WIKIMEDIA DEUTSCHLAND ANNUAL REPORT 2011

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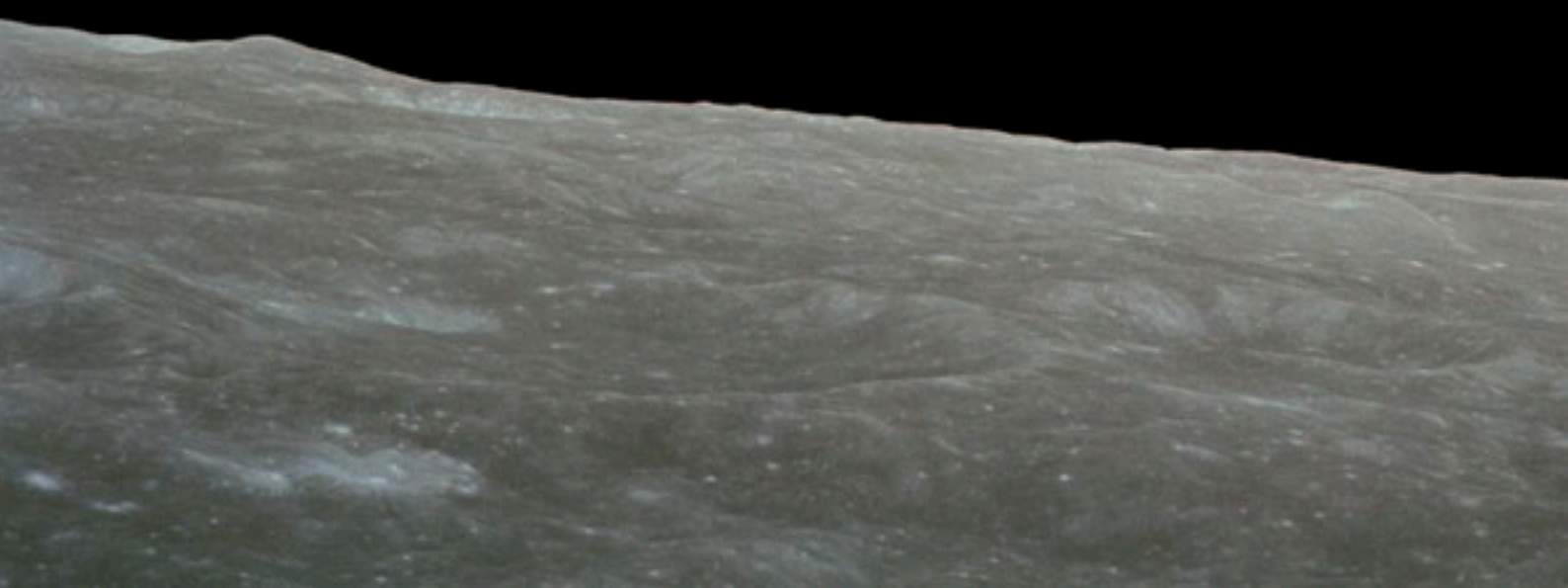

...IN WHICH EVERY SINGLE HUMAN BEING CAN FREELY SHARE IN THE SUM OF ALL KNOWLEDGE.

THAT'S OUR COMMITMENT.

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becomes a movement

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ON THE COVER

This picture of the rising Earth is over 40 years old. It is called "Earthrise" and is so well known that it even has its own Wikipedia article. [1] *The unscheduled snapshot was taken by NASA astronaut William Anders on board Apollo 8 on December 24, 1968. The photo's journey to global stardom was greatly helped by the fact that all pictures from NASA are public, which means that anyone can use, modify and re-use them for free. Just like this example of the success of freely licensed content, Wikipedia has also changed the perspective of millions of people. After eleven years and over 20 million articles, we have proven that free knowledge works!*

All text and photos in Wikimedia projects can be used freely. This also applies to this annual report. License information can be found on the back page.

[1] http://de.wikipedia.org/wiki/Earthrise

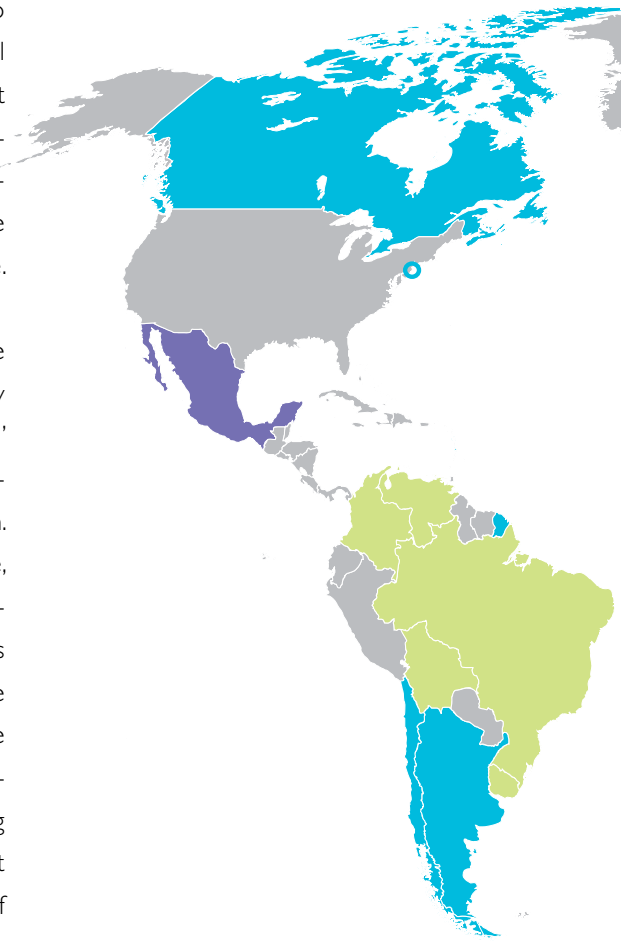
An idea
becomes a movement.

On January 15, 2011 Wikipedia celebrated its tenth anniversary. With over 20 million articles in more than 280 languages, Wikipedia has developed into the world's largest encyclopedia project. It is the result of the efforts of hundreds of thousands of volunteers worldwide. In just ten years, a work of historic proportions has been created from an idea that was once ridiculed. Wikipedia is the largest collection of human knowledge available today.

The idea of a collaborative project to create a free encyclopedia grew from the desire to collect all human knowledge and make it freely available to anyone, anywhere. The belief that everyone has the right to participate in this knowledge is a cornerstone of the Wikipedia concept, and also explains why so many people have developed such enthusiasm for the project.

Wikimedia Deutschland supports and champions the aims of the Wikipedia project and understands free access to knowledge as being a fundamental right to education. We put this belief into practice by gathering, developing and disseminating free content in all languages of the world. Millions of people are already benefiting from this commitment today. About 23 million users in Germany visit Wikipedia every month. Worldwide, Wikimedia projects get about half a billion visitors each month. As a gateway to knowledge, Wikipedia helps with personal and professional research at school, at university and in everyday life. This success is due to volunteer Wikipedia authors and supporters, without whom the project would never have been possible.

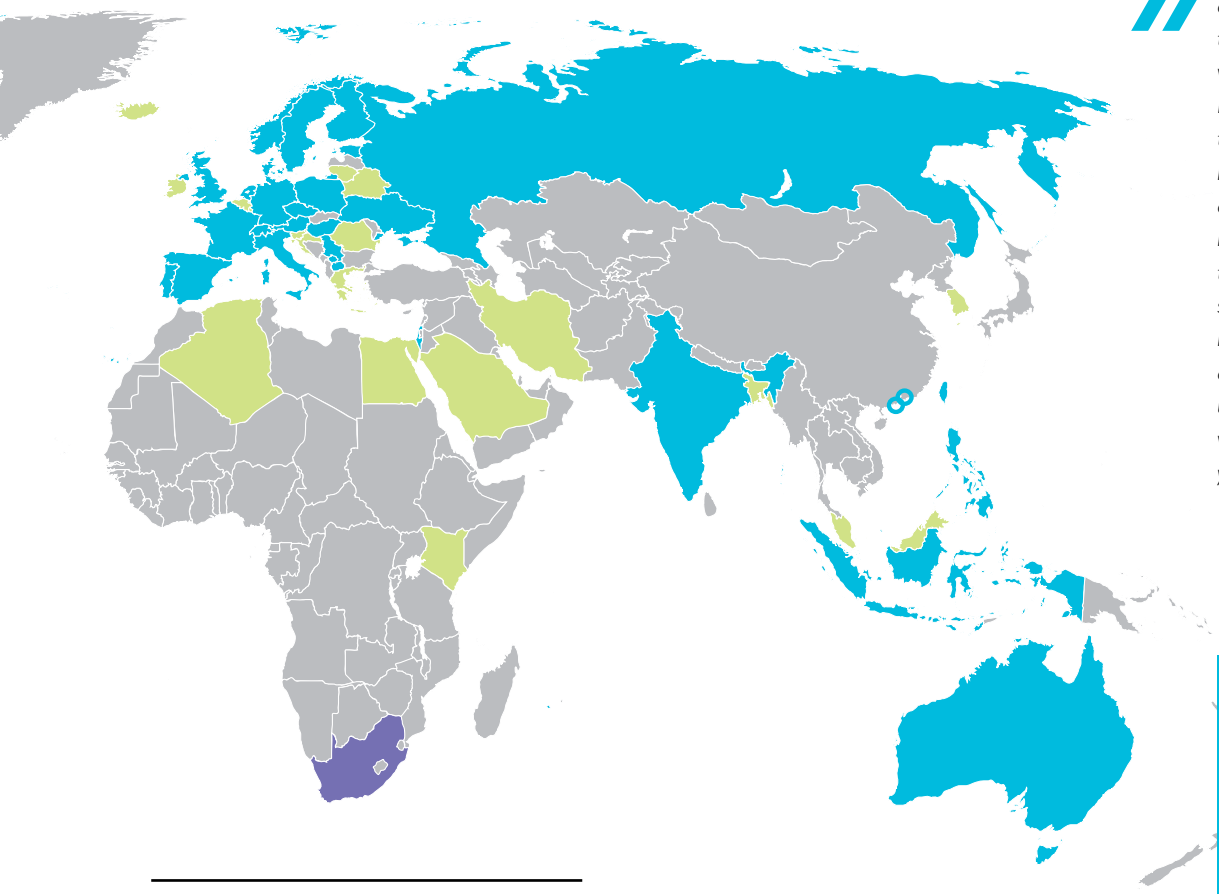
In 2001, one of the first entries about the North Sea appeared. It was brief, to say the least: "The North Sea is a sea (...)." After eleven years and many edits, the article has changed beyond all recognition. It is considered a good Wikipedia article, with tables, images and graphics. Wikipedia only had a handful of enthusiasts in its first year, but subsequent years saw the number of registered authors increase rapidly. Today, more than 100,000 volunteers from all over the world are helping to build this free encyclopedia. With about 1.4 million articles, the German version of Wikipedia is the second largest after the English version. If it were printed out, it would fill more than 700 volumes (as of December 2011). Wikipedia is a fascinating example of how volunteering and the free exchange of knowledge are shaping the world today.



Wikimedia is currently represented by chapters in 40 countries worldwide. Wikimedia Deutschland is the oldest and largest among them. The national chapters are independent, but work closely with the Wikimedia Foundation in San Francisco.

Free access to knowledge is far from being self-evident in all parts of the world; Wikipedia has a long way to go before it is big enough to make this reality. The greatest potential lies in areas where access to knowledge and education has traditionally been (and continues to be) confined to the privileged. With the new tools that the Internet has made available, people in developing countries who want to change their society by bringing education to a wider public can now realize their dream. In 2011 the Arab Spring revealed the extent to which new media can influence reform and democratization processes. We are witnessing a revolution in the way we communicate and share information. Our big challenge for the new knowledge community will be to include those, who have not had access to it so far.

Wikimedia Deutschland is committed to overcoming this challenge. It is supporting international projects, granting scholarships to volunteers so that they can participate in global meetings, and offering advice to other chapters on building up their organization.



Existing chapters

Chapters currently being set up

Planned chapters

(As of December 30, 2011)

"Wikipedia is celebrating its tenth anniversary this year. At times like these it is good to look back on what we have achieved together. But it's also a reason to look to the future. Wikipedia is alive, and like every living thing it has to grow and evolve. I believe that Wikipedia is getting better all the time. That's the whole idea. Someone writes something, someone else reworks it a bit, and with time it gets better and better. If you find Wikipedia useful today, imagine how much we can achieve in five, ten or 20 years."

JIMMY WALES
Founder of Wikipedia

An Interview with our president and our CEO.

Two people who have helped Wikimedia Deutschland grow in recent years are its volunteer president Sebastian Moleski and its CEO Pavel Richter.

1 WHAT HAS IMPRESSED YOU THE MOST ABOUT WIKIPEDIA?

Pavel Richter: The celebrations for its tenth anniversary. In the early days we were derided as a project created by nerds, then we were attacked for being unreliable because of mistakes in our articles. And now we are part of a project that Germany's Die Zeit newspaper called "humanity's greatest work." I am regularly struck by Wikipedia's greatness: when I see committed Wikipedians confidently conferring with academic specialists at the *Wikipedia trifft Altertum* event; when I read comments from our donors about how Wikipedia has helped them; when doors that were closed for a long time, such as those to museums and archives, open up for us.

Sebastian Moleski: What impressed me most was *Wiki Loves Monuments* (*WLM*), an international photo competition that was held in 2011 and attracted tens of thousands of stunning entries. WLM demonstrates how relatively simple means can be used to put the enthusiasm of volunteers into practice, and how our association can best support these kinds of activities.

2 THE ASSOCIATION HAS GROWN ENORMOUSLY DURING THE LAST FEW YEARS. WHERE DO YOU SEE THE GREATEST CHALLENGES?

Pavel Richter: Growth cannot be an end in itself. We are growing because many donors, volunteers and the general public trust us and want to support us. We need growth if we are to achieve the tasks and goals we have set for ourselves. But at the same time, we have to make sure that we grow at a healthy pace: fast enough to achieve our goals, but carefully enough to sustain ourselves for many years to come. It is important that we let our supporters participate in this growth process.

3 THE MANAGEMENT STRUCTURE CHANGED IN 2011. HOW WILL THIS AFFECT COOPERATION BETWEEN THE EXECUTIVE COMMITTEE, CEO AND GENERAL ASSEMBLY?

Sebastian Moleski: By reforming the management structure, it is much clearer who is responsible for what. Our statutes now include task descriptions for the management and the voluntary oversight board, and we have clearer ideas of how to run certain processes. We have also brought the personal liability risks for our volunteers down to a minimum. Overall, the reform means that we will be able to work together much more effectively, and that we can be sure our association is fit for the future.

4 ABOUT 23 MILLION USERS IN GERMANY VISIT WIKIPEDIA EVERY MONTH, BUT ONLY A SMALL NUMBER OF THEM ACTIVELY CONTRIBUTE TO WIKIPEDIA. IS THAT A PROBLEM?

Pavel Richter: The fact that so many Wikipedia users are purely readers is certainly not a problem. However, it is true that a lot of groups are either not represented at all as authors, or only minimally. 2011 was the first year that the number of new Wikipedia authors declined, and the number of active

Wikipedia authors also decreased slightly. Identifying and overcoming the technical and social hurdles to contributing must be a central task for us in the coming years.

Sebastian Moleski: This is a problem to the extent that the proportion of active Wikipedians is not representative of society as a whole. We have far too few women, retired people, senior citizens, non-university graduates and members of social minorities. This poses a problem because it creates bias in the range and depth of topics covered. We urgently need to address this issue.

5 2011 SAW ANOTHER FUNDRAISING RECORD FOR WIKIMEDIA. DO YOU WORRY THAT DONOR FATIGUE COULD SET IN FOR WIKIPEDIA?

Sebastian Moleski: The support that Wikipedia and the other Wikimedia projects receive from society is enormous and is growing every year. It reflects the fact that today nearly one in three Germans accesses Wikipedia at least once a month either for school, work, university, or just out of curiosity. At the same time, only a small percentage of users donate during our annual appeal for funds. The main reason for this seems to be that many people still don't realize how dependent Wikipedia is on donations and that it is a non-profit project. However, awareness of Wikipedia's situation is increasing every year, so I am confident that support for our projects will continue to grow.

Pavel Richter: As long as we keep doing a good job and are transparent about our work and our finances (like with this annual report) and as long as people continue to use Wikipedia extensively, I don't think this will be a problem. After all, over 160,000 people donated to Wikimedia over an eight-week period this year, which is a huge success. But with 23 million people using Wikipedia every month in Germany, you can see how much potential there is left to tap.

6 WHAT ARE YOUR HOPES FOR THE COMING YEAR?

Pavel Richter: We recently developed a management plan using a collaborative process for the first time. The plan contains clear goals, and achieving them is going to be at the center of my work. I hope that this year sees Wikipedia continuing to receive outstanding support from the public, donors, politicians, users and readers.

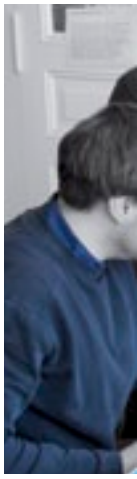
7 WHERE DO YOU SEE WIKIPEDIA IN TEN YEARS' TIME?

Sebastian Moleski: In ten years, Wikipedia will have become an integral part of most people's lives. We will have found ways of reaching people who, due to a lack of Internet access, basic education or opportunities, are currently unable to benefit from Wikipedia. We will have reversed the current trend of declining author numbers and will have people in virtually every country of the world actively helping to expand Wikipedia. We will also be facing new challenges that we cannot even imagine today – but I am confident that we will overcome them.

SEBASTIAN MOLESKI
President

PAVEL RICHTER
CEO

Our association grows with its tasks.



Knowledge has always been essential to people for developing their societies, cultures and economies. And ever since we set out on the path to becoming a global information society, it has also become increasingly important for the individual. Wikimedia Deutschland is part of a global network of people, organizations and communities that are dedicated to working together to promote free access to knowledge.

WHO WE ARE

Wikimedia Deutschland was founded by Wikipedia authors in May 2004 in Berlin. Today, our non-profit association has over 1,200 members (as of December 2011). The Berlin office manages many servers with web services that simplify the process of creating, improving and disseminating free knowledge.

Wikimedia Deutschland employs about 20 full-time staff. Their tasks include: encouraging volunteerism; supporting educational projects; carrying out press and public relations work; producing informational material and educational resources; planning and organizing events that promote free access to knowledge; fundraising; maintaining our technical infrastructure. With our small but dedicated staff, Wikimedia Deutschland is helping to drive forward the rapid growth of Wikipedia and the other Wikimedia projects.

WHAT WE WANT

A movement for free access to knowledge is a movement for human rights and social change. As an association for the promotion of free knowledge, Wikimedia Deutschland aims to find a way to make knowledge permanently and freely available to all.

The Wikimedia projects – and above all Wikipedia – are community projects in which anyone and everyone can participate. Every contribution counts, whether it comes in the form of knowledge, time or money. We want to promote volunteerism and increase people's willingness to get involved. Volunteers must receive recognition for their tireless dedication, and we must lower the hurdles to participation so that more people can join us.

It is important that the Wikipedia project reflects social diversity, and that it finds ways to include underrepresented groups such as older people, women, immigrants and certain professional groups.

WHAT WE DO

Our mission is to promote, create and disseminate free knowledge. Part or our work involves increasing public understanding and acceptance of free knowledge. We lobby policymakers and offer

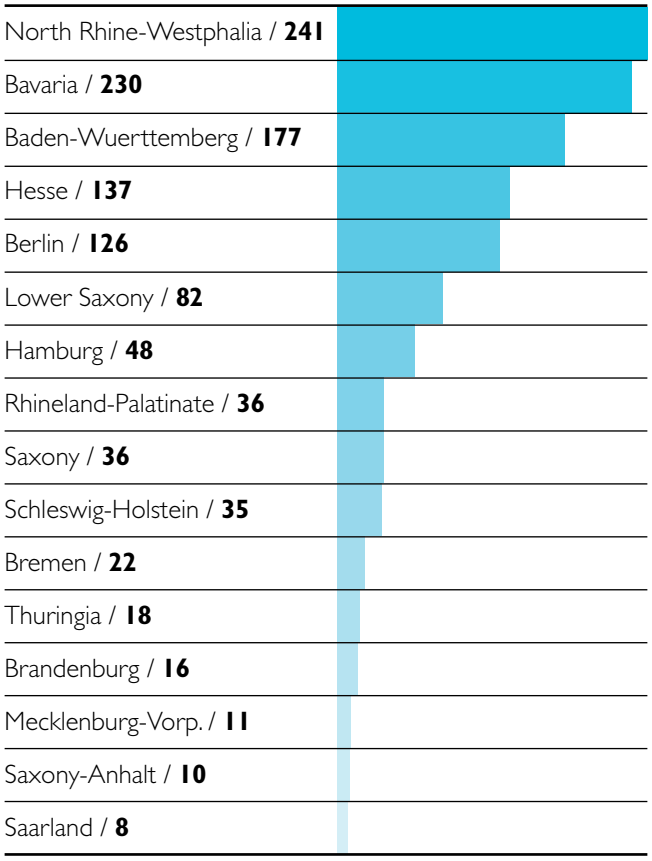
assistance to our volunteers. We conduct research to learn more about what our authors, readers and users need. And we develop technical tools that support volunteer work.

HOW WE WORK

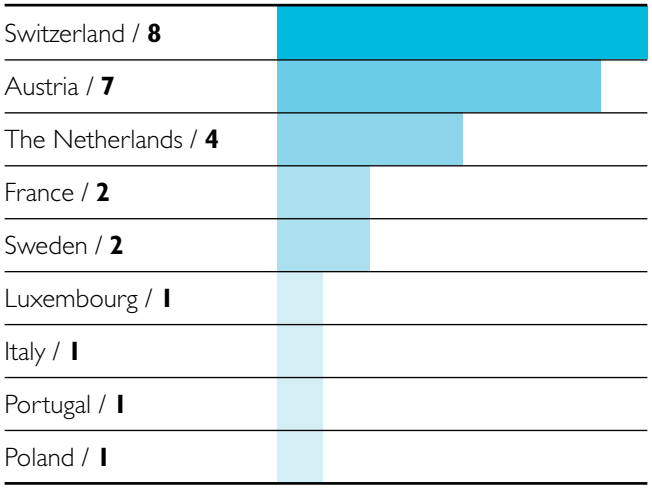
As a non-profit organization, Wikimedia Deutschland recognizes its responsibility towards the common good and aims to create trust by ensuring that its goals, finances and structures are fully transparent. We maintain constant contact with the Wikipedia community, the members of our association, and our donors to ensure that we are always up to date with their needs. We also involve volunteers in our projects, and have launched numerous initiatives in cooperation with our community members and external partners. Some of these initiatives have received international acclaim. Following the example of Wikimedia Deutschland, more than 40 countries have founded their own Wikimedia organizations since 2004.

MEMBERS OF WIKIMEDIA DEUTSCHLAND*

FROM GERMANY (PER STATE)

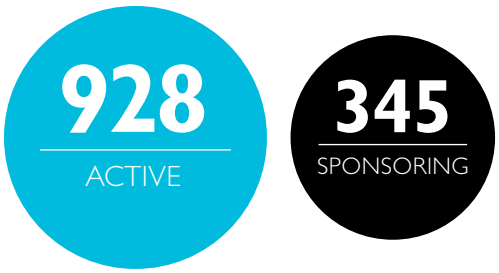


FROM OTHER COUNTRIES*

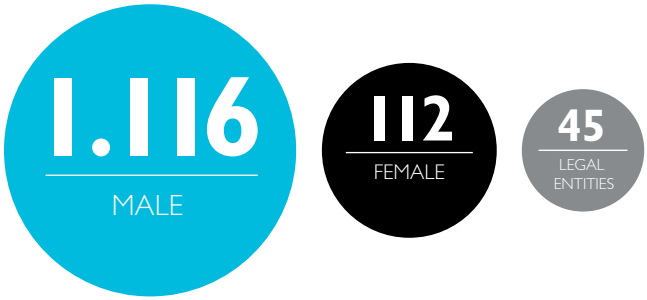


* *Not all members specified their country*

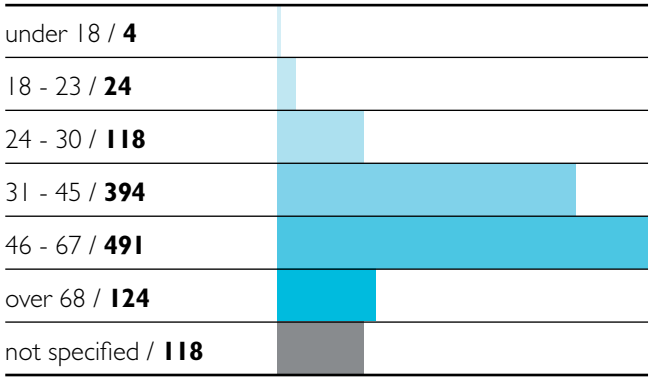
TYPES OF MEMBERS



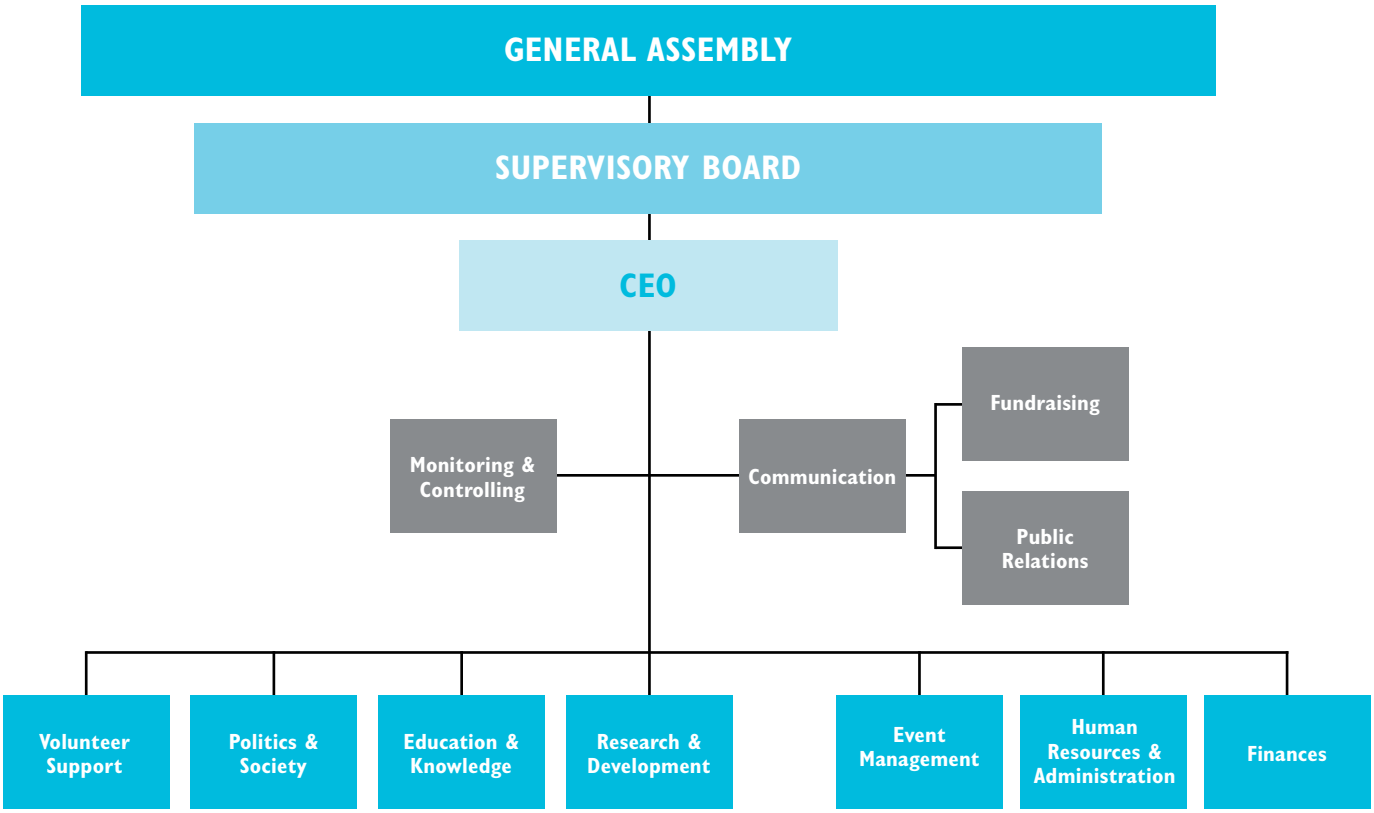
DISTRIBUTION



AGE



ORGANIZATIONAL CHART OF WIKIMEDIA DEUTSCHLAND



Some aspects of the structure of Wikimedia Deutschland changed significantly in 2011. At the General Assembly held on November 19 in Hanover, a new kind of Supervisory Board was elected. Like the former Board of Trustees the Supervisory Board is a committee of volunteers. However, introducing the Supervisory Board made it possible to shift legal liability from the volunteers to the CEO. The General Assembly now votes on the volunteer members of the Supervisory Board. The Supervisory Board appoints the CEO, who is liable for the work of our association and responsible for its content.

Within our office, project work is divided between four closely connected departments: Volunteer Support, Education & Knowledge, Research & Development and Politics & Society. Supporting services are provided by Event Management, Human Resources & Administration and Finances. The Communication department is involved in all of these departments, and includes Public Relations and Fundraising. The main task of Fundraising is to engage in dialogue with donors and potential donors. Public Relations is dedicated to communicating our goals externally (press, partners, etc.) and internally (members, community). The Monitoring & Controlling department has an even wider area of responsibility: ensuring the efficiency of the entire office.

German-language Wikipedia meet-ups.

German-language Wikipedia meet-ups are organized entirely by volunteers and regularly bring together active Wikipedians in about 50 cities and regions in Germany, Austria and Switzerland. The events are open to anyone interested in Wikipedia, and guests are welcome. International meet-ups have also started to happen. To find out where and when the next meetings are being held, visit:

http://de.wikipedia.org/wiki/Wikipedia:TdW

- *Helsinki* (Finland)
- *London* (United Kingdom)
- *Sydney* (Australia)
- *Tokyo* (Japan)

- City meet-ups
- Regional meet-ups

The voluntary commitment of the Wikipedia community is not limited to writing articles. Time and again, volunteers come together nationally or internationally to arrange events, workshops and projects for improving the free encyclopedia. Wikimedia Deutschland supports these volunteers with financing, organizational help and public relations work. The following projects are only a small selection of the many activities that volunteers put together:

WIKICONVENTION

The *WikiConvention* (WikiCon)[1] brought together the various communities of the German version of Wikipedia and its sister projects. The convention took place in Nuremberg from September 9-11, 2011. The two-day event attracted around 120 participants to its workshops, lectures and panel discussions. The Bildungszentrum in Nuremberg was a great venue and an outstanding location for making contacts and exchanging ideas. Speakers from the fields of science, politics and the media talked about their respective areas of expertise. Copyright issues, articles about living people, and the legal aspects of photography were just some of the topics that participants discussed. Thanks to the support of the Nürnberger Akademie, the event was also a big media success.

WIKIPEDIA TRIFFT ALTERTUM

In June 2011, volunteers held a conference entitled *Wikipedia trifft Altertum* (Wikipedia meets antiquity)[2] at the University of Göttingen. The conference was an excellent opportunity for researchers and Wikipedia authors to come together and exchange ideas. The goal was to increase the acceptance of the free encyclopedia in academic circles, and to discuss the need for cooperation and how to make this a reality. More than 100 people attended and about 30 lectures were held.

WIKI LOVES MONUMENTS

The *Wiki Loves Monuments* [3] photography competition was held in the Netherlands in 2010 and then throughout Europe in 2011. Anyone could enter, and the idea was to photograph as many historical buildings and monuments as possible over a period of one month and then upload the results to Wikimedia Commons. [4] Volunteers organized the competition independently in their respective countries. The European winner was chosen from the national winners. The 2011 competition was a great success, with more than 165,000 photos submitted in 18 countries. This would not have been possible without the tireless work of the hundreds of volunteers involved at both the national and European level. An international version of the contest is being planned for 2012.

[1] http://wmde.org/zrlW63
[2] http://wmde.org/xHhQ3v
[3] http://wmde.org/xtrr2v
[4] http://wmde.org/wyfwQe

"In the fall of 2011, I was one of the volunteer organizers of the WikiConvention in Nuremberg. Our event enabled Wikipedia authors from Germany, Austria and Switzerland to exchange information about their work and ideas for the future.

The meeting was very well received, since our loose network of volunteers has no central or local structure. Wikipedia, "our" encyclopedia, is not an association. That makes it all the more important that we writers, photographers, programmers and other helpers all have a common point of contact that we can turn to when we need financial and logistical support.

We organizers of the WikiConvention found it easy to work with Wikimedia Deutschland. Full-time employees and volunteers obviously have to become familiar with each other's needs. The positive feedback we got in Nuremberg from the participants and the media showed us that the end result was well worth all the effort."

GERD SEIDEL
Wikipedia Author

International cooperation
means learning from one another.

Wikipedia is more than just an online encyclopedia, and the Wikimedia movement is more than the sum of its contributors. A decade after Wikipedia began, the Wikimedia community is larger and more tightly knit than ever. Our tenth anniversary in 2011 helped spur these developments on even further, and was a recurrent theme in many international activities.

WIKIMANIA

This international conference for active Wikipedians and Wikimedians has been held every year since 2005. Over 600 participants from 120 different countries attended Wikimania 2011 in Haifa, Israel. The program was as varied as the Wikimedia projects themselves. Numerous workshops and lectures discussed technical developments, ways of supporting authors, and approaches to collaborating with cultural institutions. Other topics included free access to education, the mobile use of Wikimedia resources, and user friendliness. Wikimedia Deutschland awarded 16 scholarships to participants from Germany, and offered additional scholarships to help representatives from other countries participate.

WIKIMEDIA CONFERENCE

In 2011 our annual *Wikimedia Conference* for the now 40 national Wikimedia organizations was again held in Berlin. Each organization sent representatives to talk about their latest results, plans and developments. The conferences offer space for jointly developing project ideas, such as the initiative Wikipedia for World Heritage! The 2011 event was organized by Wikimedia Deutschland and held at the Heinrich Böll Foundation in Berlin.

These kinds of creative meetings always spark inspiration. The presentation of the success of Wiki Loves Monuments in Berlin immediately triggered a discussion on expanding the competition to the European level. The first project meeting of the volunteer organizers took place in Berlin a few weeks later.

WIKIPEDIA FOR WORLD HERITAGE!

At the *Wikimedia Conference* in March 2011, Wikimedia Deutschland presented its idea of having Wikipedia apply for UNESCO World Heritage status. The representatives of the national organizations made valuable suggestions for planning the initiative, and carried the idea back to their own countries. The media in the U.S., the U.K., Spain, Russia, India and Mexico all reported on the idea

Active Wikipedians and fans from around the world came together to celebrate the tenth anniversary of the free encyclopedia. Pictures of their messages, celebrations and other activities have been collected in Wikimedia Commons: http://wmde.org/xzmlJq

The English version of Wikipedia went online on January 15, 2001. The German version followed shortly after, and since then 280 languages have been added. In just a few years, the project grew into a global knowledge base and proved that, if everyone gets involved, the Internet can fulfill the dream of making the whole world's knowledge accessible to all.

"Last year the Wikimedia movement began to reflect on and discuss the roles of the different organizations within the movement, and the distribution of resources between them.

One of the high points in this debate was a letter from Wikimedia Deutschland, which provided a comprehensive and far-sighted analysis of the overall situation, and offered objective, constructive suggestions.

The letter was applauded by the majority of those involved, and was held in high regard across the board. It shows that Wikimedia Deutschland is a mature organization that can apply a global perspective to its own work and create a holistic concept for the entire movement.

With this letter, Wikimedia Deutschland once again demonstrated its leadership in the movement. I look forward to many more such contributions from Germany."

TING CHEN
Chair of the Board of Trustees of the Wikimedia Foundation since 2010

Our office
and its strategic work.

The Wikimedia Deutschland office has grown a lot since it was first set up. This applies not only to our staff numbers but also to the opportunities for support and project work, which have increased thanks to higher donation revenue in recent years. In view of these developments, it was logical to restructure our employee workflows.

FOUR DEPARTMENTS

Clear-cut accountability and specific contact people for recurring issues are the basic prerequisites for any growing organization. In late 2011, the activities of our office were divided into four departments. Each one has a core team of employees who document all work processes and are using their professional expertise to help fulfill our common strategic objectives for 2012[1] and beyond[2].

[1] http://wmde.org/AxUVY7
[2] http://wmde.org/Kompass2020

VOLUNTEER SUPPORT

This department is responsible for all measures and programs that directly support active members of the Wikimedia community. Its work focuses on two main aspects: dealing with requests for support, which volunteers communicate directly to Wikimedia Deutschland, and developing ways to encourage potential contributors to participate.

Volunteer Support is mainly concerned with those who are participating in Wikimedia projects, but it can also support other promoters of free knowledge. In addition to scholarships, accreditation aid and research support, the department also awards funding for external projects, such as the ideas competition *WissensWert*.

community@wikimedia.de

POLITICS & SOCIETY

Many aspects of the field of free knowledge are linked to the complex guidelines of copyright laws and to existing legal provisions.

The Politics & Society department is tasked with engaging political actors in dialogue on the core themes of Wikimedia Deutschland, and with finding partners in civil society.

The department also works to bring about change in the way public and cultural institutions think about their knowledge. Its aim is to encourage the institutions to allow the public to actively reuse the content of their data pools, archives and curated collections.

politik@wikimedia.de

SEBASTIAN WALLROTH
Founding member,
Vice president

"I co-founded Wikimedia Deutschland in 2004. We have grown tremendously over the years, and our work has changed a lot in that time. The way that our members see themselves has evolved, as have their expectations of our association. The office has become a hub for the interests of all stakeholders: the community, our members, donors and the public. The office's success must be measured on the basis of effective and transparent project work. I'm looking forward to the continuation of our organizational and strategic development, a process that we began in 2011 and will continue into the future. It will provide us with the basis for being able to achieve more with the resources we have available. Involving our members, our community and the public in the activities of the association remains one of the biggest challenges of our work."

Our Public Relations department deals with press work, communications and, of course, public relations. One aspect of our press work involves publicizing our projects and activities. This includes providing information material to the public.

External communications involve replying to press inquiries, issuing press releases, giving background briefings and developing an editorial network.

PR is often defined as the practice of "managing communication." Our different target groups – members, donors, Wikipedia readers and users, communities, media, etc. – are all key to the way we manage our communication.

The Public Relations department supports the aims of Wikimedia Deutschland, and uses education and information to create trust and transparency. In this sense, our PR work follows the principle of "do good and talk about it." However, just as in the others areas, the department is chiefly concerned with achieving goals and delivering benefits.

EDUCATION AND KNOWLEDGE

The Education & Knowledge department of Wikimedia Deutschland was set up in 2011.

Wikimedia Deutschland has a history of focusing on educational topics, with projects like *Wikipedia macht Schule* (a program designed to familiarize pupils and teachers with Wikipedia) and *Silberwissen* (a program aimed at attracting more senior citizens to write for Wikipedia). But since the end of 2011, the Knowledge & Education department has taken the concept one step further. It has made a common network of free speakers available for various target groups, such as teachers, pupils, university students, academics and senior citizens. The department staff can be contacted about all topics that concern access to knowledge, teaching and education.

bildung@wikimedia.de

RESEARCH AND DEVELOPMENT

The technology and software behind the Wikimedia projects are maintained and developed in a number of very different ways. Wikimedia Deutschland develops data sets and carries out studies of the user-friendliness, accessibility and reliability of Wikimedia services. This work provides the basis for a series of projects designed to improve existing software or develop new software.

We also evaluate our findings so that we can judge the added value of our developments and work out how to best make use of it. In addition to software development, we pay particular attention to ensuring the smooth operation of our existing technical infrastructure.

forschung@wikimedia.de

Volunteer Support: Realizing ideas.

Volunteer Support offers a wide variety of measures designed to support volunteers working on Wikimedia projects. The measures include organizing and providing assistance for workshops, and awarding various scholarships. The scholarships may cover access to research tools, library cards, accreditations, financial support for individual projects, or travel costs to Wikimedia events.

Wikimedia Deutschland also provides informational materials and technical equipment. In 2011, a community project budget worth €200,000 was set up for project ideas from the Wikipedia community.

GRANTS, ETC.

Since 2007 Wikimedia Deutschland has been providing authors with specialized literature to assist them in writing their encyclopedia articles. The funding can be used for physical works (literature stipend)[1] and online access (eLitstip)[2]. In 2010 we awarded 22 stipends, and that figure rose to 89 in 2011. We were able to win BioOne, Römpp Online, allAfrica.com and Birds of North America Online as cooperation partners for online access to bibliographic databases. BioOne will award database access to 100 users up until the end of 2013.

We have sponsored a number of events, including two photo workshops in Nuremberg, the *WikiConvention* and *Wikipedia trifft Altertum,* which brought together Wikipedians and academics working in the field of antiquity. In addition, we have funded jury meetings for Wikipedia writing competitions, travel costs for the *Wiki Loves Monuments* photo competition, and readings of the book *Alles über Wikipedia* (Everything about Wikipedia). [3]

WISSENSWERT IDEAS COMPETITION

In late 2010, Wikimedia Deutschland announced the eight winning projects in the first *WissensWert* ("*worth knowing*") ideas competition.[4] The projects stood to receive up to €5,000 in funding, to be used for implementing their proposals.[5] To have a chance of winning, entries had to contribute to creating, promoting and disseminating free knowledge. The following projects were successfully implemented: a podcast on free knowledge (this included a mobile studio for recording spoken Wikipedia articles), a promotional film on Creative Commons, and a directory of almost 150 free web services.

A project that involves digitizing aerial photographs for OpenStreetMap is currently underway. In the long run it will help improve existing map materials made by volunteers. The Public Domain project is using a laser disk player to digitize old recordings and upload them to Wikimedia Commons.

What was not implemented and thus not funded was the idea of making video recordings of interviews with contemporary witnesses. The project that proposed creating free teaching materials, and the one that suggested setting up barrier-free map and routing services have been delayed and will be implemented in 2012.

In December 2011 the second round of the ideas competition was held, and five projects were selected to receive funding. [6] One of the winning projects involved developing a software program that can search scientific publications for free content and then upload the content to Wikimedia Commons. The other four winners were a project that compares how urban areas have developed over time (using OpenStreetMap), an online game for learning about Wikimedia Commons, support for an open platform for genome typing, and barrier-free YouTube videos that provide free teaching materials.

COMMUNITY PROJECT BUDGET

The €200,000 community project budget (CPB)[7] was passed in March 2011 by the General Assembly of Wikimedia Deutschland. The generous funds are used specifically for projects that originate in the community and will be implemented by its members. In two rounds of funding, the voluntary CPB committee selected eleven projects. [8] [9] which received a total of €199,725 in funding. The CPB's aim is to support free knowledge with a focus on Wikimedia projects. Wikipedia will not be the only one to benefit from this – the free media archive Wikimedia Commons, the free library Wikisource, and other sister projects are all set to receive funding from the CPB.

[1] http://wmde.org/zuVM6E
[2] http://wmde.org/w6J8OH
[3] http://wmde.org/wjqwgK
[4] http://wmde.org/xThL5s
[5] http://wmde.org/yeueM4
[6] http://wmde.org/ypopRd
[7] http://wmde.org/xgYmsS
[8] http://wmde.org/A1IocS
[9] http://wmde.org/woBeGK

"As a long-standing member of the community, I regard the promotion of volunteerism as one of the most important tasks of Wikimedia Deutschland. Many Wikipedians invest a lot of time in projects for creating, improving and liberating content.

In 2011, we put together a small team to organize the German part of the European Wiki Loves Monuments photo competition. This huge project, which had more than 30,000 submissions, would not have been possible without Wikimedia Deutschland's support. Thanks to the new community project budget, I was also able to launch a photo project at home, in central Hesse. It produced over 5,000 photos for Wikipedia. In 2012, the photo competition is set to take place worldwide. I'm looking forward to being part of the organizing team again – and to working with Wikimedia Deutschland."

KILIAN KLUGE
Wikipedian
and member of
Wikimedia Deutschland

Politics and Society: Changing perspectives.

In 2011, Wikimedia Germany increased its activities in the field of net politics. Within this context, formulating clear positions is just as important as systematically developing partnerships and building networks.

COPYRIGHT MATTERS!

Net politics went well and truly mainstream in 2011. By appointing the Study Commission on the Internet and Digital Society, the German Bundestag (parliament) created a permanent forum for addressing issues of broadband expansion, data protection and media literacy. The commission opened some of its activities to the public. Countless events, especially in the vicinity of the German parliament in central Berlin, further fueled the debate.

For Wikimedia Deutschland observing and evaluating the copyright debate was of crucial importance. Of all statutory regulations, copyright law has the most negative impact on Wikipedia's work. The foundations of the law date back to a time when very few people had to deal with them; end users were hardly affected by them at all. A lot of the provisions contained in copyright law were designed in an analog age where, unlike today, reading something did not automatically mean copying it too. So far, there has been no major breakthrough in the copyright debate. Copyright holders, who want to maintain their business models based on copy control, continue to clash with the many users calling for open and free access to information.

EXPANDING PARTNERSHIPS

To enrich the public debate with its own input, Wikimedia Deutschland teamed up with Co:llaboratory [1] – a sort of think tank made up of representatives from business, civil society and politics – in Berlin in 2011. In April, Co:llaboratory put forward a proposal for a future "regulatory system for intangible goods."[2] The proposal redefines the situations in which copyright holders can prevent third parties using the material. It is meant as an invitation to engage in dialogue on the subject. It represents the beginning of a series of activities that Wikimedia Deutschland and its partners will be launching to bring about a fundamental reform in copyright law.

COPYRIGHT LAW FOR THE 21st CENTURY

The highly-regarded position paper [3] *Was zu tun wäre: Ein Urheberrecht für das 21. Jahrhundert* (What should be done: a copyright for the 21st Century), published in November 2011, also addresses this topic. It was written jointly by representatives of Digitale Gesellschaft e.V. [4] and the Open Knowledge Foundation Deutschland e.V. [5] In addition to a *fair-use clause* [6] for the legally compliant operation of jointly created content such as Wikipedia, the paper calls for linking copyright terms to a register of copyright-protected works. The idea is that if a rights holder cannot be determined, then it should be possible to freely reuse the work in question. To make this a reality, Wikimedia Deutschland is advocating setting up a freely accessible European database of works and rights holders. In recent years, we have pointed to the problems resulting from improper

licensing, and in 2011 we – along with a number of partners – celebrated a success in this regard. Within the Europeana project, [7] the standard transfer agreement for the metadata of cultural objects will use the Creative Commons Zero (CC0) license model. CC0 is a kind of permanent waiver of copyrights, and means that third parties, including Wikipedia, can reuse the content.

After years of legal uncertainty, Europeana's decision is already having a visible impact on the licensing practices of other institutions. European national libraries have been lining up to release their catalog data under CC0. After a couple of failed attempts, the framework agreement for the German Digital Library also created space for the CC0 release of metadata. This success would not have been possible without the persistent efforts of projects such as COMMUNIA,[8] and of those Wikipedians who maintained direct contact to the Europeana operators and encouraged them to opt for the most sustainable solution possible for an open platform.

PRE-ELECTION QUESTIONNAIRES

The issue of free licenses was also an important element of the questionnaires which Wikimedia Deutschland presented prior to the elections for the Berlin House of Representatives. In a joint editorial process with the Wikimedia Deutschland community, valuable comments were picked up and incorporated into the final version. The batteries of questions included the depublication of content financed by fees, open access to official data and statistics, and the use of free licenses and collaborative tools in school teaching. In total, nine parties responded. [9] After the results had been published and discussed, [10] the key statements and differences between the parties were presented at the *WikiConvention* in Nuremberg. During the exploratory coalition talks, a "net politics hangover breakfast" was held with Berlin party representatives on October 1st. Participants explored opportunities for developing an innovative internet policy, addressing questions such as: How can Berlin become a center for digital innovation? How can Berlin develop a barrier-free, digital public sphere that is open to all? What role does copyright law play in planning lessons?

[1] http://wmde.org/A36GD4
[2] http://wmde.org/wKlx5W
[3] http://wmde.org/w4Ej3A
[4] http://wmde.org/wglo4M
[5] http://wmde.org/xAsHlw
[6] http://wmde.org/waspXN
[7] http://wmde.org/AyKGI7
[8] http://wmde.org/yMSMgj
[9] http://wmde.org/xMoUOn
[10] http://wmde.org/xPGb0W

"Wikimedia Deutschland, with its strong community and professional expertise, promotes the use of free licenses and the enrichment of the knowledge commons. I support its work because it is indispensable.

As head of an NGO that advocates digital civil rights and runs awareness campaigns, I have personal experience of the power imbalances that exist in lobbying.

Unlike the lobbyists from industry, with their powerful influence on legislation, global movement for free knowledge Wikimedia is a credible advocate in the political arena. It acts independently of governments and, especially through the successful protests in recent months, it has proven that any policy decision concerning the Internet must now made with the involvement of civil society."

MARKUS BECKEDAHL
Chairman,
Digitale Gesellschaft e.V.

Education and Knowledge: Sharing skills.

The ability to use all Wikimedia projects in a competent, critical way is an important step in reaching a better understanding of free content. With the program *Wikipedia macht Schule*, Wikimedia Deutschland has been promoting the proper use of the free encyclopedia in schools. The EU-funded project *Silberwissen*, on the other hand, is designed to gain new authors among older target groups. At the end of 2011 we also developed a university program. The work processes behind these initiatives are handled by the Education & Knowledge department.

THE SPEAKERS' NETWORK

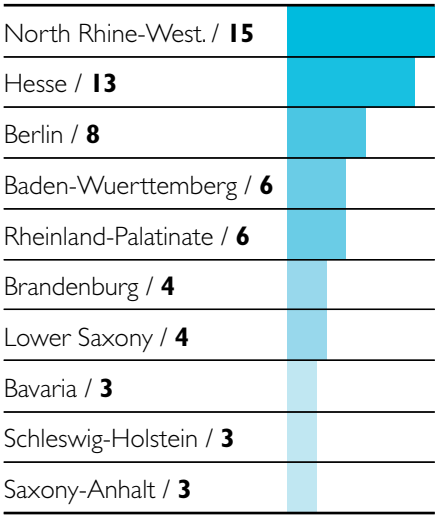
The backbone of the Education & Knowledge team is the speakers' network. It consists of experienced and skilled Wikipedia contributors. We expanded our network of 20 volunteers in 2010 to 35 speakers in 2011. Wikimedia Deutschland organizes regular meetings in which the speakers exchange ideas and further develop the range of service offers. The network of speakers is available nationwide for workshops and lectures. Overall, we held some 100 workshops throughout Germany last year. With approximately 900 teachers and 1800 pupils participating in total, our workshops proved more popular than ever before.

WIKIPEDIA MACHT SCHULE

At the beginning of the year, we launched a targeted campaign to address schools in all regions of Germany. Although our mailings led to increased interest in our training courses overall, we generally received disappointingly few or greatly delayed responses. Thus, in the second part of the year we shifted our focus to teachers' conferences and media conventions. Here we received very positive feedback and we will continue to develop this approach in 2012.

In our workshops for pupils, we mainly explained what Wikipedia is about. How can you identify a good article? How can Wikipedia be properly used as a source? For our teachers' workshops, we focused on the question of what added value Wikipedia can provide for the classroom. Fortunately, we were able to allay the teachers' insecurities and prejudices about Wikipedia fairly quickly. The question of how we can reach the maximum number of people is key to the further development of this program. In view of our experiences in 2011, we will again focus our activities on addressing disseminators, in other words, people who will in turn spread their knowledge on the subject. We already launched a preparatory measure for this at the end of 2011 by setting up an initiative on Wikibooks aimed at the collaborative development of teaching materials on the proper use of Wikipedia. [1]

WORKSHOPS AN SCHULEN 2011



SILBERWISSEN

Silberwissen, our program aimed at senior citizens, is Wikimedia Deutschland's contribution to the EU project "Third Age Online". [2]

In November 2011, all project partners met in Bern to evaluate the results of the first year. Exactly twelve months after the first *Silberwissen* workshop was held, Wikimedia Deutschland was able to announce that it had run a total of 20 events with a total of 130 participants in 2011. Many participants later attended follow-up workshops. Together with the speakers, modules and additional content were developed for future *Silberwissen* workshops. As well as finding speakers for the events themselves, we took the first steps in 2011 towards developing a long-term partner network for the program. We were able to gain the support of several senior educational organizations. Since fall 2011, we have been cooperating with the Deutsche Seniorenliga. Via mailings and announcements by the Deutsche Seniorenliga we received several requests from adult education centers. A partnership with the Centre for General Scientific Continuing Education (ZAWiW) of the University of Ulm was also established in 2011 to provide support in evaluating the program and acquiring new partners.

UNIVERSITY PROGRAM

The university program will also draw on our speakers' network. The aim of the program is to allow work on Wikipedia articles to be accepted as a valid new method for collecting academic credits. In 2012, the university program will expand the portfolio of the Education & Knowledge department. Courses will be held at universities such as Marburg and Munich. A conceptual difference to similar programs was developed early on: the target group of the university program will not be individual seminar groups but rather university professors who will incorporate their knowledge in their own courses in the long-term.

[1] http://wmde.org/yfTeiq
[2] http://wmde.org/ThirdAge
[3] http://wmde.org/ysCnD9

"Wikipedia has become an important source of information for students and teachers. But it is more than an online encyclopedia.

As an example of free content and of a collection of collaborative knowledge, it is important to me that my students come to understand Wikipedia both as an example of Web 2.0 services, and also as a whole.

The program "Wikipedia macht Schule" was particularly insightful for those of my students who are training to be secondary school teachers. They realized that there's much more to Wikipedia than updated articles that you can read or copy.
The knowledge we all gained about Wikipedia certainly enhanced my course "Introduction into Media Pedagogy" in a practical way. I wish Wikimedia continued success with this important work. "

PROF.
KERSTIN MAYRBERGER
Professor for
Media Pedagogy
University of Augsburg

Research and Development: Removing barriers.

The Internet is full of information, but it is often difficult to carry out targeted searches and evaluate results. This applies to Wikimedia projects as much as it does to the entire web. This is why user-friendliness is also the focus of Wikimedia Deutschland's Research and Development department.

RENDER

The European Union's research project Reflecting Knowledge Diversity (RENDER) is scheduled to run for three years. RENDER aims to find solutions to the problem of how to obtain comprehensive information, given the enormous amount of data available online. More and more mechanisms are being developed to "pre-filter" information according to user preferences. The goal of RENDER is to develop methods and data models to understand different perspectives of a topic and to make it possible to describe and evaluate these perspectives. The project will produce open-source extensions of existing services such as MediaWiki and WordPress. Wikipedia is at the heart of one out of three case studies that are being carried out as part of the project. Wikimedia Deutschland is one of seven project partners and is responsible for the Wikipedia case study. The Karlsruhe Institute of Technology is leading the overall project. For Wikipedia, achieving the RENDER goals means creating tools for authors that make it possible to identify the quality and diversity of the encyclopedia. The tools should show the extent of an article's neutrality, how broadly the topic is covered, whether the data is up-to-date, and what the general editing situation is. This will make it easier for editors to work together. It also puts readers in a position to understand issues with different points of view. Ideally, this kind of extended information will encourage them to participate in the project themselves.

The first RENDER project year came to a close at the end of 2011. The main task for Wikimedia Deutschland was to develop metrics and measurement methods that can prove the aforementioned developments in Wikipedia and evaluate them at any time. Wikimedia Deutschland and its technical partners also worked on developing the analytical tools. The tools will be ready in 2012 and then made permanently available to Wikipedia editors.

In the second half of the year, revised versions of the supporting tools will be made available to Wikipedia readers. In 2011, the individual work packages were successfully completed and documented, several technical project meetings were held, and the external performance review by the European Union resulted in a good mid-term evaluation of the overall project. [1]

TOOLSERVER

The Toolserver [2] is a platform that programmers can use for developing and operating software tools designed to make it easier to work with Wikipedia and other Wikimedia projects. The remarkable thing about the Toolserver is that it allows programmers to directly access the databases that contain the some 700 Wikimedia wikis. About 300 users from the Wikimedia projects are currently active on the Toolserver. In 2011 Wikimedia Deutschland focused

heavily on investing in the expansion of the storage infrastructure. It also took over financing of maintenance work, in order to support the volunteer administrators.

HACKATHON

Developers of MediaWiki software – the basis of all wikis in the Wikimedia movement – are active throughout the world. They regularly hold meetings to coordinate developments and eliminate programming errors. Wikimedia Deutschland held a Hackathon for MediaWiki developers in 2010, and followed it up with another one last year. Seventy programmers, 30 of whom are full-time programmers at the Wikimedia Foundation, met at the event in Berlin in May 2011. Their main focus was discussing and making improvements to the Wikipedia user interface. [3] The changes included laying the technical groundwork for a new user interface that allows users to amend the text directly in the displayed article. A test version of the new editor was presented by the Wikimedia Foundation at the end of 2011. [4] Another topic addressed at the Hackathon was technical support for giving positive feedback to authors and new Wikipedia editors. As far as the technology goes, there is nothing to stop active Wikipedians from encouraging and integrating new Wikipedians. At the Hackathon in Berlin programmers worked on, among other things, the *WikiLove* software extension, which allows contributors to support fellow contributors by thanking them, giving them virtual awards and the like. [5]

[1] http://wmde.org/Abwbug
[2] http://wmde.org/zEUmp5
[3] http://wmde.org/yE4hT6
[4] http://wmde.org/AeMTZ1]
[5] http://wmde.org/A2buef

"What does Wikipedia mean for research? It sets new standards on account of its size and complexity, and provides a variety of ways to test, develop and also reject existing theories and technologies. Wikipedia also stands for constant change. As researchers involved in studying socio-technological issues, this continually presents us with new challenges. Only the combined efforts of so many volunteers can create an encyclopedia of this unique quality.

How can the commitment of these many individuals be supported even more efficiently? This is one of the questions that drive my research. The findings are not just helpful for the work of Wikipedia and its many volunteers. The research on Wikipedia can also help bring about a major change in the production of digital goods, which not only affects companies and organizations but also our society.

Even after more than ten years, Wikipedia still makes me curious to learn more. Keep up the good work!"

PROF. DR. CLAUDIA MÜLLER-BIRN
Visiting professor at the Department of Computer Science, Freie-Universität Berlin

Public Relations: Attracting attention.

The tenth anniversary of the free encyclopedia had a huge impact on Wikimedia Deutschland's media activity in 2011. There was a great deal of media interest right at the beginning of the year, around the time of January 15, Wikipedia's birthday. Our office received numerous inquiries during this time. We followed this up with PR activities centered around the launch of the *Wikipedia for World Heritage* initiative in the first half of 2011.

In the latter half of 2011, focus shifted to the release of the book *Alles über Wikipedia* (Everything about Wikipedia), which attracted a lot of media interest. At the end of the year, we generated media attention with issues such as author diversity and copyright law.

TEN YEARS OF WIKIPEDIA

The tenth anniversary of Wikipedia provided an opportunity to use the coverage to give the core issues of free knowledge an exceptionally large forum. At the beginning of the year, for example, we made targeted efforts to arrange press, TV and radio interviews with volunteer authors so that the spotlight would fall on the people behind the world's largest encyclopedia. [1]

Around January 15 alone, Wikipedia and the people behind it were the focus of reports in over 120 print and online publications, about 30 radio shows, and various TV programs. [2]

WIKIPEDIA FOR WORLD HERITAGE!

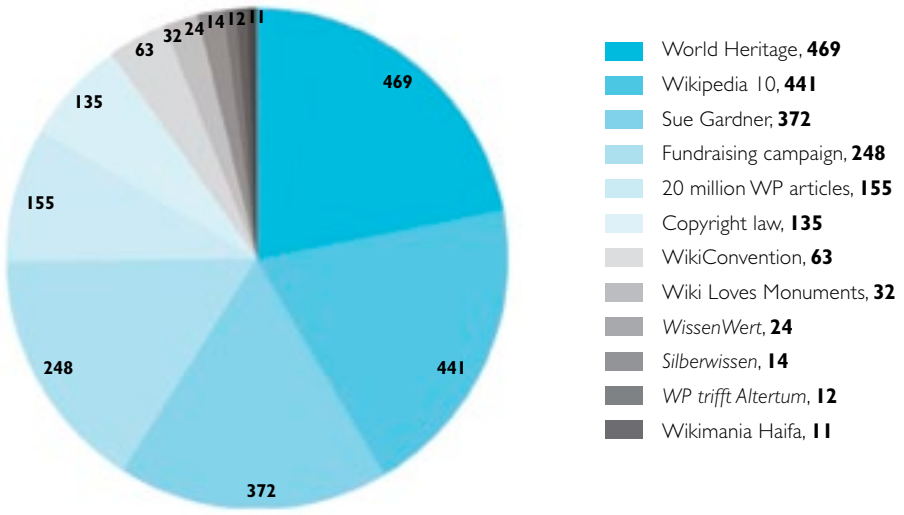
Wikimedia Deutschland presented the idea of applying for World Heritage status at the Wikimedia Conference in Berlin in March 2011. The initiative was launched officially in May 2011 with a signature campaign. During the year over 70,000 people signed the petition, [3] pledging their support for the move to have Wikipedia recognized as the first digital World Heritage site. The petition will be handed over to UNESCO sometime during 2012. A variety of information events, including one held at the Deutsches Technikmuseum in Berlin, discussed the integral role that Wikipedia plays in providing education and facilitating access to knowledge for millions of people around the world. Our press work in connection with Wikimania 2011 in Haifa, Israel, brought the World Heritage project back into the media spotlight.

AUTHORS AND DIVERSITY

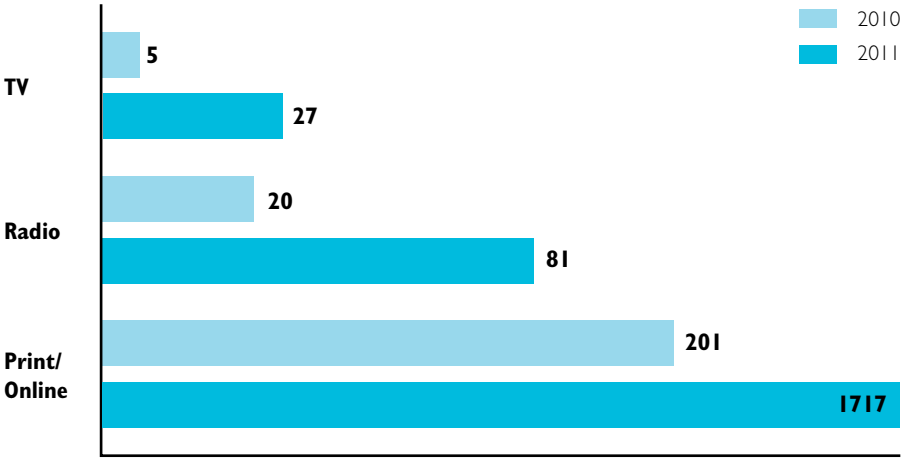
For the 2011 edition of Wikimania, which was held in Haifa, we approached media representatives ahead of the event so that they could prepare interviews and media coverage in advance. This meant that we were able to successfully organize coverage of the annual meeting of Wikipedians and Wikimedians. [4]
Alongside the event itself, the media also reported on individual authors, the underrepresentation of women in Wikipedia, and our World Heritage initiative.

Later in the year we actively triggered media interest in the topics of quality and diversity again. The 20-million-article milestone for Wikipedia articles in every language version, and

2011 MEDIA RESPONSE TO OUR PRESS RELEASES



MEDIA DISTRIBUTION IN 2011 AND 2012



interviews with Sue Gardner, executive director of the Wikimedia Foundation, provided the starting points for wider coverage. Our strategic goals for 2012 played a major role in this aspect of our PR work.

THE WIKIPEDIA BOOK

Another effective PR event in our tenth anniversary year was the completion of the book *Alles über Wikipedia – und die Menschen hinter der größten Enzyklopädie der Welt* (All About Wikipedia – and the People Behind the World's Largest Encyclopedia). The book is edited by Wikimedia Deutschland and was published under a free license by Hoffmann und Campe. This is the first book that a major German publisher has released under a free license. In September 2011 the book was completed on schedule and presented at the Frankfurt Book Fair. At its launch, the book was used to again highlight the key issues associated with the creation of free knowledge. [5] After its initial reading in Berlin, numerous readings were held in various German cities throughout 2011. The events were primarily organized by volunteers, with support from Wikimedia Deutschland.

INFORMATIONAL MATERIAL

As in 2010, in addition to project flyers and brochures, [6] Wikimedia Deutschland produced its free WIKIMEDIUM newspaper. [7] We succeeded in tripling the number of subscribers, and now 3,000 of the 5,000 copies printed each quarter are sent to subscribers. In 2011, Wikimedia Deutschland published 171 blog posts on the work of our association. Since autumn 2011 we have also been producing a weekly e-mail newsletter on international Wikimedia topics.

[1] http://wmde.org/fikwb0
[2] http://wmde.org/Pressespiegel2012
[3] http://wmde.org/y5QYTp
[4] http://wmde.org/yam2va
[5] http://wmde.org/yxQ203
[6] http://wmde.org/zQoKq4
[7] http://wmde.org/zO3ip8

Our topics in the media.

IN YOUR FACE, BROCKHAUS!

Taz, Jan. 7, 2011
"For 55 days, Wikipedia founder Jimmy Wales and his team were there every time we read a Wikipedia article, reminding us that the project cannot survive without donations. Because of its tenth anniversary, which Wikipedia celebrates next Saturday, the annual fundraiser ended earlier than usual this year. Nonetheless, Wales says that the campaign raised €12 million in less than two months."

THE PILOTS REMAIN ON BOARD

Frankfurter Allgemeine, Feb. 1, 2011
"Wikipedia, which recently turned ten, has long been a leading light in forming the digital canon. The recent edit war surrounding the entry on the *Gorch Fock* tall ship shows just how hard contributors are willing to fight to assert their opinions."

YOU PLAGIARIZE, YOU'RE OUT!

Der Tagesspiegel, March 13, 2011
"Since the plagiarism case surrounding the politician Karl-Theodor zu Guttenberg, teachers are paying even closer attention to their pupils' work. Seniors at a number of schools were found to have copied work from the Internet, and some suffered severe consequences. Experts are arguing about who is to blame."

WIKIPEDIA IST NUR DANN GUT, WENN SIE BUNT IST

Der Freitag, April 7,2011 (Interview w. Sue Gardner on the Issue of Gender)
"We will soon be launching a research project to find out what exactly prevents women from participating in Wikipedia. The findings will help the Wikimedia Foundation as well as our community. The past few months have seen the launch many smaller initiatives designed to increase the number of women involved in Wikipedia. I am really happy about that because it shows how cultural change starts at the grassroots level."

WIKIPEDIA FOR WORLD HERITAGE!

Der Tagesspiegel, June 8, 2011
"Markus Beckedahl believes that applying for UNESCO World Heritage status for Wikipedia would create the opportunity to discuss the meaning of the term 'culture.' UNESCO also stands to benefit from this."

ONLINE DISPATCHES: IDEAS AND REALITY

Süddeutsche.de, June 6, 2011
"The people behind Wikipedia want to put their encyclopedia on the UNESCO World Heritage list – alongside the likes of the Palace of Versailles and the Great Wall of China. But Wikipedians disagree about whether the idea of a collaborative site for everyone has actually been made a reality yet."

WIKIPEDIA AS A POLITICAL SEISMOGRAPH

Geo.de, July 25, 2011
"Researchers have developed a new index for geopolitical stability. The underlying data was provided by Wikipedia, the collaborative encyclopedia."

JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY

KNOWLEDGE EXERTS PRESSURE

Tagesspiegel and Zeit-online, September 9, 2011

"A book presented on Saturday evening in Berlin promises to tell everything about Wikipedia and the people behind the world's largest encyclopedia. This book really is something very special. One hundred German Wikipedians co-wrote it – voluntarily, as is common practice at Wikipedia. It is also being published under a free license."

WIKIMANIA: EXCITING PEOPLE, GREAT IDEAS

WDR, August 7, 2011

"Wikimania 2011 is over. Or is it? *WDR.de* asked Wikipedia author Tobias Lutzi from Cologne about what he is taking home from the conference in Israel."

WIKIPEDIA TO IMPROVE QUALITY IN THE FUTURE

ARD-Hörfunkstudio, August 4, 2011

"Wikipedia offers quick answers to most questions. The online reference work has existed for over ten years. At a global congress starting today in the Israeli port city of Haifa, Wikipedia authors are discussing what Wikipedia should look like in the future."

MORE WOMEN WOULD MAKE WIKIPEDIA BETTER

Zeit-online, November 22, 2011

"Only about 10 percent of Wikipedia authors are women. Sue Gardner has received a lot of German media attention for this topic. However, her in-depth interviews with Zeit Online and the German Press Agency also focused on other topics, such as the Visual Editor and the international fundraising campaign. Overall, the intensive preparations for Gardner's visit to Berlin attracted an overwhelming amount of media attention."

THE INTERNET FOR THE BOOKSHELF

ARD, October 12, 2011

"Paper is not the medium of choice for Wikipedians. But for the tenth anniversary of the German version of the encyclopedia, they are making an exception and publishing a book. Unfortunately, it seems that not all collectors of knowledge are capable of writing well."

KNOWLEDGE OF OLDER PEOPLE IS IN DEMAND

swr4, December 6, 2011

"Wikipedia, the online encyclopedia, wants to get more older people involved as authors. Older women and men are generally considered experienced and reliable. Plus, their work is often more careful and thorough than that of young writers. But how exactly does contributing to Wikipedia work? *SWR*'s online expert Stefan Frerichs explains it to us. He has been writing articles for Wikipedia for more than five years."

WIKIPEDIA: A KNOWLEDGE REVOLUTION?

Radio Bremen, Dec. 11, 2011

"Wikipedia has been going from strength to strength for a decade now. Since 2001, some 1,000 authors (most of them male) have written over 1.3 million articles in Germany. 'Wikipedia should never be the only point of call for research, but it is a good place start,' says a Wikipedia author from Bremen."

AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

Getting people excited about free knowledge.

Wikimedia's rapid development in 2011 has created a great deal of responsibility for our Fundraising department. Without a secure financial basis, our organization would not be able to grow as impressively as it has, and we would not be able to implement all our ambitious ideas and projects. Creating this basis and using reliable findings to gain donors is a goal that is present in all aspects of our fundraising in 2011.

WHO DONATES?

In terms of securing donations by using reliable knowledge, a key factor was clarifying the question of who donates to Wikimedia Deutschland. Donors make up an essential part of the large community that sustains and supports Wikipedia. In the past, however, little was known about the people who donate to support free knowledge. This is why Wikimedia carried out a large-scale representative survey among 4,000 donors. The results shed light on the situation and were full of helpful insights. We found that a typical donor is male, 48 years old, well educated, with an above-average income and a strong thirst for knowledge. Unfortunately, only 16 percent of those surveyed were female. Wikimedia Deutschland's projects received a positive evaluation overall, with respondents saying that the association is worth supporting.

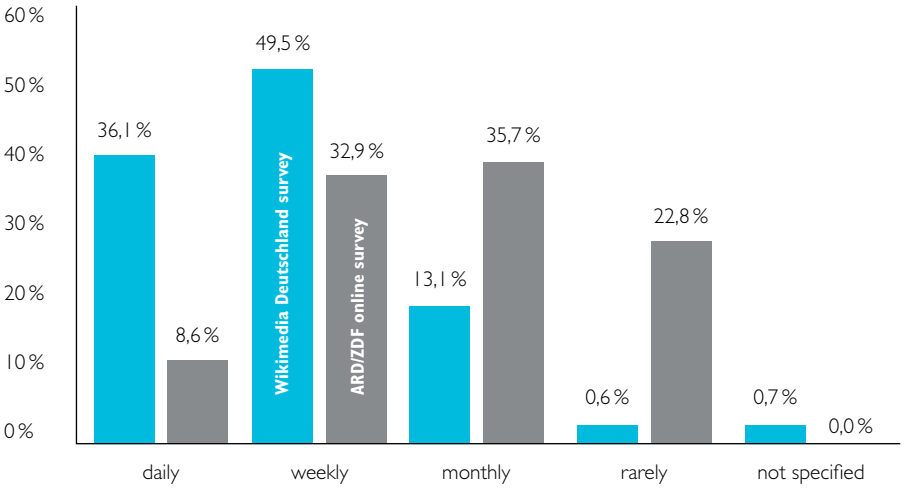
HOW DO WE TEST?

Detailed evaluations were carried out to identify how the donors responded to the different elements of the fundraising activities held throughout the year. In total, four large-scale mailshot campaigns succeeded in persuading many people to join the association. For the first time ever, Wikimedia Deutschland sent out donation receipts to more than 30,000 donors and thus made an important step towards building trust with the donors. Each mailshot is designed as a test to establish which of two variants is the most successful. This means that we can gain important insight into the unique relationship between Wikimedia and its donors. The strong focus on systematically testing different donation appeals during the annual two-month donation campaign is a major reason for its success.

Without the participation of the community, through their personal appeals and translations, the impressive result would not have been possible. And it would also not have been possible without the help of the donors themselves: in 2011, for the first time ever, Wikimedia used personal appeals by dedicated supporters of Wikipedia and free knowledge.

The people who donate to Wikimedia Deutschland have a large thirst for knowledge. Our survey [1] showed that donors like to use Wikipedia and do so more frequently than the average user. Even before conducting the survey, we assumed this would be the case, but the result is much clearer than we expected. Thirty-six percent of donors use Wikipedia every day, and nearly 50 percent use it at least once a week. Those figures are impressive enough, but when compared with the findings of the online study carried out by German broadcasters ARD/ZDF in 2011, it becomes clear just how different our donors are from

HOW OFTEN DO YOU VISIT WIKIPEDIA ON AVERAGE?



the typical Internet user. [2] The study found that only nine percent of Wikipedia users visit Wikipedia every day, and that just 33 percent do so on a weekly basis.

[1] http://wmde.org/yjvRQe

[2] Data taken from the ARD-ZDF online survey: http://wmde.org/Af07na

WE'RE HERE FOR YOU

During the donation campaign, the amount of service requests regularly increases to several times its usual level. The 2011/12 fundraising campaign alone resulted in some 5,000 e-mails and hundreds of phone calls, letters and faxes, covering a wide range of requests and inquiries. Responding quickly to these requests is crucial to providing a good service to our donors, who will measure our professionalism by our performance on this point in particular. By optimizing processes, using experience from previous campaigns, and adding staff to our fundraising team, we were able to provide quick, thorough responses throughout the fundraiser.

In 2011 we introduced a new and powerful donation software, which was key to making our fundraising work more efficient. Now that we have automated work that was previously done by hand, in future we are likely to be able to dedicate more time to the content and creative side of our campaign work.

"I visit Wikipedia nearly every day. The free encyclopedia has changed the world – or mine, at least. Wikipedia is very easy to use, extremely fast and always helpful.

I supported the fundraising campaign. It was strange to see my face on Wikipedia's main page. But at the same time I was very pleased that my story (and my son's) helped to get other people to donate to Wikipedia. Wikipedia is good. It should function and remain independent and ad-free.

Free knowledge is valuable and I would like to continue benefiting from it. As long-time and appreciative user of Wikipedia, donating to it and encouraging others to join me are matters very close to my heart."

CORINNA TIEDTKE
Wikipedia reader since 2003, from Berlin

More income
for free knowledge.

Making the world's knowledge freely available to all is an idealistic goal. As with any ideal, its success depends on whether it is correctly implemented. Having a passion for free knowledge and committed people to help out is important, and so are financial resources.

As the support from our donors grows, so too does our responsibility to make effective, transparent use of our resources. It's great to have gained the trust of thousands of donors. But it is also important for us to maintain this trust. Our association's office does more than implement projects. It also critically reevaluates them to confirm that we are working in a focused, economical and practical way.

MORE PROFESSIONALISM

At the end of 2011, Wikimedia Deutschland had 23 employees. But our number of qualified employees is not all that went up during the 2011 fiscal year. We also achieved improvements by optimizing workflows and structures and putting the experience and skills of employees to strategic use.

Developing and expanding our office enabled us to greatly improve our project work. This resulted in more of our finances going to project work than in previous years.

All told, €1,173,321.81 was provided for national and international projects, equalling 74.3 percent of the total funding.

MORE TRANSPARENCY

For the 2011 fiscal year, we changed our method of ascertaining profit from cash-basis accounting to a balance sheet with a profit and loss statement. One of the crucial arguments for the move was that a balance sheet enables us to present the association's assets in a structured, periodic manner. Internally, this allows for better control and monitoring. Externally, it provides optimal transparency.

Combined with our association's trusted cost accounting, the new method guarantees that our finances will be used entirely in line with the association's goals. In addition, Wikimedia Deutschland is a member of the German initiative Transparent Civil Society. This enables us to fulfill our responsibility to inform our donors about what goals we are pursuing and what their donations will be used for. The 2011 report includes results for the Wikimedia Fördergesellschaft (see pages 34-35) and Wikimedia Deutschland e.V. (see page 33).

For clarity, we list the income for the association and the Fördergesellschaft separately. The donation income of the latter accounts for the association's relatively low donation volume compared with last year.

BALANCE SHEET / WIKIMEDIA DEUTSCHLAND E.V.

ASSETS	SUBTOTALS	TOTAL AMOUNT	LIABILITIES	SUBTOTALS	TOTAL AMOUNT
			Equity		
Intangible assets (software)		€ 7,200.00	Statutory reserves		
			1. Commitments		€ 132,871.21
Tangible assets			2. Project reserves/free reserves		€ 126,634.51
Business and office equipment		€ 95,508.00			
» Hardware	€ 9,431.00		**Provisions**		
» Servers	€ 55,369.00		Provisions of personnel costs		€ 37,962.08
» Office hardware	€ 428.00		Provisions for financial statements and audits		€ 4,000.00
» Executive hardware	€ 2.00				
» Office equipment	€ 10,122.00				
» Office furnishings	€ 2,279.00		**Liabilities**		€ 36,976.41
» Low-value assets	€ 74.00		Accounts payable / trade and other payables	€ 35,655.01	
» Compound assets	€ 17,803.00				
Financial assets					
Equity investments (100 % of shares belong to Wikimedia)		€ 25,654.83	Sales tax for the current year	€ 1,321.40	
Liquid assets					
Arrears and other assets		€ 18,997.52			
Cash and bank deposits		€ 186,989.39			
Prepaid expense		€ 4,094.47			
	Total assets	**€ 338,444.21**			**€ 338,444.21**

PROFIT AND LOSS STATEMENT / WIKIMEDIA DEUTSCHLAND E.V.

INCOME	SUBTOTALS	TOTAL AMOUNT	EXPENSES	SUBTOTALS	TOTAL AMOUNT
Revenue		**€ 845,190.91**	**Materials**		**€ 13,466.31**
Total output	€ 841,155.60				
Other operating income	€ 4,035.31		**Personnel expenses**		**€ 788,983.42**
			» Wages and salaries	€ 659,975.72	
Other interest and similar income		**€ 4,703.30**	» Social security contributions and expenses for pension funds and benefits	€ 129,007.70	
Withdrawals from statutory reserves		**€ 741,305.66**	**Depreciation**		**€ 56,017.57**
			Other operating expenses		**€ 720,581.65**
			Ordinary operating expenses		
			» Office rent	€ 31,284.42	
			» Insurance premiums and taxes	€ 4,139.03	
			» Maintenance and repairs	€ 27,789.20	
			» (Rental) vehicle costs	€ 2,942.31	
			» Advertising and travel costs	€ 210,981.16	
			» Cost of goods duty	€ 1,016.73	
			» Various operational costs	€ 442,428.79	
			» Expenses from foreign currency exch.	€ 0.01	
			Interest and similar expenses		**€ 29.54**
			Allocations to statutory reserves		**€ 12,121.38**
			Retained earnings		**€ 0.00**

By founding Wikimedia Fördergesellschaft in 2010, we created an organization that collects donations received in Germany and forwards them to the German association and the U.S. Wikimedia Foundation in accordance with the purpose of the organization. While Wikimedia Deutschland focuses on the implementation of its own projects to promote free knowledge, the Fördergesellschaft functions as an organization that collects donations for the Foundation and for Wikimedia Deutschland. Our association uses the donations to the Foundation to finance various projects to promote free knowledge and ensure the survival and further development of Wikipedia at the national and international level. [1] Since the Fördergesellschaft is a recognized non-profit organization , it is entitled to offer donation receipts. Sole shareholder of the Fördergesellschaft is the German Wikimedia association. Its first annual report is available. [2]

[1] http://wmde.org/AbFk3J
[2] http://wmde.org/yrqLfK

BALANCE SHEET / WIKIMEDIA FÖRDERGESELLSCHAFT

ASSETS	2011	2010	LIABILITIES	2011	2010
Fixed assets			**Equity**		
Intangible assets (software)	€ 15,808.33	€ 0.00	Subscribed capital	€ 25,000.00	€ 25,000.00
			Retained earnings (according to the statutes)	€ 3,297,239.21	€ 211,017.87
Current assets			**Provisions**		
Receivables and other assets	€ 362,063.20	€ 98,280.47	Provisions for financial statements and audit	€ 3,650.00	€ 1,650.00
Cash assets, with banks	€ 2,956,948.99	€ 1,250,412.90	**Liabilities**		
			Liabilities for supplies and services	€ 8,931.31	€ 0.00
			Overdraft	€ 0.00	€ 8.50
			Other liabilities with a remaining term of up to one year	€ 0.00	€ 1,111,017.00
Total assets	**€ 3,334,820.52**	**€ 1,348,693.37**		**€ 3,334,820.52**	**€ 1,348,693.37**

STATEMENT OF PROFIT AND LOSS / WIKIMEDIA FÖRDERGESELLSCHAFT

INCOME	2011	2010	EXPENSES	2011	2010
Revenues	**€ 3,850,119.63**	**€ 1,082,828.76**	**Other operating expenditures**	**€ 93,995.92**	**€ 872,007.62**
» Donations	€ 3,764,823.16	€ 1,082,828.76	Ordinary operating exp.		
» Corporate donations	€ 85,296.47	€ 0.00	» Repairs and maintenance	€ 10,199.03	€ 0.00
			» Advertising and travel costs	€ 99.00	€ 0.00
Other interest and similar income	**€ 12,732.99**	**€ 196.73**	» Various operational costs	€ 83,697.89	€ 872,007.62
Use of/ appropriation to reserves			**Interest and similar expenditures**	**€ 182.25**	**€ 0.00**
Use of operational reserves	€ 108,283.00	€ 0.00	**Appropriation to reserves**		
			Appr. to operating reserves	€ 220,000.00	€ 108,283.00
			Forwarded funds	€ 3,656,957.45	€ 102,734.87
			Retained earnings	**€ 0.00**	**€ 0.00**

EVERY CONTRIBUTION COUNTS

Our donation revenue has grown rapidly in recent years. More and more people are supporting the idea of free knowledge. And more and more people are showing their appreciation for the work of thousands of Wikipedia volunteers. While our volunteers donate their knowledge and time, there have been a growing number of supporters who make free knowledge possible by donating money. Thanks to their growing support, our total revenue in the 2011 fiscal year increased to € 4,712,746.83, significantly higher than the previous year. Donations nearly doubled in 2011 to a total of € 4,092,646.72 compared to the previous year (€ 2,125,006.70).

PRIVATE DONATIONS

As in previous years, private donations were our primary source of income in the 2011 fiscal year as well. Private donations include all donations from individuals. Private donations made up € 3,891,832.85 of our total income in 2011. This money came to Wikimedia Deutschland in the form of more than 160,000 individual donations. The average donation amount is around € 25.

Corporate donations continue to make up only a small portion of our total income, although these donations increased from last year too. In the 2010 fiscal year we had almost € 20,000 in corporate donations; in 2011 that number jumped to € 200,813.87. Of that, we earmarked € 108,333 for a project called Wikidata, which launches in 2012. Our number of supporting members increased to 1,273 in 2011, up from 640 in 2010.

INCOME DEVELOPMENT

2011	2011/ WMDE	2011 / FG	2011 / BOTH
Donations (total)	**€ 242,527.09**	**€ 3,850,119.63**	**€ 4,092,646.72**
Private donations	€ 127,009.69	€ 3,764,823.16	€ 3,891,832.85
Corporate donations	€ 115,517.40	€ 85,296.47	€ 200,813.87
Membership fees	€ 54,442.00	€ 0.00	€ 54,442.00
Allocations from the dev. fund to the association	€ 470,000.00	€ 0.00	€ 470,000.00
Subsidies	€ 11,286.39	€ 0.00	€ 11,286.39
Royalties	€ 25,000.00	€ 0.00	€ 25,000.00
Interest	€ 4,703.30	€ 12,732.99	€ 17,436.29
Other income			
Grants / income from various projects	€ 31,479.14	€ 0.00	€ 31,479.14
Book sales "Alles über Wikipedia"	€ 337.80	€ 0.00	€ 337.80
Revenues of the current operations	€ 10,118.49	€ 0.00	€ 10,118.49
Total revenue	**€ 849,894.21**	**€ 3,862,852.62**	**€ 4,712,746.83**

2010	2010 / WMDE	2010 / FG	2010 / BOTH
Donations (total)	**€ 1,042,177.94**	**€ 1,082,828.76 €**	**€ 2,125,006.70**
Private donations	€ 1,022,332.00	€ 1,082,828.76	€ 2,105,150.76
Corporate donations	€ 19,845.94	€ 0.00	€ 19,845.94
Membership fees	€ 22,570.00	€ 0.00	€ 22,570.00
Subsidies	€ 97,149.95	€ 0.00	€ 97,149.95
Royalties	€ 25,000.00	€ 0.00	€ 25,000.00
Interest	€ 3,847.65	€ 196.73	€ 4,044.38
Other income	€ 28,574.74	€ 0.00	€ 28,574.74
Total revenue	**€ 1,219,320.28**	**€ 1,083,025.49**	**€ 2,302,345.77**

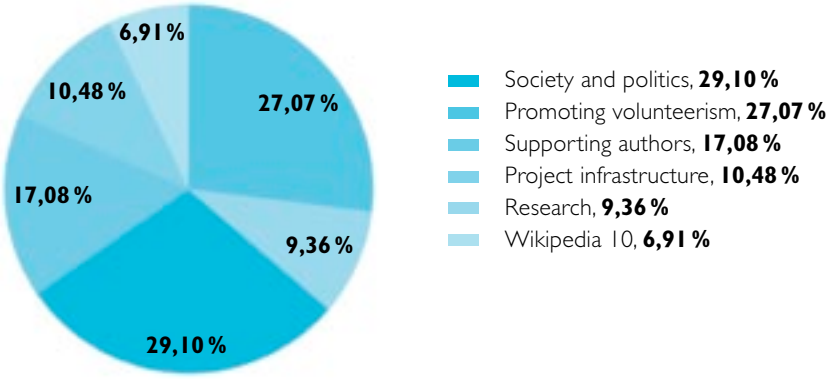
The means to an end.

The total expenditures for 2011 were €1,579,078. Of that, €1,173,321 went to projects.

PROMOTING VOLUNTEERISM

We spent € 317,638.16 to support volunteers working on Wikimedia projects. Community-initiated projects received the most financial support. These included things like workshops, events and Wikipedian meetings. In addition to that, we used money to award grants and pay travel expenses for national and international events.

DISTRIBUTION OF PROJECT COSTS



DISTRIBUTION OF PROJECT COSTS			
Total costs	**€ 1,579,078.49**	**100 %**	
Project costs			**Project costs in %**
Promoting volunteerism	€ 317,638.16		27.07
Research and development	€ 109,869.76		9.36
Society and politics	€ 341,408.38		29.10
Supporting authors	€ 200,350.93		17.08
Project infrastructure	€ 122,996.03		10.48
Wikipedia 10	€ 81,058.55		6.91
Subtotal	**€ 1,173,321.81**	**74 %**	
Administration costs	**€ 405,756.68**	**26 %**	

RESEARCH AND DEVELOPMENT

Total expenditures in this area were €109,869.76. Most of this was for the RENDER project. 2011 was the first project year for RENDER and it was all about developing the metrics and measurement methods needed for the tools that will enable us to analyze Wikipedia.

SOCIETY AND POLITICS

More than a quarter of all project expenses, €341,408.38, went to the Society and Politics section. This enabled us to expand our school project, which aims to improve media literacy among kids, and step up activities that would allow us to publish copyrighted material under a free license. Hiring a section leader enabled us to get more involved in specific action areas and build greater awareness for Free Knowledge among the general public.

SUPPORTING AUTHORS

Our authors received support totaling €200,350.93. This money was used to fund our literature grants, travel costs for our editors and our community project budget, a program for implementing ideas from the Wikipedia community.

PROJECT INFRASTRUCTURE

Besides expanding Wikipedia's infrastructure and developing other Wikimedia projects, we invested a significant amount of money to ensure that they continued to function reliably. All told, €122,996.03 went towards project infrastructure, most notably for the Toolserver and various software developments for Wikipedia.

TEN YEARS OF WIKIPEDIA

Wikipedia's tenth anniversary was an opportunity to roll out various projects and programs. One of them was our "Wikipedia for world heritage!" initiative. Wikimedia Deutschland also published a book called *Alles über Wikipedia* (Everything about Wikipedia), which a large number of active Wikipedia authors helped write, so interested readers could learn more about the "Wikipedia universe".

All of Wikimedia Deutschland's expenses are allocated to specific business areas using a clearly defined system of cost center allocation. This resulted in the following cost distribution for the 2011 fiscal year:

- 74% for direct project costs (71% in 2010)
- 26% for indirect project costs (29% in 2010)

Both our direct project costs and our indirect project costs are hugely important for sustaining our office workflows. These costs, which include office maintenance, public relations, fundraising, member assistance and the internal reporting system for our project managers, CEO and executive committee, totaled € 405,756. We absolutely need these areas to help us make efficient, goal-directed use of funding.

DISTRIBUTION OF TOTAL EXPENDITURES BY DIRECT AND INDIRECT PROJECT EXPENSES

	2011	2010
Direct project expenses *	€ 1,173,321.81	€ 586,881.33
Indirect project expenses	€ 405,756.68	€ 243,997.48
Total	**€ 1,579,078.49**	**€ 830,878.81**

* Includes indirect project costs

Our main goals for 2012.

[A] VOLUNTEER SUPPORT

It will be easier for volunteers to create, improve, and share free knowledge, and they will receive targeted support for developing their skills. To this end, structures for support will be further developed in a sustainable manner. This will help us reach at least twice as many volunteers in 2012 as in 2011.

[B] POLITICAL WORK

In 2012, we will create the basis for developing effective political leverage. By the end of the year, our opinions will be in such demand that it will be more difficult to place restrictions on the creation and dissemination of free knowledge.

[C] ORGANIZATIONAL DEVELOPMENT

By the end of 2012, we will have laid the foundation for our association to operate throughout Germany. We will have created structures to facilitate an exchange on issues of free knowledge at both the regional and local level.

[D] QUALITY IMPROVEMENT USING TECHNOLOGY

To help increase in quality of Wikipedia content, our association is developing tools for editorial work. These tools are based on quality indicators and centralized management of structured data. At least two departments will use them successfully.

[E] GAINING AUTHORS AND AUTHOR DIVERSITY

To increase the number of registrations and the time that Wikipedia authors continue to contribute, we will minimize technological and social hurdles. By the end of 2012, there will be 50 percent more women participating in the German version of Wikipedia and in the activities of Wikimedia Deutschland compared to last year.

[F] FREEING CONTENT

By the end of 2012, we will be working in partnership with at least two rights holders, which will lead to the legal release of high-quality content. This will encourage others to follow suit.

[G] REUSE

By the end of 2012, a representative selection of German media will use at least 50 percent more high-quality content from Wikimedia projects in a license-compliant manner.[1]

[1] Business Plan 2012: http://wmde.org/AxUVY7

GET INFORMED

WE'RE ALWAYS HERE FOR YOU!
Questions, suggestions and ideas:
info@wikimedia.de

On the Wikimedia Deutschland website, you will find detailed information about our work and the organizational structure of our association, as well as an overview of the information material that you can order from us:
http://wikimedia.de

GET INVOLVED

Become a member and support our association. Membership for individuals costs € 24 per year (reduced € 12); for legal entities (only passive membership) a minimum contribution of € 100 applies. Like donations, membership fees in Germany are tax deductible. By the way, you don't have to be a member to support our association's work. If you have any questions about membership, please e-mail us at:
info@wikimedia.de

DONATE

You want to support us? Thank you! Every donation counts – with just € 5 you can help establish the idea of free knowledge in society. In addition to the knowledge and time that our volunteers and members dedicate to Wikimedia projects, financial support is an important pillar of our movement.

DONATE VIA BANK TRANSFRE
Wikimedia Fördergesellschaft
Bank für Sozialwirtschaft
Account number: 1194700
Bank code: 100 205 00

TEXT US YOUR SUPPORT
You can also support us by texting **WIKI** to **81190**.
A standard text message fee will also be charged. Texted donations are not tax deductible.

DONATE ONLINE
You can donate online, either by bank transfer, direct debit, PayPal or credit card:
http://wmde.org/ABFk3J

In 2011, Wikimedia Deutschland received wonderful support from numerous people and organizations.

We would like to thank all the people who want to join us in turning free access to knowledge into something that is taken for granted

WIKIMEDIA DEUTSCHLAND
Gesellschaft zur Förderung
Freien Wissens e.V.

PO Box 30 32 43
10729 Berlin
Germany
Phone: +49 (0)30 219 158 26-0
Fax: +49 (0)30 219 158 26-9
E-mail: info@wikimedia.de

Website: http://wikimedia.de
Blog: http://blog.wikimedia.de
Twitter: http://twitter.com/WikimediaDE
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LAYOUT AND DESIGN
Johanna Pung, www.jopung.de

EDITORS
Catrin Schoneville, Michael Jahn

RESPONSIBLE FOR CONTENT
Pavel Richter

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