

## **Wikimedia Nederland 2014 Annual Report**

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## Foreword

Dear friends of free knowledge,

2015 got off to a great start: in January, at the initiative of the student representatives on the University Council, Jimmy Wales was awarded an honorary doctorate by the University of Maastricht. It was announced during a conference of the Netherlands Academy of Arts and Sciences in Amsterdam that the 2015 Erasmus Prize had been awarded to the international Wikipedia community. The prize will be handed over to representatives of the Wikipedia community on 25 November 2015. Wikipedia received the prize because it has promoted the dissemination of knowledge through a comprehensive and universally accessible encyclopaedia. “The prize specifically recognises Wikipedia as a community — a shared project that involves tens of thousands of volunteers around the world who help shape this initiative.”

You are now reading the 2014 annual report. By publishing this annual report, the board accounts formally for the policy it has adopted. In this way, we fulfil our obligations pursuant to law and the articles of association. But the report also aims to give you an insight into the doings of the association. You will find an overview of the principal activities and the results we have achieved as we have supported the various Wikimedia projects. The activities are organised for and by numerous volunteers, with support from the active staff at our Utrecht offices. The board would like to express its gratitude here to everyone for their efforts in 2014. And we urge you to continue in 2015.

Our mission is: “Imagine a world in which every single human being can freely share in the sum of all knowledge”, now, and going forward into 2015.

Frans Grijzenhout, president

# 1. Mission and strategy

## 1.1 Mission

The Vereniging Wikimedia Nederland Association (WMNL) was established in 2006 "to encourage the collection of, and the establishment of access to, free and/or freely accessible information in any form, particularly - but not limited to - using the Internet in order to preserve this information".

The vision of WMNL matches the vision of the international Wikimedia movement:

Imagine a world in which every single human being can freely share in the sum of all knowledge.  
That is what we are working on.

This vision is the basis for the organisation's mission:

Wikimedia Nederland is part of a global movement and it provides an environment in the Netherlands where volunteers and organisations can work together to collect and distribute free knowledge throughout the world.

Wikimedia Nederland establishes an environment in which volunteers can collaborate on implementing the vision of "collecting and distributing free knowledge throughout the world" through their contribution to Wikipedia and by contributing to the Wikimedia projects in other ways. The organisation informs the public about the concept of free knowledge, about the structure and working methods of the Internet encyclopaedia Wikipedia, and about the Wikimedia projects and the Wikimedia movement. It encourages people and organisations to use free licences themselves for content that they create and manage, for example by encouraging them to make their own contributions to the Wikimedia projects. Drawing on the Wikimedia projects and activities as examples, it propagates the idea that free knowledge and free licences can be used successfully and that they represent a valuable contribution to society. The Internet encyclopaedia Wikipedia plays a central role here.

Wikimedia Nederland is an independent association. The Wikimedia Foundation in San Francisco has formally recognised it as a "chapter", in other words an organisation active at the national level with the aim of achieving the goals of the global Wikimedia movement. The Vereniging Wikimedia Nederland (Chamber of Commerce registration 17189036) has its registered offices in Eindhoven and its place of business at Mariaplaats 3, 3511 LH Utrecht.

## 1.2 Strategy for 2013-2015

The Wikimedia Nederland General Meeting approved a strategy for the 2013-2015 period in September 2012. The 2013-2015 strategy includes six thematic priorities and constitutes the framework for the activities elaborated by the association in 2013.

### I. **COMMUNITY: supporting and mobilising volunteers and editors**

The mission of Wikimedia Nederland can be fulfilled only if people play an active role in making knowledge freely available through Wikipedia and other Wikimedia projects and activities. The objective for the years to come: more active editors and volunteers who receive effective support from WMNL. Creating opportunities for editors and volunteers to be active and providing support for their efforts will be a core activity for Wikimedia Nederland, together with motivating and activating new groups of volunteers. It must be widely known that Wikipedia is a volunteer project in which anyone can participate and we will be emphasising this point in our outreach activities.

## **II. WORK: Substantive orientation, collaboration and activity development**

Wikimedia Nederland wants to develop an appealing package of activities that make a concrete contribution to the available free information in the Netherlands. Primarily, we will be continuing to extend our activities in the field of cultural collaboration and strengthening our relationships with the institutions active in this field.

Nevertheless, we are also open to collaboration with other institutions and organisations. It goes without saying that we will also be continuing to support the Dutch Wikipedia. When necessary and desirable, we will also be getting involved in the political and public debate as an advocate for free knowledge and free licences. We will also be continuing to participate in activities that contribute to innovation and development.

## **III. WMNL: participation, support and brand awareness**

The support of members is essential. Our members are the organisation's ambassadors and advocates; in addition, a strong membership also furthers the impact of the organisation and its status in the outside world. The members are a valuable source of knowledge, expertise and manpower. In the years to come, we will be working on expanding our membership and intensifying relations with our members. To fulfil our mission (free knowledge for everybody), WMNL as an organisation needs to be able to count on a clear profile - and, even more importantly, on a sound reputation - with major stakeholder groups and the general public. WMNL needs to be a sought-after partner for a wide range of organisations.

## **IV. FINANCES: Strong and sustainable financial position**

Ample financial resources and a range of sources of income to make the organisation more independent and resilient. As a matter of principle, it is undesirable for WMNL to continue being dependent on just one financier, or a small number of financiers. We must diversify our sources of financing. In the years to come, we will be working on developing relationships with financiers (where appropriate for specific projects) and increasing the number of donors.

## **V. GLOBAL: International collaboration**

WMNL is part of a global movement and it wants to continue to play an active role at that level. We want to keep our eyes and ears open for international developments and we want to be known as a reliable and expert partner for other entities and for international partners outside the Wikimedia movement. Where possible, we will be taking advantage of opportunities to add an international dimension to our activities.

## **VI. ORGANISATION: board, management and support**

Wikimedia Nederland wants to develop into a professional organisation in the years to come without detracting from the flexibility and spontaneity of the present organisation. The core of WMNL consists of a team of professionals working at the organisation's offices, and the board.

### 1.3 Priorities for 2014

In consultation with the members and the Wikipedia community, a number of priorities were identified for the 2014 annual plan:

1. *Mobilisation of more volunteers and editors.* This will mean not only more volunteers for Wikimedia Nederland activities but also more editors for Wikipedia and the sister projects.
2. *Improving interaction with the Wikipedia community.* A higher profile for Wikimedia Nederland in the community of editors and better contacts with this community are considered to be crucial.
3. *A substantive focus on one or two themes outside the traditional GLAM scope that have considerable potential in terms of recruiting new editors and volunteers.* Wikimedia Nederland is traditionally strong in collaboration with GLAM institutions and bringing about image donations. It is in these areas that most volunteers are active. It is considered to be desirable to develop activities in other fields as well, above all in fields that generate opportunities for recruiting editors and volunteers, and "liberating" knowledge.
4. *Consolidating and extending current relationships with major GLAM institutions.* Wikimedia Nederland has good contacts with leading GLAM institutions in the Netherlands. The aim is to build on these relationships further in 2015, even though the limited capacity of volunteers and staff automatically forces us to be selective/critical when it comes to our response to new requests for collaboration.
5. *Linking different objectives in the area of communications with the general public, member and donor recruitment through a single major publicity campaign.* The major media campaign focusing on making the general public more aware of how Wikipedia works has been an ambition of the members and the board for some time. It is expected that this campaign will also result in more donors and members for Wikimedia Nederland.
6. *An exploration of the possible ways of being active in the field of education, leading to a decision about whether or not to develop a programme in this area.* Other national Wikimedia associations have achieved good results by working together with the education system. In 2014, Wikimedia Nederland would analyse the possibilities of establishing an educational programme in the Netherlands as well.

## 2. The year in a nutshell

### 2.1 Wikimedia Nederland in figures

#### Members, donors and employees

as at 31/12	2014	2013
Members	243	215
Donors	373	288
Permanent staff	5 (3.4 FTEs)	5 (3.4 FTEs)
Temporary staff and interns	4	1

#### Activities

Activities organised by Wikimedia Nederland in 2014	Community activities organised with support from Wikimedia Nederland
<ul style="list-style-type: none"> <li>● 18 January - New Year's reception in the Dutch Royal Library / Dutch National Archives in The Hague</li> <li>● 4 April - GLAMwiki toolset</li> <li>● April - War Memorials photo drive</li> <li>● May - Wiki Loves Earth Competition</li> <li>● 3 May - Photo excursion to De Weerribben - Wieden National Park</li> <li>● 25 May - Photography workshop in Utrechtse Heuvelrug National Park</li> <li>● 25 May - Sound and photography workshop, Sallandse Heuvelrug</li> <li>● 25 May - Drentsche Aa photography workshop</li> <li>● 28 July - GLAMWiki Toolset workshop</li> <li>● 31 August - Wiki-meet in the Bonnefanten Museum in Maastricht</li> <li>● 5 October - Editathon at Naturalis Museum in Leiden and award ceremony for Wiki Loves Earth</li> <li>● 1 November - Dutch Wikimedia Conference in Utrecht</li> <li>● 11 November - Wikipedia for Beginners course</li> <li>● 25 November - Advanced Wikipedia course</li> <li>● 14 November - Wikidata for GLAMs Workshop</li> <li>● 29 November - Editathon at NIOD in Amsterdam</li> <li>● 13 December - Seminar on online communications</li> <li>● 22 WikiSaturdays</li> </ul> <p>There were 584 participants/visitors at 39 events in total.</p>	<ul style="list-style-type: none"> <li>● 1 February - Writing meeting about female artists</li> <li>● 17 May - Editathon about women and art</li> <li>● 14 June - Sound editathon at the Dutch Institute for Sound and Vision</li> <li>● 7 July - Wiknic in Eindhoven</li> <li>● 14-16 November - GLAM Hackathon in Amsterdam</li> <li>● Monthly Wikipedia help desk in the Public Library in Amersfoort</li> </ul>



## Content added to Wikimedia projects as a result of all activities listed in this annual report

Files added to Wikimedia Commons	36,826	Image donations and material uploaded
Additions or improvements to Wikipedia articles	3,003	Results of writing meetings New visual material in Wikipedia articles
Information added to Wiktionary, Wikisource and Wikidata	3,000	Entries added to Wiki Dictionary
	1	Publication added to Wikisource
	30,000	Paintings added to Wikidata

## Dutch Wikipedia in 2014

	December 2014	December 2013	difference
Number of articles	1,800,000	1,700,000	+6%
Total number of registered editors	30,908	28,859	+7%
Active editors	1,217	1,269	-5%
Very active editors	208	245	-16%
New editors added during the year	2,104	2,572	-18%

Support for Wikipedia is one of the core tasks of WMNL, even though the association has no responsibility for the Internet encyclopaedia in terms of substance or in legal terms. The number of articles on the Dutch Wikipedia continues to increase but a fall can be seen in the number of editors. Both the number of active editors and the number of very active editors fell by comparison with 2013. The number of new editors also fell. This is, of course, a worrying development. In consultation with the Wikipedia community, Wikimedia Nederland hopes to establish a clearer picture in 2015 of the causes of these negative tendencies and identify ways of reversing them.

In 2014, WMNL spent € 595 on buying stroopwafels, € 513 of which was for stroopwafels that were handed out at Wikimania in London. (2013: € 61.87)

## 2.3 Future developments

In 2015, Wikimedia Nederland will continue to follow the course that was also adopted in 2014: supporting the community continues to be a priority and we will continue to prioritise the themes of nature and World War II. We will also be working on raising levels of participation by women in Wikipedia.

In January 2015, it was announced that the Erasmus Prize had been awarded to the international Wikipedia community. We expect this to generate an additional boost for our work programme.

The current multi-year strategy will continue until the end of 2015. This implies the development of a new multi-year plan.

## 3. Board, management and staff

### 3.1 Board

#### 3.1.1 Composition of the Board and portfolio distribution for the board as at 31 December 2014

##### **Ronn Boef**

- Contacts with members and community, Wiki Loves Monuments, training, volunteers, financial support for minor activities (FOKA)

##### **Jan Anton Brouwer, treasurer**

- Financial accounting, fundraising, FDC, expense statements, CBF seal of approval, membership fees, education programme

##### **Justus G. de Bruin**

- PR and external communications, projects

##### **André Engels, secretary**

- Membership administration, General Meeting, board meetings, archives, reporting, documentation and descriptions of procedure, minutes, Articles of Association, procedures, WikiSaturday

##### **Frans Grijzenhout, president**

- Personnel, strategy, press relations, politics, lobbying

##### **Ad Huikeshoven,**

- International affairs, education programme

##### **Marlon The**

- Projects

There are no special arrangements for expense claims from board members. Members of the board can have their costs reimbursed on the basis of the Expense Claim Regulations that apply to all Wikimedia Nederland volunteers.

#### 3.1.2 Board resignations in 2014

Ziko van Dijk, president. General meeting of 29 March 2014

Paul Becherer, treasurer. General meeting of 29 March 2014

#### 3.1.3 Secondary positions of board members

##### **Current board members**

Ronn Boef

- Educations Officer, Northern Shipping Museum (unpaid)

Jan Anton Brouwer

- Freelance project manager/publisher/publication manager
- Membership of co-pilots
- Senior consultant with Heijting Weerts Group

Justus de Bruijn

- Partner with Kweekel BV, organisation consultancy
- Justus Consultancy (owner)

André Engels

- Employee at WiseGuys Internet BV, responsible for Jobfeed data collection
- Web site officer <http://www.etymologiewebsite.nl> (unpaid)

Frans Grijzenhout

- Owner of own business consultancy Grijz Advies, Chamber of Commerce 56050259

Ad Huikeshoven

- Financial-economic consultant, Ministry of Social Affairs and Employment
- Director of "De Geldboom B.V." (unpaid)
- Director of "Pensioenfonds Huikeshoven B.V." (unpaid)
- Treasurer of "Stichting Rossignol" (unpaid)

Marlon The

- Editor with Koninklijke Nederlandse Natuurhistorische Vereniging Epe-Heerde

#### **Former board members**

Paul Becherer

- Development Scientist, Culgi B.V. Leiden
- Secretary of Go club "De Twee Ogen", Amstelveen (unpaid)
- Member of audit committee Dutch Go Association (unpaid)

Ziko van Dijk

- Freelance historian; Freelance referee Wikimedia Deutschland
- Political assistant D66 Oude IJsselstreek
- Member of the Wikimedia Foundation Research Committee; Deputy president Wikimedia Chapters Association; Delegito and fakdelegito Universala Esperanto-Asocio (unpaid)

### **3.1.4 Board meetings**

The board met on ten occasions in 2014. There was also a board weekend on 5 and 6 April (Soesterberg). This was a meeting to give the new board members the opportunity to get to know one another after the board

elections. The board duties were allocated and the competences required from the board members were upgraded. Subsequent meetings were either in Utrecht or online using Skype. One meeting in August was a daytime meeting on a Saturday during which the Annual Plan for 2015 was elaborated. The others were on weekday evenings.

### 3.1.5 Audit Committee

On 7 February 2014, the board decided to appoint an audit committee. Members: Ad Huikeshoven (AC chair), Jan Anton (treasurer), Frans Grijzenhout (board president) and Sandra Rientjes (director without voting rights). The audit committee met on one occasion to discuss the draft annual report and the draft financial statements.

## 3.2 The association

The highest decision-making body in the association is the General Meeting. Wikimedia Nederland traditionally has two meetings a year: one in the spring and one in the autumn. On 29 March 2014, the entire board was re-elected and the annual report and financial statements for 2013 were adopted. The General Meeting on 20 September approved the 2015 Annual Plan. Both meetings were in Utrecht.

## 3.3 Office and management

The volunteers and board of Wikimedia Nederland are supported by a small professional workforce. The priorities for the office are the ongoing extension of collaboration with the sectors of culture, heritage, knowledge and education, communications, fundraising and practical and logistical assistance for volunteers during the implementation of the work programme.

There were five employees working at the offices of Wikimedia Nederland on 31 December 2014:

- Sandra Rientjes, director
- Sebastiaan ter Burg, cultural collaboration project manager
- Denise Jansen, communications and community support officer
- Sindy Meijer, communications and community support officer
- Jolanda Adelaar, financial accounting and office management officer (since 1 April 2014)

Outgoing staff

Tom Kisters, financial accounting and office management officer (until 1 May 2014)

None of the members of staff has a full-time contract and so the total workforce amounts to 3.4 FTEs.

Temporary employees on contract basis

- Hay Kranen - Wikipedia in the Museum
- Frank Meijer - Education programme

Interns

- Ellen Busink, 'new style' internship after passing bachelor examination
- Mary van den IJssel, Hogeschool Arnhem en Nijmegen, education studies

Salary expenses for director: € 49,508.

Director's secondary positions

- owner of Bureau Sandra Rientjes, Kennis Management Mediation, which is currently dormant.

## 4. Activities in 2014

### 4.1 COMMUNITY: supporting and mobilising volunteers and editors

#### Supporting the Wikipedia community

The office and the board devoted considerable amounts of time and energy in 2014 to improving communications and interaction with the Wikipedia community. We make more use of projects and meeting pages on Wikipedia and the chat channels to announce activities and ask for feedback from the community.

We regularly organise meetings where Wikipedians can meet: the New Year's reception in 2014 at the Dutch Royal Library and the Dutch National Archives attracted 75 participants, who were also given the opportunity to take a look behind the scenes at these two institutions. There were a total of 148 visitors at 22 WikiSaturdays, including 15 people who came to the offices of Wikimedia Nederland for the first time. The annual Wikimedia Conferentie Nederland was attended by 103 people.

We regularly publicised the option of obtaining financial or logistical support for activities from Wikimedia Nederland. This generated results: the number of applications submitted to the Minor Activities Support Fund was a lot higher than in 2013 (from 3 to 10). In addition, travel grants made it possible for more people to participate at meetings, and particularly international meetings such as Wikimania 2014 in London.

It was with considerable pleasure that we were able to support the initiative of a group of volunteers to organise an international hackathon in November. Every year, we earmark funds and time to allow for community initiatives of this kind.

#### Overview of approved applications to Minor Activities Support Fund

- Prizes for annual Wikipedia writing competition on Wikipedia
- Organisation of Art and Feminism editathon, 1 February (Sanseveria)
- Development of tool for improving the presentation of information using Wikidata
- Subscription to a database in order to improve Wikipedia articles
- Organisation of second Art and Feminism editathon, 17 May
- Travelling expenses for participation of Finnish Wikipedian in Wiki Loves Maps
- Study materials for writing articles about municipal coats of arms from the Benelux
- Participation of 2 Wikipedians at the Brainwash Festival.
- Account Miramar Ship index
- Support for GLAM activities in Flanders

#### Approval of request for support for a larger activity

- € 6,631 Financial support for GLAM-Wiki Hackathon Amsterdam

#### Scholarships granted (reimbursement of travel and accommodation) for attendance at international meetings:

- Three scholarships for Wikimedia Hackathon in Zurich
- Eleven scholarships for Wikimania in London
- Participation at European Parliament in the picture, Strasbourg

Standards of conduct on the Dutch Wikipedia could sometimes be better. Discussions are not always conducted pleasantly and conflicts are not always resolved in ways that are satisfactory for all parties. In collaboration with a group of volunteers, we organised a seminar about online communications and dealing with difficult people. We intend to continue with this in 2015.

Unfortunately, we had to abandon our plan to appoint a temporary Wikipedia liaison officer because of a lack of interest in the vacancy. The thinking was that the officer would be involved primarily with improving communications between Wikimedia Nederland and the community of editors.

#### Recruiting and retaining volunteers

The number of active Wikipedia editors is in decline worldwide. This tendency is also apparent on the Dutch Wikipedia. Wikimedia Nederland wishes to encourage people to adopt an active role. Organising courses for

Wikipedia editing is a way of achieving this goal, even though practice has demonstrated that few people attending the courses continue to be active without 'follow-up'. We organised four courses for Wikipedia writing and four about supplying visual material for Wikimedia Commons. In 2014, two people participated on behalf of - and with support from - Wikimedia Nederland on a train-the-trainers meeting organised by our British sister organisation. In addition, we started on the development of our own train-the-trainers programme. We received assistance from an internee from Training Studies.

In practice, it has proven difficult to recruit new Wikipedians. Of the people who attended a workshop relating to the uploading of visual material, only 2% remained active after the project was completed. Plans for the development of a "Tea House" on the Dutch Wikipedia (a convivial virtual environment where new editors can meet one another and ask experienced Wikipedians for advice) has not yet been successful.

## Report on fulfilment of objectives in the 2014 annual plan, Programme I: Community

### *Strategic framework for 2013 - 2015*

The mission of Wikimedia Nederland can only be fulfilled if people play an active role in making knowledge freely available through Wikipedia and other Wikimedia activities and projects. The objective for the years to come: more active editors and volunteers who receive effective support from WMNL. Creating opportunities for editors and volunteers to be active and providing support for their efforts will be a core activity for Wikimedia Nederland, together with motivating and activating new groups of volunteers. There should be a widespread awareness that Wikipedia is a volunteer project that anybody can participate in.

### **Strategic objective I.1 The number of incoming editors has increased: people themselves are becoming active on Wikipedia and other Wikimedia projects.**

Objective for 2014	result	Comment
75 new editors (still active after six months)	Of the 75 people who completed a writing or uploading course in 2014, seven remained active after completion of the course; five of them were working on Wikimedia Commons.	The number of new editors who demonstrably became active as a direct result of a Wikimedia activity is well below the stated target. This reflects an international trend.
10 new active volunteers	8 new volunteers on the Nature project, 2 new volunteers on the World War II project.	-
5 trainers trained	2 trainers trained	The development of our own training programme was delayed due to a lack of in-house capacity.

### **Strategic objective I.2 Volunteers and editors will receive effective, targeted support from Wikimedia Nederland that will enable them to enjoy being active in an optimal way on a continuing basis.**

Objective for 2014	result	comment
At least 15 requests for support from the community	10 applications to Minor Activities Fund 14 applications for scholarships 1 application for support from Hackathon organisation	-
At least 20 Wikipedians participated regularly in discussions about WMNL matters	22 Wikipedians involved in discussions on the Association Wiki and in Wikipedia: De Kroeg ("The Pub")	-
Clear increase in the number of contacts with WMNL initiated by the community	Hard metrics are lacking. Our experience is that the community finds it particularly easy to get in touch through the IRC channel.	-

**Strategic objective I.3** Lines of communication with volunteers and editors will be short and informal

Objective for 2014	result	comment
The Wikipedia community is more positive about the working climate than was the case in 2013.	The survey will be repeated in March 2015.	-
80% of new editors said they were not discouraged by negative responses.	Survey in 2015	-

**Financial**

code	Description	budgeted	income	expenditure	difference	comment
<b>I</b>	<b>Community</b>					
	<b>Recruitment of editors</b>					
<b>I.1.1</b>	Wikipedia courses	<b>2,750</b>		<b>82</b>	<b>2,668</b>	Lower expenditure as a result of linkage with the WMUK course and the involvement of an intern
<b>I.1.2</b>	Mentor programme and Tea House	<b>500</b>		<b>645</b>	<b>-145</b>	
	<b>Community support</b>					
<b>I.2.0</b>	Contacts with Wikipedia community, general	<b>950</b>		<b>1306</b>	<b>-356</b>	
<b>I.2.1</b>	Office position for Wikipedia liaison	<b>7,500</b>		<b>0</b>	<b>7,500</b>	No suitable candidate was found for this position
<b>I.2.2</b>	Extension of FOKA (financial support for minor activities) arrangement	<b>10,000</b>		<b>7,118</b>	<b>2,882</b>	
<b>I.2.3</b>	Annual Wikipedia conference	<b>10,000</b>		<b>7,762</b>	<b>2,238</b>	
<b>I.2.4</b>	WikiSaturday and Wikipedia café	<b>1,600</b>		<b>1,394</b>	<b>206</b>	
<b>I.2.5</b>	New Year's meeting, costs of newsletter	<b>1,500</b>		<b>550</b>	<b>950</b>	Costs of location not accounted for
	<b>Total programme I</b>	<b>€ 34,800</b>		<b>€ 18,856</b>	<b>€ 15,944</b>	



## 4.2 WORK: Substantive orientation, collaboration and activity development

### General

Making more knowledge available for everybody is one of Wikimedia Nederland's core objectives, and cultural and research institutes looking to establish partnerships are finding their way to our door with increasing frequency.

In 2014, we focused on two content priorities (Nature and World War II). The thinking was that we would be able to achieve more by committing resources over a longer period in a more concentrated way than by engaging in a wide range of one-off activities. This approach is starting to generate results. We are seeing volunteers, Wikipedia editors and partner institutes developing initiatives of their own.

In addition, we have taken the first steps in the development of an education programme with the aim of working together with educational institutions.

In 2014, there were six Wikipedians in Residence in the Netherlands, who were active at a total of 18 institutions for longer or shorter periods of time. Wikimedia Nederland works closely with them and provides coordination. The results are good: it has emerged that 'in-house Wikipedians' can achieve a lot in a relatively short period of time.

#### Partners in 2014

- Bonnefanten Museum
- Catharijne Convent
- Dutch Institute for Sound and Vision
- ITV - School for interpreters and translators
- Dutch Royal Library
- Dutch National Archives
- National 4 and 5 May Committee
- Naturalis
- NIOD Institute for War, Holocaust and Genocide Studies
- Eemland Public Library
- Specialist Academic Libraries
- National Parks Foundation
- Tilburg Textile Museum
- Tresoar
- VOFF (Flora and Fauna Field Studies Foundation)
- Zeeland Library

### Nature Project

The goal of the Nature Project is to include more information about Dutch nature on Wikipedia and the other Wikimedia projects. The organisation of the Wiki Loves Earth photo competition Netherlands in May was one of the first activities for this project. We collaborated closely with the Dutch National Parks Foundation and organised photography and writing meetings in the national parks: Weerribben-Wieden, Sallandse Heuvelrug, Utrechtse Heuvelrug and Drentsche Aa. This produced 1349 pictures of animals, plants and landscapes for Wikimedia Commons.

As part of the Nature Project, we teamed up with the nature conservation organisation, VOFF. VOFF is an umbrella organisation that collects information about nature in the Netherlands. Our work with them involves content: as part of a pilot project, we started on preparations for an image and data donation covering the 78 different sorts of dragonfly in the Netherlands.

The fact that Wikimedia Nederland put the spotlight on the theme of nature in 2014 also inspired our partners.

The Dutch Institute for Sound and Vision donated more than 500 videos of birds and organised a competition to encourage the use of the material in Wikipedia articles. The Dutch Royal Library donated the dazzling illustrations of the 18th-century work 'De Nederlandsche Vogelen' (Dutch Birds). We will be organising activities relating to this donation in 2015.

The publicity associated with Wiki Loves Earth brought us into contact with the Naturalis museum. In late 2014, Naturalis decided to employ a temporary Wikipedian in Residence. The Nature Project will be able to get off to a flying start in 2015.

### **The World War II Project**

Our World War II Project also began with a call to upload photos to Wikimedia Commons. In this case, we asked for photos of war memorials. We received support from the National 4 and 5 May Committee, the Dutch remembrance organisation. In April, more than 2000 photos of war memorials were added to Commons. During the latter half of the year, we teamed up with the NIOD to improve the information about the Second World War on Wikipedia and the other projects. The NIOD opened its doors on Saturday, 13 December to allow Wikipedians to use their library. They also released archive descriptions with encyclopaedia content and, at our request, a research publication about the underground press. These resources were used to make structural improvements to the information about this topic on Wikipedia and to link the information, with assistance from the Dutch Royal Library, to the digitalised versions of these underground publications.

### **Education programme: collaboration with higher education**

In a number of other countries, collaboration between universities and Wikipedia has already generated good results. Wikimedia Nederland wanted to know whether an education programme of this kind could also be successful in the Netherlands.

PBF consultants reviewed the possibilities. They talked to educational institutions and drew up an inventory of activities in other countries. They advised establishing a number of pilot projects to try out different forms of collaboration. Initially, the aim of collaboration will be to improve Wikipedia content. It would be wonderful if participating students were to remain active as editors, but this is not the priority.

The first step was to develop a pilot project with ITV - School for interpreters and translators. ITV interns will be available in 2015 to translate articles from foreign Wikipedias into Dutch at the request of Wikipedians. Frank Meijer started work in December as the project manager for the education pilot projects. The universities of Maastricht, Twente and Groningen have already stated that they would be interested in collaboration in 2015.

### **Wikipedians in Residence**

There were 6 Wikipedians in Residence (WIR) in the Netherlands in 2014. Wikimedia Nederland provided a coordination platform for these WiRs *and* for their organisations. The WiRs and their organisations decided early in the year to adopt maps and cartography as a focus for joint activities and, where possible, to make contributions to the Wikimedia Nederland's thematic priorities (World War II and nature). An expert meeting was organised on 24 May in Amsterdam about old maps and Wikimedia projects.

The involvement of the Wikipedians in Residence resulted, during the course of the year, in a substantial improvement in freely available knowledge through the Wikimedia Projects, as is shown by the table below. The challenge will be to continue the constructive collaboration with the institutions where Wikipedians in Residents have been active, even after they leave.

Results of WiR programme in 2014					
	KB/NA	WP Expeditions	Special Residence	NIBG	Amsterdam Museum
Number of participating institutions	2	8	6 of 12	1	1
Workshops, Wikipedia & Commons and editathons	11	3	28	3	
Participants	129		220	30	
Improved or added articles	750		500	20	
Image donations	11,000	10,000	3,000		
Special donations (historical topographical maps)	5,957		10		
Special donations (glass slides)		25	100		
Special donations (video)			30	2,600	
Special application		1			
Lectures		3			
Readings	6		5		
Individual assistance			50		
Publications in journals	2		12		
<i>KB/NA = Dutch Royal Library and Dutch National Archives</i>					
<i>WP Expeditions = Academic Heritage Foundation (Dutch academic collections and museums)</i>					
<i>Special Residence = 12 Special Dutch academic libraries</i>					
<i>NIBG = Dutch Institute for Sound and Vision</i>					

### Libraries

Once again in 2014, we continued to extend our collaboration with public libraries. Wikimedia Nederland volunteers can be found on one morning every month in the Eemland Public Library to answer questions about Wikipedia and to help editors taking their first steps. Wikimedia Nederland organised an introductory course and an advanced Wikipedia editing course at the Zeeland library. We also organised a Wikipedia and Wikidata course at the Friesian library and study centre, Tresoar.

### WikiDictionary: Hebrew and Yiddish words

The Sofeer Foundation had produced a dictionary with Hebrew and Yiddish words that are used in Dutch. The foundation got in touch with Wikimedia Nederland to ask whether it will be possible to house this dictionary with the Wikimedia projects. Due to the commitment of a Wikimedia Nederland volunteer, approximately 3000 words have been transferred to the WikiDictionary.

### GLAMwiki Toolset Workshop

On 28 July, Wikimedia Nederland organised a workshop to train employees of cultural institutions how to use the GLAMwiki Toolset. Employees from the Amsterdam Museum, Rijksmuseum, Utrecht University Museum, the Dutch Institute for Sound and Vision and the Dutch Royal Library attended the workshop.

### **Wikidata workshop**

A Wikimedia Nederland volunteer ran a Wikidata workshop at the Dutch Institute for Sound and Vision on 11 April.

### **GLAM Hackathon, Amsterdam**

Thirty developers and programmers from the Netherlands and surrounding countries met in Amsterdam on 14-16 November to work for three days on new and existing tools. The theme of the meeting was working with data from libraries, archives and museums. Two examples of the development work completed over the course of these three days: a tool to determine how long visitors look at a photo in the Media Viewer and a website where paintings can be viewed that have already been added to Wikidata. In addition, 30,000 pictures of paintings have been added to Wikidata. The Hackathon was organised by the Wikimedia volunteers who had already arranged the major international hackathon in 2013. Before the Hackathon, Wikimedia Nederland organised a Wikidata for GLAMs workshop.

### **Wikipedia Public Campaign**

In response to requests from our members, we started on the development of a campaign to provide the public at large with basic information about Wikipedia in areas where we know they are not well informed. For example, the fact that Wikipedia is a volunteer project and that there is no income from advertising or subsidies. We appointed the MV firm to develop the campaign. A working group of volunteers, board members and office employees provided supervision. The campaign was developed over the course of 2014. MV advised delaying the start of the campaign until February 2015, after the festivities of Christmas and New Year.

### **Wikipedia in the Museum**

A donation from a private grant-making foundation will allow for the development of an additional activity. Wikipedia in the Museum involves the development of an application that will allow museums to inform the general public about their collections in a straightforward way by making links to relevant Wikipedia articles. The application is being tested at the Catharijne Convent in Utrecht and the Tilburg Textile Museum, and it will be made available in 2015.

### **EU Free Knowledge Advocacy Group**

WMNL supports the EU Free Knowledge Advocacy Group. We make a financial contribution and we participate actively in the activities. We commented on documents relating to EC copyright consultation. The text relating to Dutch legislation in the international report about the Freedom of Panorama has been improved.

## Report on fulfilment of objectives in the 2013 annual plan, Programme II: Work

### *Strategic framework for 2013 - 2015*

Wikimedia Nederland wants to develop an appealing package of activities that make a concrete contribution to the available free information in the Netherlands. Initially, we will be continuing to extend our activities in the field of cultural collaboration and strengthening our relationships with the institutions active in this field. It goes without saying that we will also be continuing to support the Dutch Wikipedia.

Where necessary and desirable, we will also be getting involved in the political and public debate as an advocate for free knowledge and free licences. We will also be continuing to participate in activities that contribute to innovation and development.

### **Strategic objective II.1 The amount of free knowledge in the cultural domain has increased.**

Objective for 2014	result	Comments
Decision taken about the feasibility of the implementation of the education programme in the Netherlands	On the basis of the report about the feasibility of an education programme, it was decided to establish pilot projects. A project manager has been appointed. The first pilot project has been launched.	-
At least one activity to be organised with each of the Wikipedians in Residence	See the results for the Wikipedian In Residence programme.	-
Partnership with at least two public libraries	Partnership with Eemland Public Library and the Zeeland Library.	-
Organisation of at least two activities with these public libraries	Monthly Wikipedia help desk in Eemland Library. Two courses organised in the Zeeland Library.	-

### **Strategic objective II.2 Easily accessible, appealing public events and activities encourage active participation by interested people in the production and establishment of access to free knowledge in the cultural domain.**

#### **World War II**

Objective for 2014	Result	comments
At least 2000 articles about World War II written or improved and/or images uploaded to Wikimedia Commons and/or documents available through Wikisource	2095 images uploaded  170 archive descriptions released by NIOD  1 monograph released by NIOD  1049 articles improved or written	-

<b>Partnership with at least two new partners relating to World War II</b>	Partnership with NIOD and National 4 and 5 May Committee	-
<b>At least one photographic activity organised relating to World War II</b>	Photographic activity organised in April	-
<b>At least three editathons with a total of at least 75 participants</b>	Editathon 13/12, 10 participants	In the collaboration with the NIOD, the emphasis will be more on online activity than on meetings.

### Wiki Loves Earth/Nature Project

Objective for 2014	Result	Comments
At least 10 volunteers active on the project	8 volunteers active in nature project group	-
Partnership with at least 2 new partners	Partnership with Naturalis, Dutch National Parks Foundation and VOFF	-
Organisation and implementation of Wiki Loves Earth photo competition in the Netherlands	Event organised in May 2014	-
At least 5000 images added to Wikimedia Commons	1349 photos, 500 videos, 250 illustrations added	It was decided to focus on the national parks for the Wiki Loves Earth photo competition. This may have limited the number of photographs submitted but it did improve quality and relevance.
At least 100 articles written or improved	127 articles improved by the addition of photos, 269 by the addition of videos	There were no activities in 2014 with a specific focus on writing articles.

**Strategic objective II.3 Optimal conditions will be established for monitoring and improving the quality of the Dutch Wikipedia by the editors.**

<i>Activities</i>
Activities under Theme I will contribute here.

**Strategic objective II.4 Wikipedia will be known as a successful example of free knowledge, and accepted among policymakers and the public at large**

Objective for 2014:

<i>Activities</i>
<p>Establishment and implementation of a major public campaign with the working title: “Nobody can manage without Wikipedia”.</p> <ul style="list-style-type: none"> <li>• Determination of objective and scope of the campaign with assistance from a professional consultancy.</li> <li>• Implementation of campaign.</li> </ul>

Objective for 2014	result	comments
Perceptible improvement in the appreciation and understanding of Wikipedia among the general public by comparison with the 2013 survey.	The survey will be repeated in the spring of 2015.	-
Perceptible increase in requests for information to Wikimedia Nederland	No hard metrics.	Experience has shown that more people are finding their way to WMNL's door, for example through the website.
5% increase in donations from the Netherlands	The total amount of donations received by WMNL rose by 370%. The number of donations increased by 130%. (The results of the Wikipedia fundraiser in the Netherlands have not yet been announced by WMF.)	-
5% increase in new editors	The number of new editors fell by 18%.	-
10% increase in number of Wikimedia Nederland members	Increase of 13%	-

**Strategic objective II.5 WMNL will be informed about developments in the field of legislation and policy relating to copyright and free knowledge, and will act as an advocate for the interests of free knowledge.**

**Strategic objective II.6 Information about the principle, and the public benefits of free knowledge will be easily accessible and available, and the principle will be widely known and accepted, particularly among key groups/individuals participating in the public debate.**

Objective for 2014	result	comments
Participation of volunteers at meetings and activities relating to public affairs.	Support for the activities of the EU Free Knowledge Advocacy Group.	-
Contacts with key figures in, for example, Creative Commons and Open Knowledge	Contacts with Kennisland about possible collaboration. Contacts with Dutch Linux user group (NLLGG).	-

## Financial

code	Description	budgeted	income	expenditure	difference	comment
<b>II.</b>	<b>Work</b>					
	<b>GLAM collaboration</b>	<b>0</b>	<b>15,270</b>	<b>0</b>	<b>15,270</b>	
<b>II.1.1</b>	GLAM activities: editathons, competitions etc.	<b>1,500</b>		<b>456</b>	<b>1,044</b>	Activities organised in part by Wikipedians in Residence, with costs being paid by their institutions. Stronger emphasis on online activities with lower expenses.
	Wikipedia in the Museum		<b>17,800</b>	<b>7,240</b>	<b>10,560</b>	<b>New activity/not in original annual plan. Financing obtained during the course of the year. Continues into 2015.</b>
<b>II.1.2</b>	Volunteer training	<b>1,500</b>		<b>150</b>	<b>1,350</b>	
<b>II.1.3</b>	Education programme	<b>10,750</b>		<b>36,520</b>	<b>-25,770</b>	Original budget included feasibility study only. Decision by board to implement pilot projects.
<b>II.1.4</b>	Collaboration with libraries	<b>1,750</b>		<b>104</b>	<b>1,646</b>	Expenses often paid by libraries.
	<b>Public events and activities</b>					
<b>II.2.1</b>	World War II	<b>6,000</b>		<b>88</b>	<b>5,912</b>	
<b>II.2.2</b>	Behind the Scenes	<b>1,500</b>		<b>0</b>	<b>1,500</b>	
<b>II.2.3</b>	Wiki Loves Earth	<b>8,000</b>		<b>8,310</b>	<b>-310</b>	
	<b>Wikipedia is known and accepted</b>					
<b>II.4.1</b>	Public campaign: "Nobody can manage without Wikipedia"	<b>20,000</b>		<b>24,200</b>	<b>-4,200</b>	
	<b>Legislation and policy</b>					
<b>II.5.1</b>	International lobby group	<b>600</b>		<b>0</b>	<b>600</b>	No out-of-pocket expenses. Travel and accommodation expenses booked elsewhere.
	<b>Information about public benefits of free knowledge</b>					
<b>II.6.1</b>	Free knowledge	<b>1,500</b>		<b>0</b>	<b>1,500</b>	
	<b>Total programme II</b>	<b>€ 53,100</b>	<b>€ 33,070</b>	<b>€ 77,068</b>	<b>€ 9,102</b>	



## 4.3 ASSOCIATION: participation, support and brand awareness

### General

The number of members of the Wikimedia Nederland Association increased in 2014 from 215 to 243. This increase was probably due to the numerous activities organised in previous years, the strong profile on the social media, and media coverage.

The number of people receiving the newsletter rose sharply, mainly due to a mail sent to people who had made a donation in 2014 to the fundraising campaign organised by the Wikimedia Foundation through the Dutch Wikipedia.

In 2015, we will be repeating the survey that we conducted two years ago among members, the Wikipedia community and the public at large.

	2014	2013
Newsletter recipients	1086	363
Followers on Twitter	1561	1347
Visitors to website	93,180 sessions.	(new website not yet operational - no comparable data)
Wikimedia Nederland in the media	6 interviews with representatives of WMNL. 12 items covering activities.	9 interviews. 20 items covering activities, particularly WikiLovesMonuments

## Report on fulfilment of objectives in the 2013 annual plan, Programme III: association

### *Strategic framework for 2013 - 2015*

The support of members is essential. Our members are the organisation's ambassadors and advocates; in addition, a strong membership also furthers the impact of the organisation and its status in the outside world. The members are a valuable source of knowledge, expertise and manpower. In the years to come, we will be working on expanding our membership and intensifying relations with our members.

In order to fulfil our mission (free knowledge for everybody), WMNL as an organisation needs to be able to count on a clear profile - and, even more importantly, on a sound reputation - with major stakeholder groups and the general public. Wikimedia Nederland needs to be an attractive partner for a wide range of organisations.

### **Strategic objective III.1 Increase in number of members.**

Objective for 2014	result	comments
Increase in number of members by 10%	13%	-
No more than 10 members should fail to renew their membership.	8 resignations, 31 terminations of membership because membership fees were not paid.	Reasons for non-payment not known. Members did not respond to communications from WMNL.
Level of satisfaction with membership continued at the same level as in 2013.	The survey will be repeated in March 2015.	-

### **Strategic objective III.2 We will understand our members' wishes and expectations and the members will feel involved in the activities and management of the association.**

Objective for 2014	Result	Comments
Stronger use of social media	Activities under II 4-5 contributed in this respect.	
Number of contact moments		
Participation by members in meetings		

### **Strategic objective III.3 Important stakeholders – and the general public – have an idea of the mission, goals and activities of WMNL and see the organisation as a reliable and professional partner.**

Objective for 2014	Result	Comments
Publicity generated	6 interviews with representatives of WMNL. 12 items covering activities.	-

Contacts initiated by the public (questions, visit to web page etc.)	Activities under II 4-5 contributed in this respect.	-
Measurable change in awareness/attitude of general public relating to the Wikimedia movement and Wikipedia (measurement in 2015).	Survey to be repeated in 2015.	-

## Financial

code	Description	budgeted	income	xpenditure	difference	comment
<b>III</b>	<b>Association</b>					
	<b>The number of members has increased.</b>					
<b>III.1.1</b>	Member recruitment	<b>1,000</b>		<b>3,486</b>	<b>-2,486</b>	Deferred invoice from 2013. WLM calendar 2014 € 554. Printing of annual report for 2013, € 2,200 not budgeted.
	<b>We understand our members' wishes and expectations.</b>					
<b>III.2.1</b>	Social media and website	<b>3,000</b>		<b>4,368</b>	<b>-1,368</b>	Redesign of Newsletter Template € 1,331
	<b>WMNL brand awareness</b>					
<b>III.3.1</b>	General publicity	<b>500</b>		<b>75</b>	<b>425</b>	
	<b>Total programme III</b>	<b>€ 4,500</b>		<b>€ 7,929</b>	<b>€ -3,429</b>	

## 4.4 FINANCES: Strong and sustainable financial position

### General

WMNL's main source of financing is the donations from Wikipedia users. The Funds Dissemination Committee (FDC) of the Wikimedia Foundation is responsible for allocating funds to the various chapters and organisations of the Wikimedia movement. WMNL received € 304,000 through the FDC for 2014. (It became clear in December 2014 that we can also count on receiving this sum for 2015.)

In 2014, we were able to generate financing amounting to a total of € 76,029 from sources outside the Wikimedia movement. In addition, we had already received € 20,000 from a private grant-making foundation in 2013 for activities in 2014.

	2014		2013
<b>Basic subsidy from WMF</b>	<b>€ 304,000</b>		€ 269,231
<b>Other income 2014</b>	<b>€ 76,029</b>		€ 49,282
<i>Contributions</i>	€ 4,092		€ 4,239
<i>Donations</i>	€ 38,867		€ 10,498
<i>Contribution activities 2014</i>	€ 33,070	<i>Contribution from private grant-making foundation</i>	€ 30,222
<i>Contributions in kind</i>	*		€ 4,323
<b>Contributions to activities in 2014 (received in 2013)</b>	<b>€ 20,000</b>	<i>Wiki Loves Earth: donation by private grant-making foundation</i>	
<b>Total disposable 2014</b>	<b>€ 400,029**</b>		

\* It has been decided to no longer include contributions in kind as income.

\*\*in addition, another € 4,826 in interest and other income (for example, WCN participation, release of pension provision). This brings the total income to € 404,855, as stated in the financial statements.

## Report on fulfilment of objectives in the 2013 annual plan, Programme IV: Finances

### Strategic framework 2013-2015

Ample financial resources and a range of sources of income to make the organisation more independent and resilient. As a matter of principle, it is undesirable for WMNL to continue being dependent on just one financier, or a small number of financiers. We must diversify our sources of financing. In the years to come, we will work on the development of contacts with new donors and financiers/project financiers.

**Strategic objective IV.1 WMNL will have a recognised charity seal of approval. WMNL will meet 95% of the CBF certificate requirements for small charities.**

Because the Wikimedia Foundation itself engages in fundraising in the Netherlands and because there is also a Wikimedia Nederland Foundation, WMNL is unable to obtain the seal of approval on formal grounds (that is to say, the risk of confusion about the names among donors). The accounting system was altered as part of the preparations for the application for the seal of approval.

**Strategic objective IV.2 By 2015, WMNL will obtain at least € 350,000 in income through the financing of projects and activities by external charitable funds, grant organisations and sponsors.**

Objective for 2014	result	comments
Generation of at least € 40,000 in income from sources outside the Wikimedia movement.	€ 76,029	<i>We received project financing from a private grant-making foundation; in addition, the number of donations to Wikimedia Nederland and the average amount donated increased. The latter was primarily the result of a few large donations (&gt;€ 1,000)</i>
80% of the individual donors to Wikimedia Nederland in 2013 donated again in 2014.	Very difficult to identify on the basis of limited banking information.	<i>The number of individual donors increased, see IV.3.</i>

**Strategic objective IV.3 The number of donors will increase annually by 20% and income from donations should rise by 30% annually.**

In 2014, the total amount of donations received increased from € 10,498 to € 38,867. This is a rise of 370%. The number of donations went up from 288 to 374, an increase of 130%.

Objective for 2014	result	comments
Increase in income from donations of 30%	370%	-
Increase in number of donors of 20%	130%	-

Strategic objective IV.4. In 2015, WMNL will take a decision about the desirability of organising the annual WMF fundraiser itself.  
 Objective for 2014: none

## Financial

code	Description	budgeted	income	expenditure	difference	comment
IV	<b>Priority IV: FINANCES - Strong and sustainable financial position</b>					
	<b>External funds, grant organisations and sponsors</b>					
IV.1	Fundraising expenses*	5,300		4,323	977	
	<b>Donors</b>					
IV.2	Expenses for donor recruitment	2,500		2,777	-277	
	<b>Total programme IV</b>	<b>€ 7,800</b>		<b>€ 7,100</b>	<b>€ 700</b>	

\*N.B. This is not the same as the "Costs of own fundraising activities" category required for the financial statements, which also includes the expenses for publicity and communications.

## 4.5 GLOBAL: international collaboration

### General

Wikimania, the annual meeting of the global Wikimedia movement, was the climax of the activities on the international scene in 2014. The meeting was in London and the relatively low travelling expenses made it possible for a large Dutch delegation to attend. Eleven members of the community received a scholarship and a number of members of the board and employees were also present in London. To raise our profile, special T-shirts had been produced with the Wikimedia Nederland logo in a syrup waffle design.

During Wikimania, we were given the go-ahead to start on the organisation of the 2015 GLAM-Wiki 2015. In the spring of 2015, volunteers involved in GLAM (galleries, libraries, archives and museums) collaborations and employees from those institutions will meet for three days in The Hague.

Wikimedia Nederland has made a deliberate decision not to organise a major international event every year. In 2013, we organised the International Hackathon in Amsterdam and we will be working on the GLAM Wiki in 2015. Nevertheless, there was an international event in 2014: thirty developers met in Amsterdam in November for a GLAM Wiki Hackathon.

And on top of all that: three Dutch Wikimedians attended the Hackathon in Zurich, Sandra Rientjes was present at the meeting of chapter directors, our employee Sebastiaan ter Burg attended the international GLAM consultations, and the Belgian Wikimedia community established the Wikimedia Belgium chapter.

### Report on fulfilment of objectives in the 2014 annual plan, Programme V: global

#### *Strategic framework for 2013 - 2015*

WMNL is part of a global movement and it wants to continue to play an active role at that level. We want to keep our eyes and ears open for international developments and we want to be known as a reliable and expert partner for other national Wikimedia organisations. Where possible, we will be taking advantage of opportunities to add an international dimension to our activities.

The Association keeps a close eye on the main discussions at the international level in the Wikimedia movement, primarily when those discussions relate to the relationship between the national Wikimedia organisations and the Wikimedia Foundation. The organisation needs to be flexible if it is to respond to fundamental international changes.

- |                                |  |
|--------------------------------|--|
| <b>Strategic objective V.1</b> | <b>WMNL collaborates actively and intensively with other national Wikimedia associations, the Wikimedia Foundation and other entities in the movement.</b> |
| <b>Strategic objective V.2</b> | <b>At least one innovative activity developed by Wikimedia Nederland, such as Wiki Loves Monuments, will be implemented internationally.</b>               |

**Strategic objective V.3 Wikimedia Nederland will participate in relevant international activities and projects**

Objective for 2014	Result	comments
A sum of at least € 15,000 available for international travel by members of the Dutch community.	A total of € 16,901 has been earmarked for international travel 3 scholarships for Hackathon in Zurich. 11 scholarships for Wikimania	-
At least 5 members of the Dutch community to visit Wikimania, with 2 of those members visiting for the first time	17 Dutch participants	-
At least four members of the Dutch community to attend the Wikimedia Conference.	4 Dutch participants	-
At least 2 members of the community to give a presentation at the Wikimedia conference	No presentations. One member of the community was on the programme committee.	-

Financial

code	Description	budgeted	income	expenditure	difference	comment
<b>V</b>	<b>GLOBAL - international collaboration</b>					
	<b>Collaboration between chapters and WMF</b>					
<b>V.1.1</b>	International collaboration	<b>6,500</b>		<b>6,321</b>	<b>179</b>	
<b>V.1.2</b>	Bid for GLAM Wiki 2015	<b>1,000</b>		<b>0</b>	<b>1,000</b>	
	<b>International activities and projects</b>					
<b>V.3.1</b>	Travel grants and scholarships	<b>15,000</b>		<b>16,901</b>	<b>-1,901</b>	
	<b>Total Programme V</b>	<b>€ 22,500</b>		<b>€ 23,222</b>	<b>€ -722</b>	



## 4.6 ORGANISATION: board, management and support

### General

On the occasion of the board elections in March 2014, two highly experienced members of the board took their leave: president Ziko van Dijk and treasurer Paul Becherer left the organisation and were thanked for all the work they have put into the association and the Wikimedia movement. Four new directors were appointed: André Engels, Ronn Boef, Marlon The and Justus de Bruijn. The new board started on the development of competence profiles for the board members. These profiles will make it easier to look for new board members in future and clarify the distribution of responsibilities in the board.

There was also a change at the office. Financial officer Tom Kisters left, and he was replaced by Jolanda Adelaar. The Wikimedia Nederland office is now also in demand for internships. There were two interns in 2014: Ellen Bussink worked on the Wiki Loves Earth/Nature Project and Marc van den IJssel on the development of a training programme for volunteers.

The Wikimedia Nederland administrative organisation is now well organised to comply with its reporting and accounting obligations. The audit of the 2013 annual report was completed without difficulties and the responses of the Wikimedia Foundation to the quarterly reports, including the metrics it contains, were predominantly positive.

### Report on fulfilment of objectives in the 2013 Annual plan, Programme VI: the organisation

#### *Strategic framework for 2013 - 2015*

Wikimedia Nederland wants to develop into a professional organisation in the years to come without detracting from the flexibility and spontaneity that are present in the organisation. The core of WMNL consists of a team of professionals working at the organisation's offices, and the board.

**Strategic objective VI.1 A WMNL office, with a permanent staff and led by a director, will provide support for, among other things, communications, the implementation of volunteer activities, fundraising and board activities.**

The staffing of the office was stable in 2014. Only one employee left the organisation and a replacement was found.

**Strategic objective VI.2 Processes relating to planning, reporting and accountability will comply with standards associated with seals of approval and with the guidelines of the WMF.**

The annual report and financial statements were approved by the auditor. The reports to WMF were all submitted on time and had a positive reception.

**Strategic objective VI.3 The board as a whole will be capable of meeting its statutory, and other, obligations and of determining the future course of the organisation and ensuring that course is followed.**

Job descriptions and competence profiles were drafted for all board positions in 2014. Two board members followed the international course for board members in 2014.

<i>Activities</i>
Addition to the staff of a temporary project manager for the education programme. (See II.1)
<p>Timely publication of transparent annual plans, budgets and annual reports.</p> <ul style="list-style-type: none"> <li>• The annual report and financial statements were approved in March 2014.</li> <li>• Q1,2,3 reports for the FDC were submitted on time.</li> <li>• The 2015 annual plan was drafted in September 2014.</li> <li>• The FDC application for 2015 was submitted in October 2014.</li> <li>• Development of adequate metrics and project monitoring.</li> </ul>

## Financial

code	Description	budgeted	income	expenditure	result	comment
<b>VI</b>	<b>ORGANISATION - board, management and support</b>					
<b>VI.1</b>	Training and refresher training for staff	<b>4,000</b>	0	1,682	2,318	
	<b>Reporting and audit</b>					
<b>VI.2</b>	Reporting and audit expenses	<b>6,000</b>		9,830	-3,830	Unforeseen increase in fee for auditor
	<b>Board</b>					
<b>VI.3</b>	Board expenses	<b>5,000</b>		9,571	-4,571	Additional expenses for the development of job descriptions and competence profiles for the board
	<b>Total Programme VI</b>	<b>€ 15,000</b>		<b>€ 21,083</b>	<b>-€ 6,083</b>	

## 5. Financial statements, Vereniging Wikimedia Nederland

### 5.1 Valuation principles

#### 5.1.1 Valuation principles for assets and liabilities

The financial statements were drafted on the basis of the Dutch Annual Reporting Guideline 650 for fundraising institutions. All amounts are stated in euros. The valuation of assets and liabilities and the determination of the result are based on historical cost. Unless stated otherwise for the relevant principle for the specific balance sheet item, the assets and liabilities have been entered at nominal value. The tangible fixed assets are valued at purchase value and depreciated using a straight-line approach based on economic life.

#### 5.1.2 Principles for the determination of the result

Income and charges are allocated to the year to which they relate. Profits are only entered when realised on the balance-sheet date. Liabilities and possible losses originating before the end of the financial year are included if they are known before the financial statements are drawn up.

## 5.2 Balance sheet

		31 Dec 2014		31 Dec 2013	
<b>ASSETS</b>	€	€	€	€	€
<i>Intangible fixed assets</i>			0		0
<i>Tangible fixed assets</i>			3,807		6,893
<i>Financial fixed assets</i>			0		0
			3,807		6,893
<i>Inventory</i>					
<i>Accounts receivable and accruals</i>	9,258			3,902	
<i>Securities</i>					
<i>Cash at bank and in hand</i>	243,494			257,955	
			257,752		261,857
<b>Total</b>			256,559		268,750
<b>LIABILITIES</b>					
<i>Reserves and funds</i>					
-reserves					
. Continuity reserve	0			0	
. Appropriated reserves	0			0	
. Revaluation reserve	0			0	
. other reserves	200,940			183,699	
			200,940		183,699
- funds					
. earmarked funds			0		0
			200,940		183,699
<i>Provisions</i>			0		6,838
<i>Long-term liabilities</i>					
<i>Current liabilities</i>			55,619		78,213
<b>Total</b>			256,559		268,750

## 5.2.1 Explanatory note to the balance sheet

### Explanatory note to the assets

#### Tangible fixed assets

Wikimedia Nederland made no individual investments in tangible fixed assets in 2014 exceeding € 450. The furniture and ICT hardware purchased in 2013 will be depreciated over a period of three years on a straight-line basis.

Overview of changes in tangible fixed assets for 2014

1 Book value as at 1 January 2014	€	6,893
2 Investments	€	0
3 Disinvestments	€	0
4 Revaluation	€	0
5 Depreciation	€	0
6 Reversal of depreciation	€	0
7 Cumulative depreciation at the start of the financial year	€	2,545
8 Depreciation ongoing financial year	€	3,086
9 Accumulated depreciation on disinvestments	€	0
10 Depreciation associated with revaluation	€	0
11 Accumulated depreciation at the end of the financial year	€	5,631
Book value at the end of the financial year	€	3,807

#### Accounts receivable and accruals

The outstanding items relate to bank interest still to be paid and expenses paid in advance for 2015 such as rent, pension premiums and insurance cover.

### Explanatory note to the liabilities

#### Current liabilities

These are outstanding invoices and expense statements from 2013, amounts received in advance (such as membership contributions and contributions of € 6,000 received in advance from WMFR and WMIT for the costs of the Wikimedia Free Knowledge Advocacy Group 2015), and staff-related liabilities (reservation for holiday pay and holiday time valued as cash).

#### Provisions

In April 2014, a collective pension scheme was taken out for all Wikimedia Nederland staff with Brand New Day with retroactive effect for those members of staff who had already been employed by the Association for one year in 2013. A provision of € 6,838 was established in 2013 for the employer contributions relating to 2013. The actual employer contributions amounted to € 5,773. This sum was released from the provision and the difference was included as miscellaneous income in the list of income and charges.

## 5.2.2. Overview of changes in reserves and funds

Overview of changes in reserves and funds				
		2014	2013	2012
		€	€	€
<b>Reserves</b>				
<b>Other reserves</b>				
Balance as at 1 January		183,699	186,052	153,687
From profit appropriation		17,241	-2,352	32,364
Addition to appropriated funds				
Balance as at 31 December		200,940	183,699	186,052
		31 Dec 2014	31 Dec 2013	31 Dec 2012
Appropriated funds				
Earmarked funds for professionalisation		0	0	0
Appropriated funds for Cosyne		0	0	7,457
Appropriated funds for international investments		0	0	0
Earmarked funds for WMF		0	0	0
<b>Total</b>		<b>0</b>	<b>0</b>	<b>7,457</b>

## 5.2.3 Off-balance-sheet entitlements and commitments

### Commitments: rental of office space

With effect from 1 January 2013, the offices will be rented directly from the owner. The gross rent including VAT is € 15,808 a year. The contract is for a period of two years, with a period of notice of six months. It has been extended by tacit agreement until 31 December 2016.

## Entitlements

A donor made a donation of € 5,000 by notarial deed, to be transferred in five annual instalments. Three instalments have now been received.

## 5.3 Income statement

		Actual 2014	Budgeted 2014	Actual 2013
		€	€	€
<b>Income:</b>				
- Income from own fundraising activities	400,029		356,067	315,606
- Income from joint campaigns	0		0	0
- Income from third-party campaigns	0		0	92
- Subsidies from government authorities	0		0	0
- Interest receivable and income from investments	2,665		0	3,198
- Other income	2,161		0	0
<b>Total income</b>		404,855	356,067	318,897
<b>Charges:</b>				
<b>Spent on objectives</b>				
- I COMMUNITY	51,100		79,568	66,121
- II WORK	141,593		95,864	36,417
- III ASSOCIATION	27,220		17,637	28,544
- IV FINANCES	0		0	24,188
- V GLOBAL	36,749		48,208	62,538
- VI ORGANISATION			0	
		256,662	241,277	217,809
<b>Fundraising</b>				
- Costs of own fundraising activities	5,360		33,606	43,139
- Costs of joint campaigns	0		0	0
- Costs of third-party campaigns	0		0	0
- Costs of obtaining government subsidies	0		0	0
- Costs of investments	0		0	643
		5,360	33,606	43,782
<b>Management and accounting</b>				
- Costs of management and administration		125,592	81,184	67,117

<b>Total charges</b>		387,614		356,067		328,707
<b>Balance of income and charges</b>		17,241		0		-9,810
<b>Appropriation of balance for 2014</b>						
<b>Addition/withdrawal to/from:</b>						
- continuity reserve		0		0		
- appropriated reserves		0		0		
- revaluation reserve		0		0		
- other reserves		17,241		0		-2,352
- earmarked funds		0		0		-7,457
<b>Total</b>		17,241		0		-9,810

### 5.3.1 Explanatory note to the income statement

#### Explanatory note to the income

The income is higher than originally planned as a result of donations and sponsoring received (for the financing of activities).

<u>Income from own fundraising activities</u>		31 Dec 2014
Collections	0	
Donations and gifts	38,867	
Contributions	4,092	
Sponsorship	53,070	
Legacies	0	
Own lotteries and competitions	0	
Sales of goods	0	
Other income from own fundraising activities	0	
Income from joint campaigns	0	
Income from third-party campaigns	0	
Subsidies from government authorities	0	
FDC	<u>304,000</u>	
		400,029
Interest receivable and income from investments	2,665	2,665
<u>Other income</u>		
Release of pension provision for 2013	1,065	
Contribution to WCN	1,096	



		<u>2,161</u>
total income		404,855

### Explanatory note to the charges

#### Non-conformities with the budget

More was spent on programme component II than originally budgeted because financing was received for extra activities that were not originally included in the budget.

The costs of management and administration were also higher than budgeted. This is attributable to higher staffing costs (extra temporary staff) and the fact that management hours, even when they are devoted to programme activities, are covered by programme component VI and are therefore allocated to management and administration.

#### Salary expenses

The number of employees on 1 January 2014 was 5. The number of employees on 31 December 2014 was 5. The average number of employees in 2014 was 5.2.

Vereniging Wikimedia Nederland does not have any staff schemes. Vereniging Wikimedia Nederland did take out a pension scheme in 2014. All staff have signed a pension contract for that scheme.

#### Allowances paid to board members

The members of the board receive no fees. The association does not pay attendance fees. In accordance with the declaration rules of the association, expenses were reimbursed, particularly travelling expenses.

### 5.3.2 Specification and allocation of costs according to category

Appropriation	Objective				Fundraising						Total	Budgeted	Total
	I COMMUNITY	II WORK	III ASSOCIATION	IV GLOBAL	Own fundraising activities	Joint campaigns	Third-party campaigns	Subsidies	Investments	Management & Administration	2014	2014	2013
Charges													
Subsidies and contributions	3,274	2,973	0	18,642	0	0				2,503	27,397	38,500	0
Contributions to WMF	0	0	0	0	0	0	0	0	0	0	0	0	0
Purchases and acquisitions	7,243	25,878	2,848	1,919	0	0	0	0	0	232	38,120	36,400	134,825
Work contracted out	6,399	46,429	4,681	512	4,323	0	0	0	0	15,346	77,690	50,250	2,311
Publicity and communications	0	671	0	1,534	0	0	0	0	0	0	2,205	20,750	0
Staff costs	25,855	49,648	14,893	10,696	785	0	0	0	0	81,311	183,188	160,007	150,593
Housing expenses	3,156	6,060	1,818	1,306	96	0	0	0	0	9,925	22,360	20,854	21,615
Office expenses and general overhead	4,738	9,097	2,729	1,960	144	0	0	0		14,899	33,567	26,105	19,364
Depreciation and interest	436	836	251	180	12	0	0	0	0	1,370	3,086	3,201	0.00
	51,100	141,593	27,220	36,749	5,360	0	0	0	0	125,591	387,613	356,067	328,707

#### Explanatory note to the specification

The figures in this overview differ from the financial figures in Chapter 4 of the annual report. Chapter 4 lists only material expenses incurred for specific activities. This overview also allocates staff, office and accommodation expenses to activities.

For the allocation of "general" expenses to the various categories - objectives (I-V), fundraising, and management and administration - the following system was used:

- Tangible expenses were allocated as much as possible to activities (which are themselves clearly allocated to one of the categories).
- Staff expenses have been allocated on the basis of the actual hours spent on each project with respect to the total number of hours worked in accordance with contracts.
- "Office and general expenses" have been allocated on the basis of the actual hours spent on each project with respect to the total number of hours worked in accordance with contracts.
- Housing expenses have been allocated on the basis of the actual hours spent on each project with

respect to the total number of hours worked in accordance with contracts.

### **5.3.3 Costs per group of activities**

The costs per group of activities are detailed in the description of the activities for each thematic priority in Chapter 4.

## 6. Other information

### 6.1 Profit appropriation

The balance of reserves and funds as at 31 December 2014, before profit appropriation, was as follows:

Other reserve: € 183,699

The result before appropriation is € 17,241 positive. It has been proposed to add this to the general reserve. It should be pointed out here that a decision still has to be taken in consultation with the Wikimedia Foundation Inc. about whether part of the "grant" they gave for 2014 may have remained unused; that amount will then have to be paid back or netted with an advance for the grant given for 2015.

It is also important to note here that as of 2015 the funds received from the Wikimedia Foundation Inc. may not be used to form reserves that exceed three months of staff costs.

## 6.2 Auditor's statement



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### Controleverklaring van de onafhankelijke accountant

Aan: de Algemene Ledenvergadering en het bestuur van Vereniging Wikimedia Nederland

#### Verklaring betreffende de jaarrekening

Wij hebben de in dit jaarverslag opgenomen jaarrekening 2014 van Vereniging Wikimedia Nederland te Amsterdam gecontroleerd. Deze jaarrekening bestaat uit de balans per 31 december 2014 en de staat van baten en lasten over 2014 met de toelichting, waarin zijn opgenomen een overzicht van de gehanteerde grondslagen voor financiële verslaggeving en andere toelichtingen.

#### Verantwoordelijkheid van het bestuur

Het bestuur van de vereniging is verantwoordelijk voor het opmaken van de jaarrekening die het vermogen en het resultaat getrouw dient weer te geven, alsmede voor het opstellen van het jaarverslag, beide in overeenstemming met Richtlijn 650 - Fondsenwervende instellingen. Het bestuur is tevens verantwoordelijk voor een zodanige interne beheersing als het noodzakelijk acht om het opmaken van de jaarrekening mogelijk te maken zonder afwijkingen van materieel belang als gevolg van fraude of fouten.

#### Verantwoordelijkheid van de accountant

Onze verantwoordelijkheid is het geven van een oordeel over de jaarrekening op basis van onze controle. Wij hebben onze controle verricht in overeenstemming met Nederlands recht, waaronder de Nederlandse controlestandaarden. Dit vereist dat wij voldoen aan de voor ons geldende ethische voorschriften en dat wij onze controle zodanig plannen en uitvoeren dat een redelijke mate van zekerheid wordt verkregen dat de jaarrekening geen afwijkingen van materieel belang bevat.

Een controle omvat het uitvoeren van werkzaamheden ter verkrijging van controle-informatie over de bedragen en de toelichtingen in de jaarrekening. De geselecteerde werkzaamheden zijn afhankelijk van de door de accountant toegepaste oordeelsvorming, met inbegrip van het inschatten van de risico's dat de jaarrekening een afwijking van materieel belang bevat als gevolg van fraude of fouten.

Bij het maken van deze risico-inschattingen neemt de accountant de interne beheersing in aanmerking die relevant is voor het opmaken van de jaarrekening en voor het getrouwe beeld daarvan, gericht op het opzetten van controlewerkzaamheden die passend zijn in de omstandigheden. Deze risico-inschattingen hebben echter niet tot doel een oordeel tot uitdrukking te brengen over de effectiviteit van de interne beheersing van de entiteit. Een controle omvat tevens het evalueren van de geschiktheid van de gebruikte grondslagen voor financiële verslaggeving en van de redelijkheid van de door het bestuur van de entiteit gemaakte schattingen, alsmede een evaluatie van het algehele beeld van de jaarrekening.

Wij zijn van mening dat de door ons verkregen controle-informatie voldoende en geschikt is om een onderbouwing voor ons oordeel te bieden.

#### Oordeel betreffende de jaarrekening

Naar ons oordeel geeft de jaarrekening een getrouw beeld van de grootte en samenstelling van het vermogen van Vereniging Wikimedia Nederland per 31 december 2014 en van het resultaat over 2014 in overeenstemming met Richtlijn 650 - Fondsenwervende instellingen.

Wognum, 26 maart 2015

BDO Audit & Assurance B.V.  
namens deze,

w.g. H.C.J. Bot RA

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## 7. Annex

### 7.1 Future

The annual plan and budget for 2015 were adopted by the general meeting of 20 September 2014. On that basis, an application was submitted to the Funds Dissemination Committee of the Wikimedia Foundation for a basic subsidy of € 380,000. The FDC advised granting this application in part, in other words granting € 304,000, and this recommendation was adopted by the board of the Wikimedia Foundation. It has been decided not to submit any amended budget but to keep an eye on expenditure, to raise external funds and to cover any shortfalls from reserves.

## 7.1.1 Budget for 2015

### Income statement

		Budgeted 2014		Budgeted 2015
Income:		€		€
Income from own fundraising activities		356,067		434,994
Income from joint campaigns		0		0
Income from third-party campaigns		0		0
Subsidies from government authorities		0		0
Interest receivable and income from investments		0		0
Other income		0		0
<b>Total income</b>		<b>356,067</b>		<b>434,994</b>
Charges:				
<b>Spent on objectives</b>				
I COMMUNITY	79,568		113,320	
II WORK	95,864			
III ASSOCIATION	17,637			
IV FINANCES	0			
V GLOBAL	48,208			
VI ORGANISATION	0			
CONTENT	0		151,092	
COMMUNICATIONS	0		54,101	
		<b>241,277</b>		<b>318,512</b>
<b>Fundraising</b>				
Costs of own fundraising activities	33,606		9,568	
Costs of joint campaigns	0			
Costs of third-party campaigns	0			

Costs of obtaining government subsidies	0			
Costs of investments	0			
		<b>33,606</b>		<b>9,568</b>
<b>Management and accounting</b>				
Costs of management and accounting		<b>81,184</b>		<b>106,914</b>
<b>Total charges</b>		<b>356,067</b>		<b>434,994</b>
<b>Balance of income and charges</b>		<b>0</b>		
Appropriation of balance for 2014				
Addition/withdrawal to/from:				
Continuity reserve	0			
Appropriated reserves	0			
Revaluation reserve	0			
Other reserves	0			
Earmarked funds	0			
	0			

## Note on the budget relating to guideline 650 of the Council for Annual Reporting

### Background

The drafting of the budget and annual statements in accordance with Guideline 650 of the Council for Annual Reporting (for fundraising institutions) was one of the requirements for the CBF certificate for small charities. At present, there is no prospect of this certificate actually being granted. One of the main reasons for this is that most fundraising by far under the Wikimedia flag in the Netherlands is not organised by the Vereniging Wikimedia Nederland (WMNL) but by the Wikimedia Foundation. It was thought that this could result in confusion between an organisation with CBF approval and an organisation with no approval of that kind. Nevertheless, we have again maintained the system conforming to guideline 650, at least until a decision has been made in 2015 about whether it is desirable or feasible to conduct our own fundraising for the Wikimedia movement in the Netherlands once again. Doing so means that we will not need to make alterations to the system if WMNL decides to engage in its own fundraising again and if the Wikimedia Foundation allows us to



go down that road.

### Reserves

In accordance with the Articles of Association, the general reserve (continuity reserve) must, in principle, not exceed a sum of six months of operational expenses at the end of the financial year: € 106,000. At present, there are no other reserves or appropriated funds in addition to that sum.

### Staff expenses

Staff expenses comprise wages, social security premiums and employer charges, and in some cases an allowance for commuting by public transport. In addition, employees can declare expenses and have them reimbursed when those expenses have been incurred during the course of their duties for the association. The budgeted expenses for commuter travel amount to € 10,711. The other salary expenses amounting to € 184,403 can, on the basis of the percentages for the current year (2014), be broken down as follows: gross wages approximately € 146,868, pension premiums approximately € 5,500, holiday pay approximately €14,100, social security charges and employer contributions approximately € 25,515 and fixed tax-free expense allowances approximately € 500. This does not therefore include occasional allowances which will also comprise expenses for the purposes of specific programmes.

### Allowances for board members

As stated in the Articles of Association, the board members do not receive any remuneration or reimbursement as such, except for an allowance for expenses incurred during the course of their duties for the association. At present, none of the board members have yet availed themselves of the option referred to in the Articles of Association for non-excessive attendance fees and no payment of such attendance fees is expected for 2015 either.

### Percentages

Guideline 650 requires annual reports to state two percentages: the costs of own fundraising activities divided by the income from own fundraising activities ("cost percentage"), and the percentage of expenditure on the objective by comparison with total expenditure ("spending on objectives"). Like last year, the FDC contribution will be included as income from own fundraising since applications from associations with sizeable budgets and a "track record" can also be cut considerably on occasion or even rejected and this is therefore certainly not a guaranteed source of income. The percentages are therefore:

Cost percentage: 1%

Expenditure on objectives: 64%