

Growth and Development of Wikimedia Deutschland



Sebastian Moleski

President

...so that the work of preceding centuries will not become useless to the centuries to come; and so that our offspring, becoming better instructed, will at the same time become more virtuous and happy, and that we should not die without having rendered a service to the human race in the future years to come.



Denis Diderot (1713-1784)

from the introduction to ENCYCLOPÉDIE (1755)

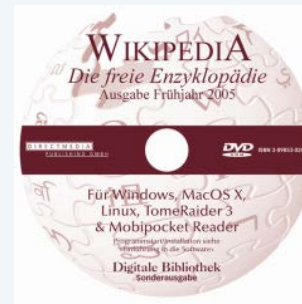
Preamble to our bylaws

Formation

Founding Wikimedia Deutschland

34 highly active Wikipedians founded the chapter at the Technical University of Berlin in June 2004. Its primary aim is to create, collect, and distribute free content and knowledge.

First Wikipedia CD



130.000 articles and 1.200 images find their way to readers.

2004

2005

Formation

Tron Affair



An Office in Frankfurt

In order to meet the growing requirements of the chapter, an office was set up and the first employee, an executive director, was hired.

2006

2007

Growth

Renewable Materials Project



60.000 Euro Hardware Investment

Set up of high capacity caching servers in Amsterdam.



2007



WIKIMEDIA
DEUTSCHLAND

Growth

First staff expansion

Press Secretary
Community Assistant
Project Managers
Software Developer
Student interns



2008

Kompass 2020



Main Page
Goings-on
Wikimedia News
Translations
Recent changes
Random page
Help

Community
Wikimedia Forum
Babel
Babylon
Requests
Reports
Planet Wikimedia

Beyond the Web
Print/export
Toolbox

Log in / create account

Content page Discussion

Read Edit View history

Search

Kompass 2020/en

< Kompass 2020

In other languages: Deutsch (de) | English (en) [edit]

Kompass 2020 is the strategic plan for Wikimedia Deutschland. This plan establishes the medium- and long-term goals of the association.

Contents [hide]

- 1 Development
- 2 Stakeholders
- 3 Vision
- 4 Strategic objectives
- 5 Questions, requests, comments
- 6 External links
- 7 See also

Development

[edit]



The plan is prepared in a [collaborative process](#), ensuring that the result takes into account the wishes and expectations of all relevant groups (stakeholders) for the association. Planning was started during the board meeting in May 2009. Kompass 2020 was expected to be completed with a resolution at the Members' Assembly 2010, most likely to be held in late spring.

Stakeholders

[edit]

For the purpose of Kompass 2020, a stakeholder is someone who has a significant interest in and/or a large influence on the association. Various stakeholders are characterized by these two dimensions to differing degrees.

Vision

[edit]

The overall concept for Kompass is the vision: a conception of how the idea of open content will develop by 2020. The vision was defined in the form of 12 individual statements by the board:

1. Media publish free content and share our ideas.
2. Free knowledge is present in the media.
3. For Wikimedia-related issues, journalists have a direct line to WMDE.
4. Free content can be found everywhere and is easy to use.
5. The legislature regularly consults with the association as an expert in certain policy areas (such as copyright, education, knowledge, information policy).
6. Anyone who wants to know something goes to Wikimedia.
7. Wikimedia content is of high value, sound, and unsurpassed.
8. All Wikimedia brands are established.
9. The community finds, uses and appreciates support and assistance by the association.
10. The community is open to anyone who is willing and able to participate in it.
11. Commitment to open content is attractive; it is valued and appreciated.
12. Wide acceptance and use of open content in education – we promote collaborative work processes.

The order of these individual statements is only for reference and has no further meaning. In particular, it is not a weighting or ranking. It is important to fulfill the entire vision, not the individual statements.

Strategic objectives

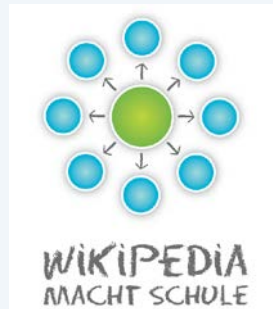
Professionalization

| | | |
|-------------------------|----------------------------|--------------------------|
| Editor survey | Community Projects Budget | Fundraising campaign |
| Donor survey | Community Space | Spoken Wikipedia |
| The Wikipedia Book | Developer Conference | State Parliament Project |
| Third Age Online | Wikimedia Conference | RENDER |
| Wikipedia at Schools | WikiCon | WikiProject meetings |
| WissensWert | 10 Years Wikipedia | Book scholarships |
| Project booklets | Wikimania | World Heritage |
| Toolserver | Wiki Loves Monuments | Zedler Award |
| Wikipedian in Residence | Wikimedium periodical | Silver Knowledge |
| WikiPraise | Wikipedia Academy | Private collections |
| Press material | Wikipedia in Sign Language | Presenters network |
| Merchandise | Wikisource digitalization | ... |

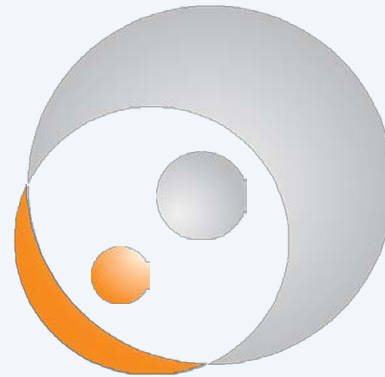
Media Literacy

Wikipedia at Schools

- Wide network of presenters
- Workshops with teachers and pupils



Third Age Online Generation 50+



since 2008

WissensWert



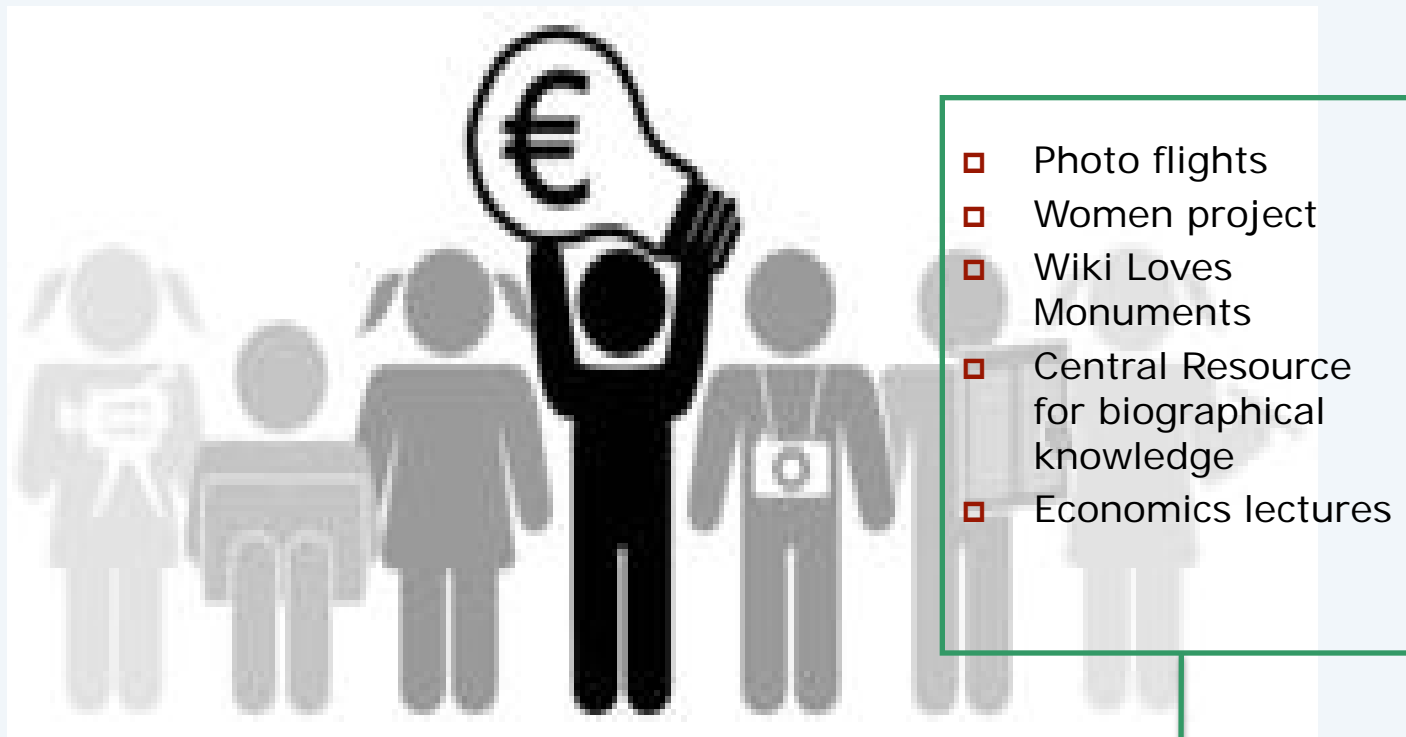
- Creative Commons promo clip
- WikiQuest – cooperative learning with free content
- Free knowledge as podcasts
- Links to free and open projects

since 2010

Creative Commons promo clip



Community Projects Budget

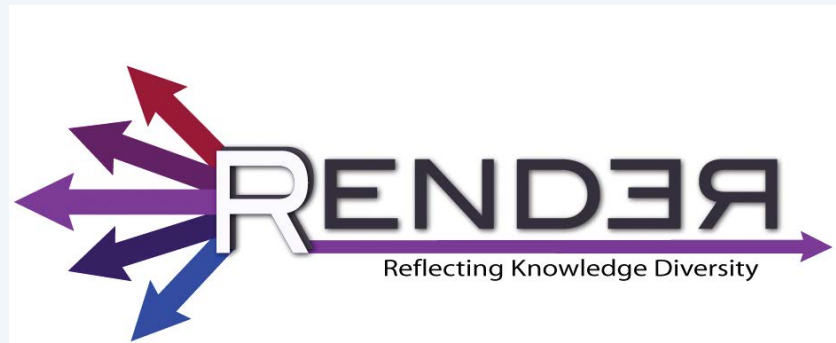


- ❑ Photo flights
- ❑ Women project
- ❑ Wiki Loves Monuments
- ❑ Central Resource for biographical knowledge
- ❑ Economics lectures

since 2011

RENDER – Reflecting Knowledge Diversity

- Project funded and driven by the European Union to research the future of knowledge collaboration and sharing
- Goal for Wikimedia: to better assess the quality of articles, mediate conflicts between editors and understand systemic bias
- **Presentation today at 14:05 in Arbel**



since 2010

State Parliament Project

- ❑ Contact to politicians
- ❑ Lobbying for free content
- ❑ Photography meets politics
- ❑ Hamburg: 121 photos in two days
- ❑ Keeping Wikipedia current



since 2010

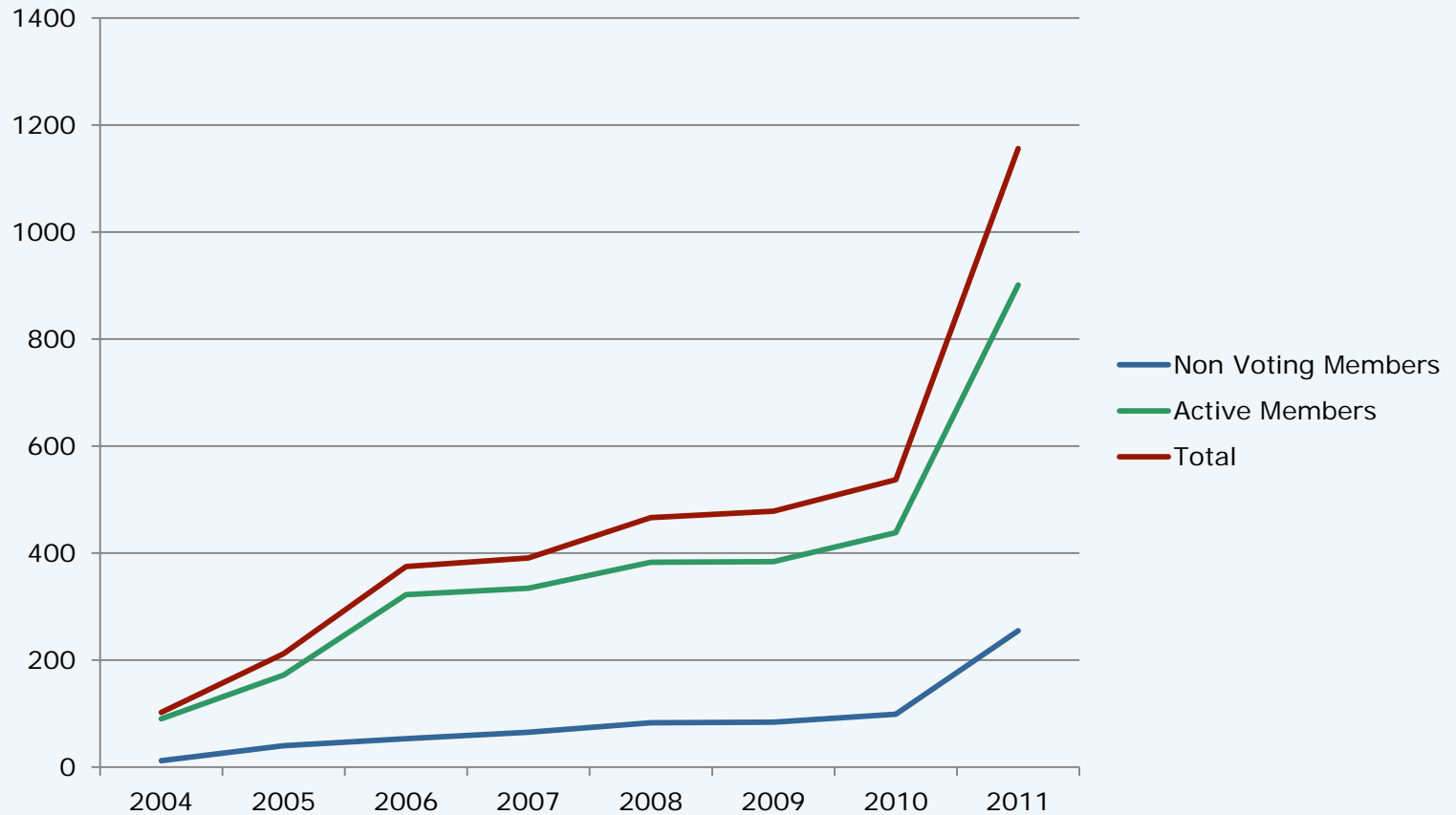
WIKIPEDIA FOR WORLD HERITAGE!

- Proposal: first digital World Heritage
- World-wide petition, 45,000 signers so far
- **Panel today at 13:45 in Cinematheque**



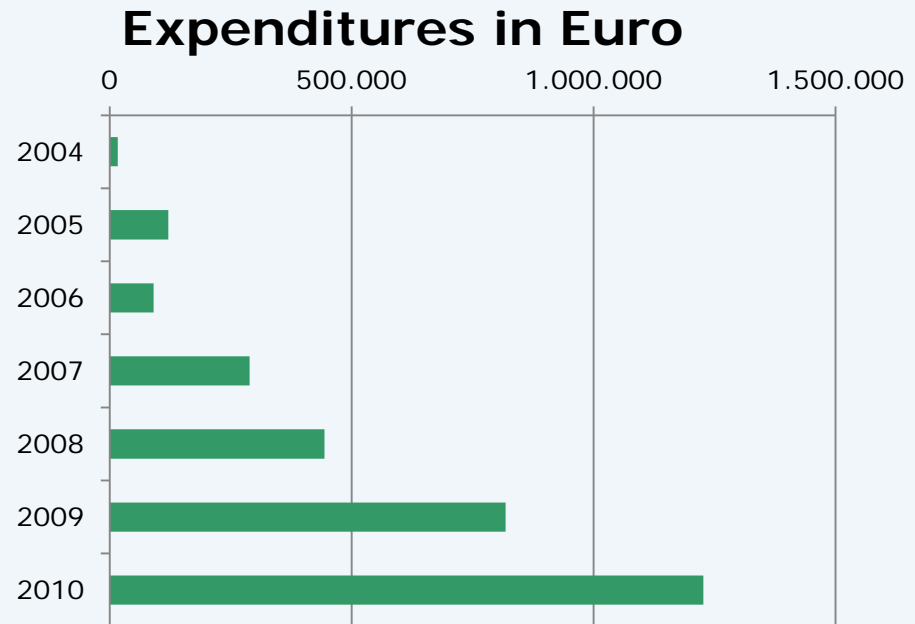
2011

Facts and figures – Membership growth



Facts and figures – Budget

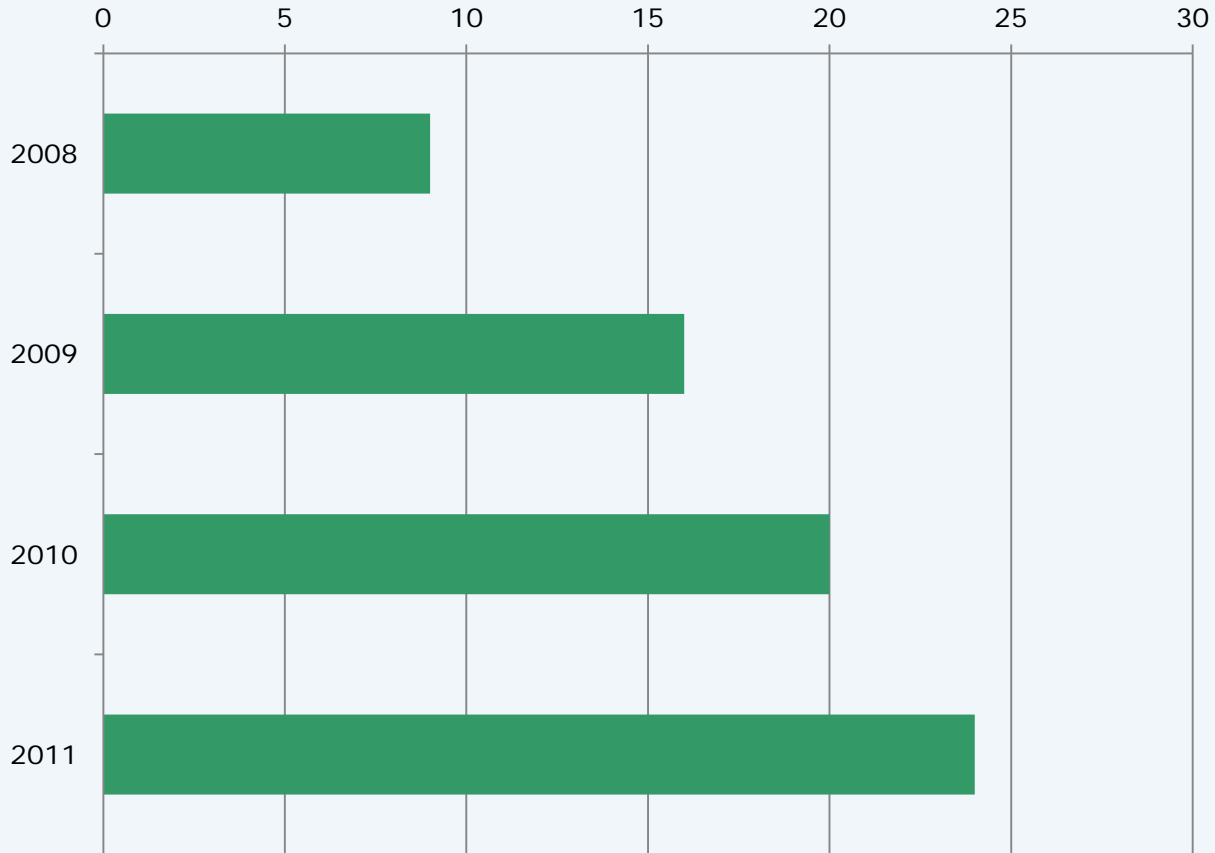
| Year | Expenditures in Euro |
|------|----------------------|
| 2004 | 16.681,18 |
| 2005 | 121.357,58 |
| 2006 | 90.626,89 |
| 2007 | 289.393,00 |
| 2008 | 443.956,00 |
| 2009 | 818.041,13 |
| 2010 | 1.226.374,96 |



Details: [\[\[m:WM:WMDEBUDGET\]\]](#)

http://meta.wikimedia.org/wiki/Wikimedia_Deutschland/Budget_2011

Facts and figures – Staff headcount



Wikimedia Deutschland @ Wikimania



Sebastian Wallroth
Board member
Community support



Pavel Richter
Executive Director



Catrin Schoneville
Press Secretary
World Heritage



Alice Wiegand
OTRS



Delphine Menard
Board member
Wikimedia international



Mathias Schindler
Project Manager
Lobbying, Politics



Nicole Ebber
Project Manager
WissensWert,
Zedler...



Angelika Adam
Project Manager
RENDER



Daniel Kinzler
Software Developer
Toolserver, Wikidata

Thank you!

**My contact details:
Sebastian Moleski**

sebastian.moleski@wikimedia.de



Denis Barthel
Project Manager
Book scholarship,
Wikisource