTOBER

WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

The most important activities in individual months

One of the key points of the month was activities related to the Wiki Likes Monuments contest. This international photo contest, which has already become a regular part of the Wikimedia Poland calendar, attracted a record number of participants this year. A total of 287 photos were pre-selected. The jury selected the best works, which stood out not only for the quality of their execution, but also for their original approach to the topic and the ability to capture the spirit of places. The winner was Piotr Łotocki for his photograph of the Radziejowski Tower in Frombork, which the jury appreciated for its unconventional composition and excellent sense of chiaroscuro.



November saw further broadcasts of „Generation of Tomorrow” recorded in September with the Center for Media Education and Radio Kielce. The topics of the broadcasts in November focused on the problems of modern media, such as manipulation and fake news, as well as the presentation of Wikimedia projects, such as EtnoWiki, which documents folk traditions from different regions of the world.

As part of the Mobile Culture Conference held in Warsaw, Natalia Ćwik, CEO of Wikimedia Poland, took part in a panel entitled „Innovations and good practices in cultural education”.

During the Library Automation Conference, representatives of Wikimedia Poland gave two presentations: „Wikipedia - new challenges for librarians” and „Wikiteka - National Program for the Development of Leadership Competencies of Teachers-Librarians, or about the new paradigm of the profession of teacher-librarian”.

NOVEMBER

WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

**The most
important
activities in
individual
months**

Kamila Neuman, Open Culture Manager at Wikimedia Poland, participated in the GLAM-Wiki international conference in Uruguay. During the conference she led a workshop entitled „Sharing is caring, but who cares?” How can we leverage the collective knowledge and experience of the GLAM-Wiki movement?”. In addition, Kamila gave a presentation entitled „Dos and don'ts of GLAM-Wiki. Lessons Learned from a Fresh Perspective.”



NOVEMBER

WIKIMEDIA **POLAND** **ACTIVITIES** **IN 2023.**

The most important activities in individual months

In early December, a development trip was held for the staff team and management. The purpose of the trip was an integrative meeting, during which participants had the opportunity to get to know each other better, exchange experiences and focus on planning future activities. The meeting included a workshop using the Gallup methodology. Participants focused on identifying individual talents and how to use them in teamwork.

In addition, the Open Culture Manager shared her experiences from the GLAM-Wiki conference in Montevideo, focusing on the importance of international cooperation and knowledge exchange in the GLAM movement.

Wikimedia Poland decided to extend the WikiMatejko editing campaign to produce more valuable content. Additional training (e.g., on Wikipedia translations) is planned for the coming months. Planning has also begun for work on designing an educational board game based on Wikipedia, aimed at helping

teachers and students use Wikipedia resources more effectively, and understand its content.

There was also a meeting to initiate the international Heritage Guard Network project as well as Christmas local community meetings

DECEMBER

SUMMARY OF THE **YEAR IN EACH** **ACTIVITY AREA**

Community Support

In 2023, the biggest success of the Community Support Team was organizing an attempt to set a Guinness World Record for the longest edit-a-thon. The event took place at the library on Koszykowa Street in Warsaw, with the participation of Polish Wikipedia editors from across the country. The Community Support Team provided support for numerous volunteers to ensure the event went smoothly. We invited Wikimedians to collaboratively edit content related to Polish heritage in a specially prepared area of the library. was organizing an attempt to set a Guinness World Record for the length of an editon. The event took place at the Library on Koszykowa Street in Warsaw, with the participation of Polish Wikipedia editors from all over the country. The Community Support Team provided support from numerous volunteers to make the entire event run smoothly.

We invited Wikimedians to edit content related to Polish heritage together in a specially prepared library space. Thanks to this event, which was attended by 200 people (including many who had

never before participated in activities organized by Wikimedia Poland), much was learned about the activities of Wikipedia and the role of the Wikimedia Poland Association; more than 13,000 edits were made and nearly 300 new articles were written.

We plan to continue activities that enrich the content of the Polish Wikipedia and support the integration of the community, e.g. through edits in places that are attractive to the community. Among our achievements is also the strong involvement of editors in contests and actions organized with the support of Wikimedia Poland, which has benefited Wikimedians (rewards for involvement) and readers of Polish Wikipedia content, as well as contributed to preventing burnout among editors, cooperation in disseminating important information and promoting free knowledge

SUMMARY OF THE **YEAR IN EACH** **ACTIVITY AREA**

Training and Development

In 2023, the biggest achievement in the Training and Development area was the completion of the Wikiteka pilot phase. This brought results in the form of Wikiteki in 15 schools, where ambassadors (teacher-librarians) introduce children to the world of Wikipedia. They train teachers and students, carrying out community projects related to Wikimedia. Participants who took part in the pilot program (completed in 2023) act as leaders in their communities, promoting Wikimedia and Wikipedia at thematic conferences, which strengthens our position in the educational community as a reliable and supportive partner. After completing the pilot stage, we began work on making the second edition of

Wikiteka take place in an improved form.

The work included:

1. evaluating the pilot edition;
2. responding to the feedback and needs of participants;
3. taking into account the reaction of the school environment and school realities;
4. taking into account feedback from the Wikimedia community.

Subsequently, the classroom training was designed again, with more emphasis on Wikipedia-related content. This allowed us to prepare the second edition of Wikiteka in an already revised form, which increases involvement in Wikimedia projects at the editorial level.

We plan to continue these activities in the third edition. And in the future, we are considering expanding the project by targeting subject teachers.

In addition, we focused on introducing development tools for the team, including at the individual and team levels. The entire team and board of directors took the CliftonStrengths test, which provided a better understanding of the team's resources and opportunities to build partnerships within the team. Team development is a process that began in this form in 2023 and will continue through various development tools.

This will help build a strong and stable team that knows its capabilities, knows how to support each other and achieve goals.

SUMMARY OF THE **YEAR IN EACH** **ACTIVITY AREA**

Open Culture

The year 2023 for Open Culture was a time of intense and diverse activities.

An unquestionable success was the Open Culture Manager's acquisition of a scholarship and active participation in the in the GLAM-Wiki conference in Montevideo, Uruguay. The international dimension of activities also includes the co-organization of online meetings of the European GLAM-Wiki Coordinators, which are a space for the exchange of knowledge and experiences in the area of cooperation with cultural heritage entities.

In 2023, there were 6 meetings with an average of 15 participants.

During the 7 meetings in 2023 with wikiresidents, we discussed, among other things, tools for evaluating collaborations, the new look of GLAM-Wiki collaboration pages on Wikipedia, wikiresidency models, and many issues related to collaborative edits. A very successful initiative was a panel of wikiresidents on sharing and using free heritage resources at the Open Heritage conference at the Wojciech Korfanty Institute.

One of the activities that contributed to the

dissemination of the results of our GLAM-Wiki collaborations was also a substantive partnership with the Culture Shock Foundation for an online Mobile Culture course aimed at cultural animators and educators.

The year 2023 is also the time to develop the training formula addressed to cultural heritage entities, so that they have a practical dimension and fit into the activities implemented by cultural institutions. This area was an opportunity to strengthen the links between Open Culture and Open Education. The result of cooperation between WMPL teams was a new form of training for the Czartoryski Library, which is one of the branches of the National Museum in Cracow. Activities related to the dissemination of the unique Czartoryski collection in Wikimedia projects will be an important element of the EU project for the renovation and expansion of the Library's operation formula. Cooperation with the National Museum in Krakow, thanks to the institution's openness, is an opportunity to seek and implement new ideas.

At the end of 2023, we launched the

SUMMARY OF THE YEAR IN EACH ACTIVITY AREA

**Open
Culture**

editing campaign WikiMatejko, or Matejko in Wikipedia, which aims to improve the quality of content about the artist's work and involve art students in the development of Wikipedia with the support of experienced editors and editors. This is another step we are taking together with the Museum to disseminate the museum's collections and develop a community of editors and editors of GLAM-Wiki projects.

The year 2023 also marks the start of student internships under the Internship in Culture program of the National Cultural Center. One of the calls was organized in cooperation with the MNK. For us, this is a great opportunity to benefit from the support of the activities carried out within the framework of Open Culture, as well as to share with interns with the organizational experience of a modern NGO.

SUMMARY OF THE YEAR IN EACH ACTIVITY AREA

Fundraising

In 2023, the Fundraising team's greatest achievement was to run the most successful 1.5% campaign in Wikimedia Poland's history, under the slogan „Knowledge is freedom.” The campaign ended with a record result of PLN 1,181,393.20, enabling the development of projects, supporting Wikipedians and maintaining Wikipedia as an independent source of knowledge.

In addition, participation in the SLOT Art Festival in Lubiaz resulted in the creation of the Free Knowledge Zone, where over 5,000 participants were able to explore Wikipedia for 4 days.

The implementation of the next edition of the Wiki Likes Monuments contest attracted a record number of participants, who added 7,844 photos to Wikimedia Commons, enriching Wikipedia's resources with high-quality photographs of Polish monuments.

SUMMARY OF THE **YEAR IN EACH** **ACTIVITY AREA**

Communications

There have been significant changes in the communications area in 2023. A person responsible for this area was hired in January.

The new communications coordinator focused on several aspects in 2023:

- Prioritization of communication channels
- Regular publication of engaging content on Wikimedia Poland's social media channels (Facebook, Instagram, YouTube, LinkedIn). Significant growth was recorded in this area - reaching audiences with content increased by several thousand percent compared to 2022
- Visual design. Published content was subordinated to the organization's branding guidelines; individual projects were given project-specific visual identities. Cooperation with a professional graphic designer was established.
- Resumption of the monthly Bulletin on the activities of Wikimedia Poland, published in PDF form and posted on <https://pl.wikimedia.org/wiki/Biuletyn>.
- Cooperation in fundraising - communication around crowdfunding and other initiatives.
- Implementation of good practices of cooperation with the media (e.g. press-packs, dedicated newsletter)
- Taking care of employer branding (on social media, panel discussions, etc.).
- Encouraging and preparing team members for appearances in the media, conferences, webinars, etc.

Thanks to the measures taken in the area of communication, we have seen significant changes in the visibility of our projects by institutions and people outside the Wikimedia movement. This increases the possibilities for establishing partnerships and reaching a wider audience with our mission and values.

SUMMARY OF THE **YEAR IN EACH** **ACTIVITY AREA**

Administration

The Financial Report for 2023 indicates that we have seen dynamic increases in both revenues and expenses in 2023.

We are most pleased with the increase in revenues. In 2022, revenues reached the amount of PLN 1.25 million. In 2023, it was already around PLN 2 million. The largest share of this increase was the 1.5% campaign, during which we raised more than PLN 1,181,000, i.e. PLN 360,000 more than the year before. Grants from the Wikimedia Foundation accounted for a large share of the revenue structure. In 2023, it was a total of PLN 720,000 (part of the grant for 2022 was carried over to 2023).

We also acquired smaller grants, for a few thousand zlotys. They, too, made us very happy, because although the amounts were not high, writing applications was a good and effective practice for trying to get more support for 2024.

We were especially happy to receive donations from individuals who share our

belief in the power of free and accessible knowledge. Our faithful donors have contributed more than PLN 13,000 to the Association's missionary activities.

Expenses have also increased in 2023. The year before, we spent less than PLN 1.6 million. In 2023 it was about 2.3 million. Thus, the increase in costs was dynamic and amounted to almost 45%. What is important for the Association's finances, however, is that revenue growth was even higher, at over 55%. In 2024, we also plan to stick to the principle of maintaining a higher dynamics of revenue growth over cost growth.

It is worth noting that Wikimedia Poland administers the CEE Hub project.

SUMMARY OF THE **YEAR IN EACH** **ACTIVITY AREA**

Financial Report

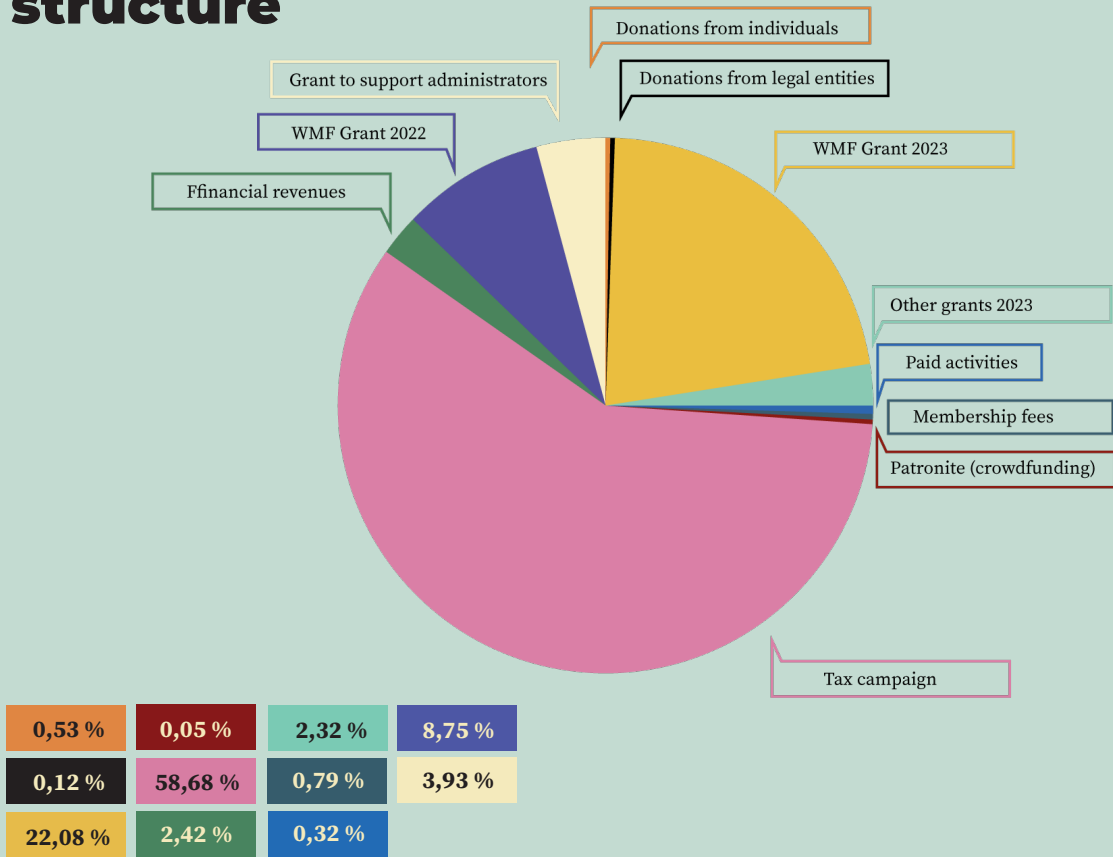
At the end of March, we summed up financially the year 2023. The association's operating costs reached PLN 2,903,429, revenue PLN 2,563,731. Part of these record high values is the participation in the CEE Hub project. However, even after deducting Hub-related costs and revenues (PLN 453,967), these are still the highest figures in WMPL's history.

Significantly: revenues grew faster than costs.

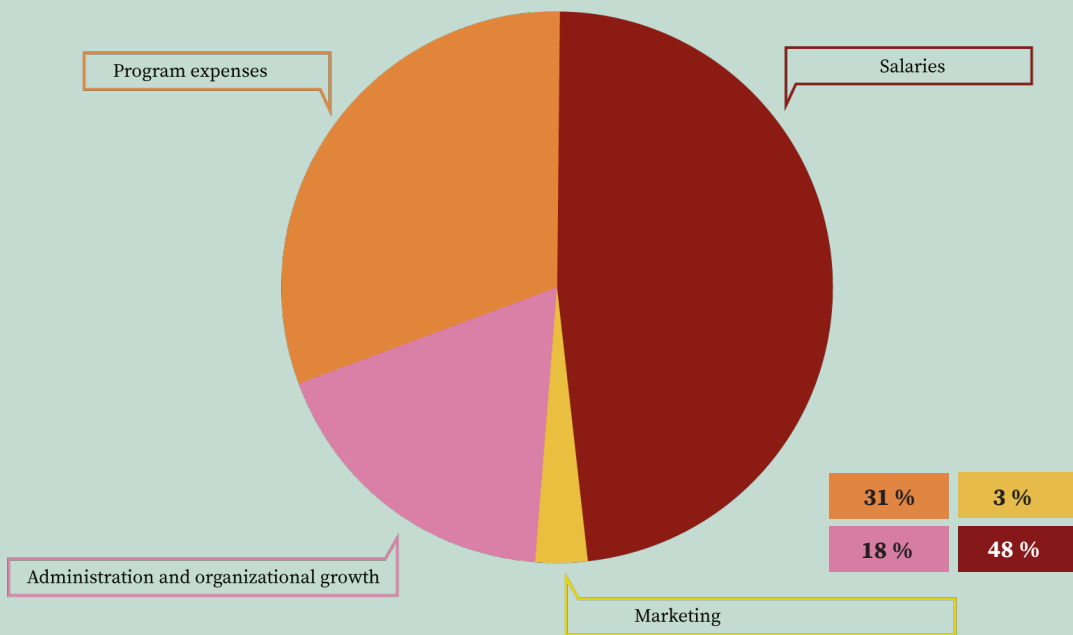
The loss amounted to PLN 339,698. Its size is within the budgeted for 2023.

	2023	2022	CHANGE
REVENUES	2 563 731 zł	1 257 288 zł	104%
COSTS	2 903 429 zł	1 592 251 zł	82%

Costs structure



Revenue structure



5

SUMMARY OF THE YEAR IN EACH ACTIVITY AREA

Events Organization

In 2023, the biggest success from the point of view of the Wikimedia Poland event coordinator was the attempt to set a Guinness World Record for the longest Wikipedia editing marathon. Setting a goal of 100 hours was a significant challenge, which was overcome thanks to excellent preparation, cooperation of the Association's staff and commitment of volunteers, which allowed to meet all the requirements of Guinness World Records and win the title.

The event, topped off with a joint refreshment with an artistic performance, strengthened community ties, promoting further inclusive initiatives. Holding the Guinness World Records title raised prestige internationally, drawing the attention of other affiliates.

The community stresses the importance of continuing this type of activity, with the March meeting during the „WZLOT” providing another opportunity for integration.

The rehearsal proved to be a valuable organizational experience, encouraging

further development and improvement of future events organized by the Wikimedia Poland Association.

SUMMARY OF THE **YEAR IN EACH** **ACTIVITY AREA**

Technical Support

In 2023, one of the most important achievements in the area of technical support was the completion of work on the knowledge base of the Wikimedia Academy course, which introduces newcomers to the world of Wikipedia.

It all started with the planning of the training scenario. We decided that the result of such a course would not necessarily be the writing of a new Wikipedia article, since this is one of the more difficult forms of contribution to the free encyclopedia. From the point of view of a newcomer to this community, it's good to start with something completely simple, and Wikipedia needs such edits as well. So we've created a knowledge base that shows where to look for articles to which minor changes need to be made, how to make those changes and how much they are needed. We also introduced the Community and its rules so that a new person would feel part of it faster. In this way, we wanted to show that anyone can edit Wikipedia and even the smallest edit matters.

In 2024, we will be opening a course on the platform and will start enrolling the first groups who want to start a new adventure with Wikipedia. At the same time, we emphasize, that the Wikimedia Academy would not have been created without the volunteers, staff and employees, and interns and apprentices of Wikimedia Poland.

ORGANIZATION **AND FINANCES**

Structure of the organization

The organizational structure of Wikimedia Poland includes the Board of Directors, the Audit Committee and the Peer Court.

The Board of Directors is responsible for directing the activities of the association, implementing the resolutions of the General Meeting of Members, managing assets, budget, and representing the association outside. Its tasks also include convening the General Meeting of Members, deciding on the acquisition or disposal of property, admitting new members, excluding members, and adopting bylaws. The Board of Directors consists 5 members, including the President, Vice President, Secretary, and Treasurer, elected by the General Assembly of Members.

The Audit Commission of Wikimedia Poland is the controlling body that monitors the activities of the association, makes proposals to the Board, and has the right to request the convening of the General Meeting of Members and the approval of financial reports. Members of the Commission cannot hold other

positions in the association's bodies and must be independent of the Board.

The Wikimedia Poland Peer Court investigates and resolves violations of the statute and disputes between members. It can adjudicate punishments such as admonishment, exclusion from the Association, or requesting deprivation of honorary title, with the possibility of appeal to the General Assembly of Members. The composition of the various bodies is elected by the General Assembly of Members.

On a day-to-day basis, the organization's tasks are carried out by a staff team led by the Chief Executive Officer (CEO) and Chief Operating Officer (COO)

ORGANIZATION **AND FINANCES**

Wikimedia Poland team

The Wikimedia Poland staff team in 2023 operated in the following areas: administration, Community Support, Open Education, Development and Training, Open Culture, Fundraising, Communication, Event Organization, Technical Support.
11 people were employed.

Summary

The year 2023 for Wikimedia Poland was full of exceptional events and achievements that have been deeply engraved in my memory. One of the most memorable moments was breaking the Guinness World Record in the length of an edit-a-thon, which was the culmination of our hard work and the commitment of the entire team. The emotions involved, the meetings with people, the organization and the atmosphere during this event showed how much we can achieve by working together. The second important initiative was the continuation of the Wikipedia project in the Kurpie region, which was not only successful, but also showed great potential for the future. Participation in the conference in Olsztyn, albeit brief, and the WZLOT in Krakow, were also key moments, showing the strength of our community and its integration. I derived great satisfaction from my involvement in the (Un)known project in March, which was an honor and a sign of confidence for me. The relaunch of the Warsaw Open Wikispotkania and the organization of the meetings at my school, as well as the media revival around WMPL and our live meetings, showed how important face-to-face relationships and cooperation are. The WMPL staff team surprised me with the change regarding the management,

where Natalia Ćwik and Grzegorz Kopaczewski created a superteam, which significantly affected the operation of the entire organization. Jolanta Drzewakowska's work on many levels of communication and the success of the Wikiteka program under the leadership of Wioletta Matusiak are examples of exceptional commitment and efficiency.

The year 2023 differed from the previous year with greater involvement and a better understanding of my role on the board, which allowed me to use my skills and talents more fully. Increased communication of our activities, publishing a regular Newsletter and working with trainees also made a significant impact on the development of WMPL.

For 2024, I see the need to increase opportunities for meetings and collaboration, plan projects in advance, and expand the base of people who support our educational activities. Continued webinars, collaborations with organizations, and international projects should remain our focus to further develop and promote free knowledge. All in all, 2023 was a year full of challenges, but also a year full of great satisfaction from achievements. Thanks to our collective efforts, passion and commitment, Wikimedia Poland

Summary

continues its mission to spread free
knowledge, witnessing the incredible
impact we can have by working together.

Board Member

Maria Weronika Kmoch

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