



Annual Report 2022

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Strong efforts in a year of transitions

This annual report describes Wikimedia Norge's (WMNO's) operations in 2022. The organisation's activities have been in compliance with our [bylaws](#), [strategy 2018-2022](#) and the annual plans for [2021-2022](#) and [2022-2023](#). Operations were stable throughout the year, but our work was to some degree slowed down by staff changes. The accounts show a net profit of NOK 68,317, which has been transferred to equity.

Covid restrictions in Norway were lifted in 2022, and we were able to resume in-person meetings. Positive meeting places are key to our national and international networking, but also to our organisational development efforts. A number of committed participants were excited to meet up in Bergen for our Annual General Assembly and Queer Cultural Year events, but other Wiki Meetups this past year have also been important. The final quarter of the year, as a trial, we hosted a Wiki Lunch Break once a month – an activity that requires little of us in terms of resources, but opens up a line of communication between staff and members or Wikimedians. We have made a start on measures to strengthen the totality of our organisation.

The past year was to a certain degree marked by staff changes. The Executive Director went on leave beginning 1 May, and to recruit an interim ED was time-consuming for the Board of Directors as well. The interim started 1 August, and the onboarding phase slowed the administration down, so the completion of a couple of projects had to be moved forward. All in all, however, the past year's projects to support knowledge growth, and to bridge content gaps, in the Wikimedia projects have been successful. The second half of the year we made a higher priority of some day-to-day tasks, such as our communications work. The board is pleased to see such a boom in media coverage and social media reach. It goes to prove that society in general takes a great interest in our work.

Our new chairwoman was appointed at the 2022 Annual General Assembly, and an array of leadership responsibilities were in store for her. One important and work-intensive task for the board has been to make a new five-year strategic plan. We need direction and a set of priorities to help us put our work into long-term context. Our goals are ambitious, short- and long-term. How to develop and grow our membership community was an important consideration, and a key Norwegian Wikipedian has given us a lot of useful input. The strategic plan will be presented at our Annual General Assembly 2023, and hopefully the plan will enable us to apply for annual or multi-year funding from the Wikimedia Foundation.

The past year WMNO has achieved a lot within our organisation's purpose. We are well-equipped to keep up the good work, and to develop new activities, in the year to come.

Organisation

Board of Directors		<i>Elected for:</i>
Chair:	Marie Nicolaisen, Førde	2022-2024
Deputy Chair:	Stian Amadeus Antonsen, Oslo <i>Previously: Deputy Board Member 2021-2022</i>	2022-2023
Treasurer:	Trond Trosterud, Tromsø <i>Previously: Board Member 2007-2011 and 2012-2021</i>	2021-2023
Board Member:	Sigrun Espe, Leikanger <i>Previously: Board Member 2018-2019 and Chair 2019-2022</i>	2022-2024
Board Member:	Fredrik Ljone, Bergen	2021-2023
Deputy Board Member:	Naomi Ichihara Røkkum, Oslo	2022-2023

The past year the board had seven virtual meetings, as well as two in-person meetings with a particular focus on the new strategic plan. Minutes of the meetings can be accessed from the [list of board meetings](#).

The Nomination Committee

The members of the Nomination Committee, which have all been elected for the period 2022-2023, are

- Hilde Blix
- Helge Høifødt
- Jan-Tore Egge

The Audit Committee

The members of the Audit Committee, who have both been elected for the period 2022-2023, are

- Ole Anders Flatmo
- Kjetil Ree

Staff

In 2022 WMNO had three members of staff in 2.8 positions.

Executive Director: Astrid Carlsen, 01.01-30.04
On leave 01.05.2022-31.03.2023

Elisabeth Carrera, 01.08-31.12
Interim up until 01.04.2023

Community Project Manager: Jon Harald Sjøby

Diversity Project Manager: Mali Konstad Brødreskift
80 % position

Members and Wikimedia projects contributors

At the turn of the year, our organisation had 49 paid-up members, but a large number of volunteers work on the Norwegian Wikimedia projects. Some contribute to Wikidata, but most of the activity is on Wikipedia in Bokmål, Nynorsk and Northern Sámi. WMNO is tasked to support these enthusiasts and the work they do, and to stimulate the use of the encyclopaedias. Statistics for 2022¹:

Enthusiasts

	<i>Average per month</i>		<i>End of year</i>		
	Editors ²	Active editors ³	Administrators	Mentors	Patrollers
Bokmål	3177	338	44	6	172
Nynorsk	234	30	13	0	10
Northern Sámi	23	3	5 ⁴	0	0
Sum	3 434	371	62	6	182

¹ Statistics have been fetched from stats.wikimedia.org.

² The number of editors includes unidentified users.

³ Editors that have made five or more edits within a month.

⁴ There are five administrators on Northern Sámi Wikipedia, but only three of them are active.

Content and page views

	<i>All year</i>				
	New pages	New pages (that weren't later deleted) created by new registered users ⁵	Deleted pages that had been created by new registered users	Page views	
				Desktop	Mobile/tablet
Bokmål	30 567	1 361	884	366M	298M
Nynorsk	2 879	30	22	93M	20M
Northern Sámi	11	4	6	11M	1M
Sum	33 457	1 395	912	470M	319M

Gender balance in our organisation

With a female proportion of 43 %, the gender balance in our board, committees and staff is good. The fact that our organisation has very few members is a bigger challenge than the gender imbalance in our membership community. We need more patrons, irrelevant of their gender.

	Female	Male	Sum
Board	3	3	6
Nomination Committee	1	2	3
Audit Committee	0	2	2
Staff	2	1	3
Members	15	34	49

If we look at some of those that provide support on Wikipedia in Bokmål, Nynorsk and Northern Sámi, there is, however, a distinct gender imbalance:

	<i>End of year</i>				
	Administrators			Mentors	
	Female	Male	Unknown/other	Female	Male
Bokmål	2	37	5	0	6
Nynorsk	2	11	0	0	0
Northern Sámi	1	4	0	0	0

Wikimedia Foundation and Wikimedia Europe

WMNO is an independent Norwegian members' organisation, but we're affiliated with the [Wikimedia Foundation](#) in the US. There are 38 national Wikimedia chapters of this type.

For several years, WMNO has supported [The Free Knowledge Advocacy Group EU](#), which has been a European Wikimedia initiative organised by Wikimedia Deutschland. We have supported general operations with an annual donation of NOK 30,000. The Brussels based entity has been tasked with EU lobbying to strengthen open knowledge and freedom of speech. In 2022 the initiative has been replaced by [Wikimedia Europe](#) (WMEU), which is an independent association of Wikimedia affiliates (chapters, thematic organisations and user groups). The association's small administration will be based in Brussels, but the statutes dictate that the Annual General Assembly must be held in Prague. In accordance with [the WMNO board's decision 28 October 2022](#), we applied for membership in WMEU. The application was approved in December and we became the 24th affiliate to join the

⁵ «New registered users» refers to users that have registered a user account in the year 2022.

association. There is no mandatory membership fee, but our board aims to support this important work with an annual donation of NOK 30,000.

Finances

Earmarked and unrestricted revenues

Our organisation's revenues in 2022 were to a large degree tied to specific projects or thematic work areas.

- **Project funding with hard earmarking** **NOK 390 001**

<i>Project</i>	<i>Funder</i>	<i>Funding</i>	<i>Expenses</i>
Language Diversity Hub	Wikimedia Foundation	230 000	260 241
Queer Cultural Year 2022	The Fritt Ord Foundation	60 000	156 102
The Reindeer Pastures Commission of 1913 ⁶	The Fritt Ord Foundation	0	126 407
Translating Wikipedia apps to Northern Sámi	The Sámi Parliament of Norway	33 334	73 860
50 articles about Sámi intangible cultural heritage on Wikipedia	The Norwegian National Commission for UNESCO	66 667	146 381
	Sum	390 001	762 991

The project «Translating MediaWiki to Northern Sámi», which has been awarded NOK 200,000 from [the NUUG Foundation](#), has been started, but it won't generate revenues/expenses until 2023.

The years 2020-2022 WMNO's project revenues averaged NOK 478 984. The average was boosted by project funding received in 2021, which was just over NOK 700,000. Out of that, the Wikimedia Foundation's grant for the virtual conference Arctic Knot amounted to almost NOK 600,000. The budget for July 2021-June 2022 was overly optimistic in terms of project funding. As a result, the total revenues (including project funding) for that non-standard accounting period turned out about NOK 300,000 lower than expected.

- **Annual Plan Grant from the Wikimedia Foundation** **NOK 2 059 634**
This funding was awarded to support our three thematic areas of work, but the internal distribution between the three was not given. The grant has contributed to cover project expenses (listed above) and our day-to-day operations.
- **Unrestricted revenues** **NOK 299 078**
These revenues consisted mainly of VAT compensation, but lesser amounts came from donations, membership fees, consultancy and course fees and sale of office furniture.

Because unrestricted revenues are limited, our work has to a degree been dictated by the expectations of our funders. At the same time, our strategy, annual plan and decisions made by the board and administration have determined which grants we have applied for, and which activities we have chosen to seek funding for.

Expenses

When you work with knowledge access and distribution, your single biggest expense is likely to be your payroll. That was certainly the case for WMNO in 2022: NOK 1,754,215. Even so, this expense was slightly lower than expected because the position of Executive Director was left unstaffed from May through July. Travelling expenses were higher than budgeted, out of which about half were related to the Annual General Assembly. Other unexpected costs were mostly tied to projects. Costs were generated when we were given funding to perform specific tasks.

⁶ The project was started and received NOK 50,000 from Arts Council Norway in 2020.

Coworking - from Greenhouse to Sentralen

The last few years WMNO has rented offices at Greenhouse in Oslo and Gründerloftet in Haugesund. In Oslo we had a spacious unit separate from the other tenants, but our staff worked from home most of the time. So, 1 December we moved to a coworking space at [Sentralen](#), where we now rent three desks. Sentralen, owned by The Savings Bank Foundation DNB, is located in Øvre slottsgate 3. There are great facilities and good opportunities for partnerships. And our office costs (rent, cleaning, insurance) have been cut by about 55 percent.

This year's work

WMNO's work in 2022 followed three tracks:

- Supporting the local community of Wikimedians and Wikipedians
- Knowledge equity in Norway
- Knowledge equity internationally

The wiki community

The WMNO Annual General Assembly



Photo: Aleksandar N. Zecevic for Wikimedia Norge, CC BY-SA 4.0.

On 26 March 14 Wikimedians attended the Annual General Assembly at The House of Literature in Bergen, and an additional ten took part virtually. Please refer to [the minutes from the Annual General Assembly](#).

Several participants also took part in the panel discussion «What's queer? 2022 in the archives and on Wikipedia» on 24 March and a tour of the Norwegian archive for queer history on 25 March.

Wiki Meetups

The past year's [Wiki Meetups](#) were good community building activities of various form and content. Most of the meetups were held in Oslo, but two took place in Bergen. Several of the meetups had online participants as well. The meetups are organised by volunteer enthusiasts, not least a central resource in the Oslo area, or WMNO staff. All in all, there were 12 meetups in 2022.

Workshop or thematic content

Six meetups had a thematic program, out of which three were organised by WMNO:

- 13 March Workshop on how to run bots
- 29 October Wikidata 10 years – Wikidata and OpenRefine workshops in Bergen and Oslo

WikiNobel



Photo: Elisabeth Carrera, CC BY-SA 4.0.

On 7 October, as this year's Nobel Peace Prize laureates were announced, we hosted an editathon at the Nobel Peace Centre. Six on-site Wikipedians collaborated with 17 online participants from all over the world. [See what happened!](#)

WikiNobel is hosted by WMNO every year and an enthusiastic member from Bergen is the main organiser.

Wiki Lunch Breaks

In September WMNO introduced a regular meetup that we host with or without a brief introduction or topic. The first Wednesday of every month we invite anyone interested to bring a packed lunch and stop by our office for a lunch break. We hosted three Wiki Lunch Breaks in 2022, with a total of 18 on-site and three online participants.

Other community building activities

One of the Wiki Meetups organised by volunteers was a social get-together in Oslo, and on 8 December WMNO hosted a Christmas meetup with a pub quiz, also in Oslo. Not surprisingly, the Wikimedia team won the quiz! Casual conversations help us build a healthy wiki community where we can share thoughts and ideas about Wikimedia projects.

Wikipedia Kickstart

In December we started testing an online activity that can help us recruit and train Wikipedia editors. The first Wednesday of every month anyone can join us for an online video call and be guided by an experienced Wikipedian. For now, [Wikipedia Kickstart](#) is hosted by a WMNO staff member, but we aim to phase in volunteer mentors as meeting hosts.

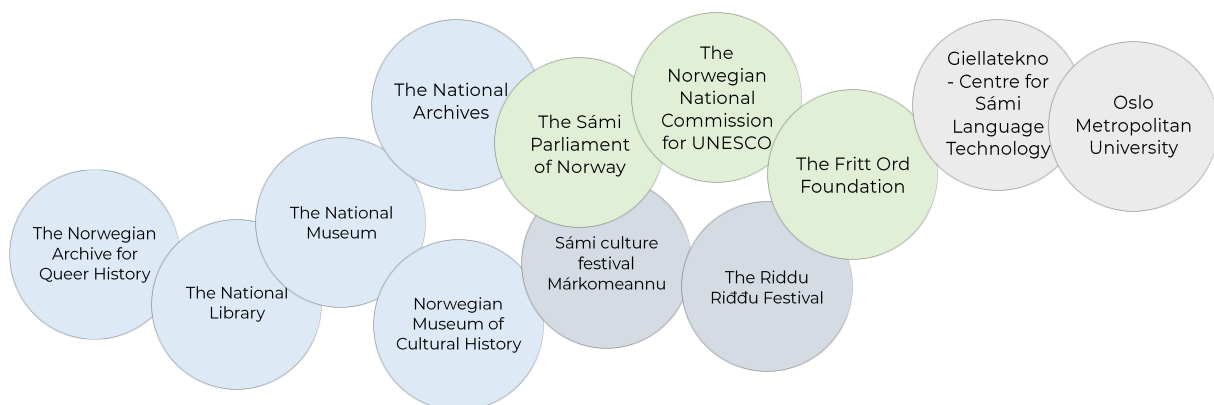
Wiki Grant and access to Atekst

WMNO has had two support programs for contributors to Wikimedia projects. In 2022 there were two applications for a [Wiki Grant](#), and a total of NOK 16,000 was awarded. The grant's committee consisted of two Wikipedians, a board member and a staff member.

WMNO can help Wikipedians gain [access to sources](#), and in 2022 the offer was access to the [Atekst news archives](#) from the commercial provider Retriever. Unlike the [National Library's newspaper archives](#), where recent editions of subscription news sources are blocked, Atekst has the latest news. Twice a year user access has been granted to six Wikipedians. At NOK 49,995 in 2022, it's an expensive service, and the account statistics imply that at least 30 percent of the use is not part of research for wiki editing. WMNO will evaluate how this service can be modified so that more Wikipedians can be given access to Atekst as a research tool.

Knowledge equity in Norway

We cooperate with a number of external entities in our efforts to close content gaps in the Wikimedia projects. Particularly within GLAM, but also within cultural or educational sectors.



Some of our funders and partners in 2022.

Queer Cultural Year

Project period:	March-June 2022
Partners:	The Norwegian Archive for Queer History, The National Museum, The National Archives, The National Library and Oslo Metropolitan University
Funder:	The Fritt Ord Foundation
Participants:	17 students, 14 Wikipedia editors, 25 attendees at a panel discussion
Goal:	50 new Wikipedia pages about queer cultural history
Results:	More than 70 new pages

During the Queer culture year 2022 WMNO carried out a three-part project.

- Our partners helped us make lists of missing or incomplete pages about queer cultural history. The lists were used for our [Wikipedia writing contest](#) in April.
- 17 students from OsloMet's library and information technology studies took part in three workshops. They were given info about content gaps, and they learned Wikipedia editing. The National Library and the National Archives provided training in database search techniques. They then started to create or edit pages.
- The panel discussion "[What's queer? Queer culture year 2022 in the archives and on Wikipedia](#)", which was held in Bergen 24 March.

The project was completed, but WMNO has since co-hosted two of [SAIH's](#) (Norwegian Students' and Academics' International Assistance Fund's) events during the Queer Culture Year:



["Archiving the criminal and deviant?"](#) and ["Kewpie – Daughter of District Six"](#).

The Reindeer Pastures Commission of 1913 – image collection on Wikimedia Commons

Project period:	June-September 2022
Partner:	The National Archives
Funder:	The Fritt Ord Foundation
Goal:	1000 photos are made available on Wikimedia Commons and Digitalarkivet
Results:	Close to 300 photos were added to 1400 photos uploaded in 2020

This [photo collection](#) is an important part of documenting Sámi and Norwegian history, and it's relevant to today's discussions about natural resources management. Knowledge that has been published as part of the project can help refine the historical interpretation of the relationship between Norwegians and the Sámi population.

WMNO and the National Archives worked on this photo collection in 2020 as well, with funding from Arts Council Norway. [Learn more about the projects.](#)

Wiki Loves Monuments

From September until the beginning of December WMNO organised the Norwegian part of the photo competition [Wiki Loves Monuments](#) for the eleventh time. [The jury](#) consisted of Wikipedians and representatives from the [National Trust of Norway](#), [the Norwegian Federation of Cultural Heritage](#)

[Organisations](#) and the [Norwegian Automobile Federation](#). The purpose of the competition is to document cultural heritage sites by collecting and sharing photos. World-wide, as of 2021, the competition has generated close to three million photo uploads on Wikimedia Commons. In 2022 [285 photos of Norwegian monuments](#) were submitted, and some of them have been put to use on Wikipedia and elsewhere.



This photo of Tyssedal hydroelectric plant won the Norwegian first prize. Three of the photographer's images came in at top ten. Photo: Jorulf Kyrkjeide. CC BY-SA 4.0.

There was also [a Wikipedia writing contest about monuments and cultural heritage environments in Norway](#).

[Read about the worthy winners of the two competitions!](#)

Translating MediaWiki and the Wikipedia apps into Northern Sámi

Project period:	September 2022-April 2023
Partner:	Giellatekno, the Research Group for Saami Language Technology at The Arctic University of Norway
Funders:	NUUG Foundation (MediaWiki) and The Sámi Parliament of Norway (Wikipedia apps)
Goal:	The user interfaces in MediaWiki and the Wikipedia apps for Android and iOS have been translated.

Today, when Northern Sámi speakers use Wikipedia, they encounter a number of Norwegian or English words and help texts. WMNO is working to provide a complete language experience and to increase the volume of editors and content on the Northern Sámi version of Wikipedia. The project is well on its way, and at the turn of the year 32 % of MediaWiki core (1276 strings) had been translated.

Knowledge equity internationally

Wikimedia Language Diversity Hub

[Wikimedia Language Diversity Hub](#) is a collaborative project led by a steering committee with members from all over the world. In 2022, WMNO was given Wikimedia Foundation funding to cover project management and general project activities. This has been a logical continuation of the international language work we have been involved in for a number of years, not least in partnership with Giellatekno.



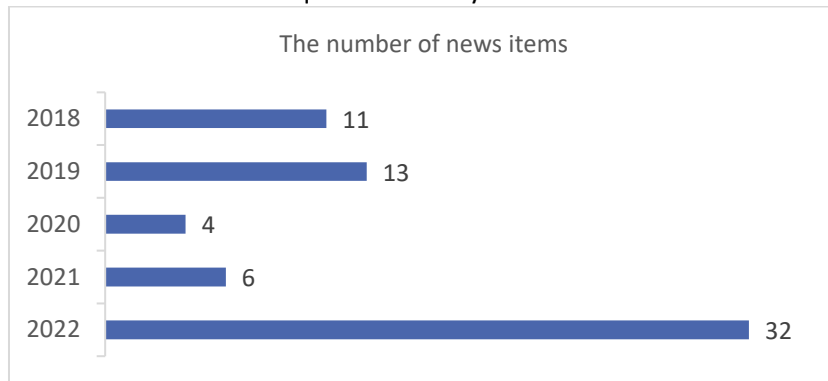
The efforts in 2022 were mainly to organise and analyse group interviews with key individuals that are involved in setting up 13 new Wikipedia language versions.

Other international level work: Our staff has contributed to the development of [Wikipedia in Inari Sámi](#).

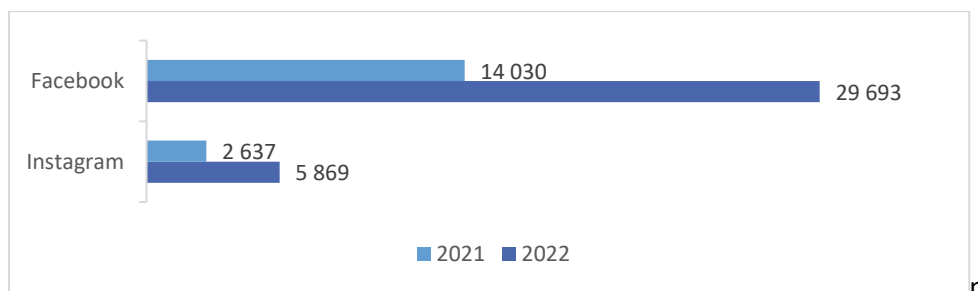
Day-to-day operations

Communications work

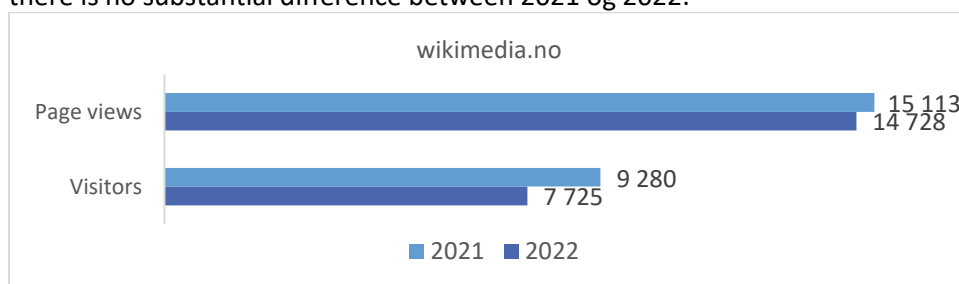
To enable WMNO to make progress in line with our mission statement, and to recruit members, we need a visible public profile. Autumn 2022 we stepped up and professionalised our communications work, and our news media coverage online/on paper/on the radio and our social media reach boomed. The great increase is illustrated by searching the Atekst news archive (2941 Norwegian news sources on paper/online/TV/radio) for the phrase “Wikimedia Norge”. 29 of the 32 news items in 2022 were in the last quarter of the year.



There is also massive growth in how many people we reach on [Instagram](#) and [Facebook](#). Our 2022 Facebook reach⁷ is 128 percent higher than in 2021. On Instagram, the corresponding figure⁸ is 88 percent. The increase wasn't distributed throughout the year, it happened in the fourth quarter.



We haven't had a similar growth on our website [wikimedia.no](#). Numbers are consistently low, and there is no substantial difference between 2021 og 2022.



The administration has made a start on improving the information architecture of our website and [our wiki](#). On the website we aim to communicate with the general public and a handful of wide target audiences, whereas the wiki will be more of a tool and document archive for WMNO and the wiki community.

Please refer to [our quarterly communications reports](#) for more details.

⁷ The number of individuals that have seen content from or about WMNOs Facebook page.

⁸ The number of individuals that have seen a post or a story at least once.

Membership coordination

All members, and anyone else that signs up, receive the WMNO newsletter, and six letters were sent out in 2022. Our Community Project Manager is in close contact with the wiki community, and board and administration have met members at events. Apart from this there isn't much contact with members, and members and Wikimedians in general don't often contact the administration.

To present WMNO as an organisation that you can sign up to join or donate to is challenging at times. To outsiders it can be hard to differentiate between the Wikimedia projects and the independent entity WMNO. And there have been no continuous, systematic efforts to recruit members, or to retain existing members. WMNO has not met its potential as a members' organisation or a public presence within the knowledge sector, even though our work can capture a lot of attention, as our recent communications efforts have proved.

The 2022 Annual General Assembly unanimously decided that “[...] the board will start a project to generate a substantial growth of WMNO memberships.” That spring the board started to work on a mandate for a committee that was intended to suggest measures to increase the number of members, and to formulate a vision of WMNO as a popular movement. Due to staff changes and time-consuming strategy work [the mandate](#) wasn't completed until November. The committee was scheduled to work in December and the first half of January, but with an option to prolong. When members and other interested parties were invited to join the committee, only one person stepped forward. The board decided to invite that person to meet with the Chair of the Board and the Executive Director. The following topics were discussed:

- the administration's work, including what's been done to recruit members and to work on organisational development
- commitment and potential within the wiki community
- main aspects of the strategic plan 2023-2028 and the annual plan 2023-2024

The meeting and follow-up dialogue generated a lot of useful input that has been included in our planning.

The efforts to stimulate membership growth will be continued in 2023, by our board, possibly by a members' committee and by our administration. Autumn 2022 we have improved our tools and workflow for handling our members registry, membership fees and donations. We're now prepared to handle an increased number of members. Our annual plan for 2023-2024 lists firm measures to stimulate growth.

Meetings and conferences: networking and learning



Wikimedia Summit 2023 – The Wikimedia Foundation and affiliates met in Berlin.

Photo: Jason Krüger for Wikimedia Foundation, CC BY-SA 4.0.

Most meetings in the Wikimedia movement and with partners are virtual, but in 2022 we were able to take part in on-site gatherings again, nationally and internationally. Our staff represented WMNO.

9-11 May	<ul style="list-style-type: none"> – Sámi language tech meeting Mijá tekno – Meeting about Wikipedia in Inari Sámi 	Luleå, Sweden
11-14 August	<p>Wikimania 2022</p> <p>Take a look at our presentations:</p> <ul style="list-style-type: none"> – Wikimedia Language Diversity Hub: Status and preliminary research results – Movement Strategy: Implementation lightning talks! 	online
8-11 September	<ul style="list-style-type: none"> – Wikimedia affiliates' Executive Directors' meeting – Wikimedia Summit – Wikimedia Europe meeting 	Berlin, Germany
13-16 September	2022 European GLAMwiki Coordinators meeting	Praha, Czech Republic
16-19 October	Two-years celebration for Wikipedia in Inari Sámi	Uleåborg, Sweden
3-4 November	Nordic conference on Sámi intangible cultural heritage	Trondheim, Norway

Learn more

Sign up for our [newsletter](#) if you want to stay updated, or follow us on [wikimedia.no](#), [our wiki](#) and in our social media.



Oslo, 19.01.2023

Marie Nicolaisen
Chairwoman

Stian Amadeus Antonsen
Deputy Chair

Trond Trosterud
Treasurer

Sigrun Espe
Board Member

Fredrik Ljone
Board Member

Elisabeth Carrera
Executive Director