



ANNUAL REPORT 2015



WIKIMEDIA
DEUTSCHLAND

VISION

Imagine a world in which every single human being can freely share in the sum of all knowledge.

Gesellschaft zur Förderung Freien Wissens

MISSION

Wikimedia Deutschland promotes the creation, collection and dissemination of open content to promote equal access to knowledge and education.

VALUES

Partnership, free knowledge, openness, dialog, solutions

DEAR MEMBERS,

Our last annual report ended with an outlook entitled “Moving forward together” – a motto that came up time and again in 2015.

Together with a large number of committed contributors to various Wikimedia projects and strong project partners, Wikimedia Deutschland experienced and successfully managed many changes in 2015. These included the first participative annual planning process, appointing a new executive director, a large-scale campaign to save freedom of panorama, and implementing the biggest educational project in the history of the organiza-

tion. The following pages look back on these and many more highlights of 2015. But there is one thing we would like to say at this point already: 2015 demonstrated very clearly that goals can be achieved much faster when they are tackled in a communal effort. On behalf of Wikimedia Deutschland, we would like to thank everyone who joined us in working for free knowledge in 2015 – particularly the volunteer communities!



Tim Moritz Hector
Chair of the Supervisory Board



Christian Rickerts
Executive Director

CONTENTS

Of world records and lighthouses_____	4
Wikidata: more access to more knowledge for more people__	6
Mapping OER – creating free educational materials together__	8
The power of together: greetings from... places with freedom of panorama!_____	10
Financials_____	12
Outlook_____	24
Everyone can join in_____	26
Imprint_____	27

OF WORLD RECORDS AND LIGHTHOUSES

One of Wikimedia Deutschland's primary concerns is to raise the quality and the quantity of free content in Wikimedia projects. To help achieve this, we provide for instance support to groups of volunteers who are committed to a particular topic.



Also featuring on the title page of this report, the winning entry of 2015 from the largest photo contest in the world – supported by Wikimedia Deutschland.

The photo contest [Wiki Loves Monuments \(WLM\)](#) is a great example of a cooperative project of this kind. This photo contest – the largest in the world according to the Guinness Book of World Records – has been held annually throughout September since 2011, and invites volunteers to take photographs of cultural monuments and upload them onto the free media archive Wikimedia Commons. Once in the archive they can be used to illustrate Wikipedia articles, for example.

The photo contest is also a good opportunity to get new volunteers interested in participating in Wikimedia projects.

As part of WLM 2015, one Wikimedia contributor carried out a project that had school students photographing the listed Upper Lusatian half-timbered houses in Saxony. Wikimedia Deutschland supported the project by covering all travel, food and insurance costs and by providing the photography equipment required. The planning and implementation, however, was organized entirely by volunteers. The collaborative effort paid off: this project alone resulted in more than 3,000 photos being uploaded to Wikimedia Commons for free re-use. Wikimedia Deutschland also provided technical and legal assistance



Sparking enthusiasm for the culture of sharing: long-standing Wikimedia contributors and school groups on a photo tour.

to the WLM photographers. For example, we developed a digital tool that makes it much easier to upload and categorize the photographs for the contest. We also organized legal authorization for the use of a drone, which one volunteer used to take the impressive aerial photograph of the Westerheversand Lighthouse that won first prize in this year's national contest. Inspired by the countless new aerial

perspectives provided by drones for photographing monuments, Wikimedia Deutschland decided to purchase one itself after volunteers suggested to do so. The drone is currently kept at [Lokal K](#) (the meeting point for the volunteer community in Cologne) and is available for hire for Wikimedia projects. We greatly look forward to seeing the photographs that will emerge from this new technology.



Preserving local monuments for the public: an Upper Lusatian half-timbered house in Bad Schandau, Saxony.

WIKIDATA: MORE ACCESS TO MORE KNOWLEDGE FOR MORE PEOPLE

In 2015, the work on Wikidata – Wikimedia’s central database that can be read and edited by both people and machines – focused mainly on improving the quality of the data within the project.

Happy third birthday: Lydia Pintscher, product manager for Wikidata, and Magnus Manske, Wikidata contributor, jointly accept the “Germany – Land of Ideas” award.



This is another area where we work very closely with a large international community of volunteers to pool and process information for Wikimedia projects. Wikidata grants more people more access to more knowledge, as the structured information from this knowledge repository feeds directly back into the other Wikimedia projects such as Wikipedia. For example, information such as the population of cities is automatically updated across all the different language versions of Wikipedia as soon as it is altered in Wikidata.

On October 29, 2015, Wikidata celebrated its third birthday together with the international Wikidata community, full-time and volunteer developers, and other Wikidata enthusiasts. At the event, Wikidata novices were introduced to the data-

base and Wikidata received gifts in the form of international birthday wishes and new tools for the project. This included the introduction of the “Nearby” feature, which links Wikidata with the user’s current location and displays articles on nearby topics of interest. It also allows mobile users to edit Wikidata entries on buildings in their immediate vicinity.

As part of the birthday celebrations, Wikidata was also honored with a “Germany – Land of Ideas” award as one of the best digital innovation projects in Germany. This award shows just how important Wikidata has become – even outside the Wikimedia world – during the three years it has been in existence. Further confirmation of this can be seen in the huge amount of data that was donated to Wikidata in

The third birthday celebrations saw the international community, full-time and volunteer developers and Wikidata enthusiasts all come together in Berlin.



the form of the Freebase database. A joint task in 2015 for the software development team at Wikimedia Deutschland and the Wikidata community was ensuring the quality of data in these data donations.

Last but not least, 2015 also saw Wikidata network with some new external partners. Particularly of note was its parti-

cipation in the [World Health Summit \(WHS\)](#), where Wikidata presented itself and highlighted the potential of open data and free knowledge for medical research and the health sector. A related article about Wikidata was published in the WHS Yearbook.



Lydia Pintscher presents Wikidata at the World Health Summit 2015.

MAPPING OER – CREATING FREE EDUCATIONAL MATERIAL TOGETHER

Today, anyone who wants to inform themselves about a certain issue or topic begins by consulting Wikipedia. The free encyclopedia has become an indispensable part of our daily lives.



Finding new channels for free educational material: Participants at a workshop for the Mapping OER project.

Behind the scenes, thousands of voluntary authors are working every day to make their knowledge available via Wikipedia by writing, improving and expanding articles. We see Wikipedia as a modern-day classroom, where everyone can function both as a teacher and a student. The knowledge contained in the encyclopedia is freely accessible to everyone and can be edited and re-used as desired. This makes Wikipedia the largest of all [open educational resources \(OER\)](#) in the world.

Wikimedia Deutschland has been committed to the cause of OER since 2013, bringing together actors from a diverse range of fields and addressing edu-

cational decision-makers from politics and civil society. In 2015 we gained the Federal Ministry of Education and Research (BMBF) as a highly prestigious partner for the pilot project [“Mapping OER – creating free educational material together”](#) and thus took a step forward in establishing Wikipedia's participatory principle in the German education system and in all areas of life-long learning. We began the eleven-month project by evaluating the current status of OER in Germany and identifying relevant key topics and stakeholder groups. We then held four thematic workshops where OER were discussed together with experts from a variety of different educa-



This graphic recording summarizes the results of one of the symposium's key topics.

tional fields. These workshops brought together students and teachers from schools, vocational schools, further training centers and universities with education experts and representatives from educational publishers, as well as with people who work with educational material but had never heard of OER. Key topics of discussion included quality assurance, qualification and business models, and legal certainty in the use of free educational resources. The results of the workshops were presented and discussed in a wider context at a symposium that brought together relevant educational actors and others with an interest in OER. The results were summarized and pub-

lished at the beginning of 2016 in the report Praxisrahmen für Open Educational Resources (OER) in Deutschland (A Framework of Practice for Open Educational Resources in Germany). This report offers targeted recommendations and concrete measures for the successful implementation and firm anchoring of freely available educational material in the German education system. All those who would like to learn more can visit the project's German-language website <http://mapping-oer.de>, where you can find information on the outcomes of the workshops and the symposium, illustrated with pictures. The report itself can also be downloaded from this website free of charge.



Round table discussions: Experts from a wide variety of educational fields took part in the OER thematic workshops.

THE POWER OF TOGETHER: GREETINGS FROM... PLACES WITH FREEDOM OF PANORAMA!

Many people probably associate the term “freedom of panorama” with idyllic Alpine landscapes rather than European copyright law. But freedom of panorama is actually a legal regulation enforced by a number of European countries to allow public buildings to be photographed when the architects’ copyrights would otherwise apply.



The postcard campaign vividly showed MEPs the impact of a restriction on freedom of panorama – also in their hometowns. This is an example of the blacked-out HTW Saar University of Applied Sciences.

Posting a holiday snap of the pyramid at the entrance of the Louvre in Paris on personal blogs is illegal and can lead to criminal proceedings. The justified outcry of Wikipedia authors in June 2015, when a proposed amendment to the European Parliament’s copyright reform threatened to significantly restrict freedom of panorama in Germany, can be understood by imagining the impact of this amendment on Wikipedia. All the images featured on the free encyclopedia come from the Wikimedia Commons free media archive and, in accordance with the culture of sharing, are published under free licenses that allow them to be re-used freely under certain conditions. Under the planned legal restriction, countless images of buildings or showing certain buildings in

the background, which have so far been covered by freedom of panorama, would have had to be deleted from the image archive and the relevant Wikipedia articles. This would have made Wikipedia a much less colorful place.

In order to overturn this draft law, Wikimedia contributors organized a campaign to safeguard freedom of panorama. They launched a petition unlike any other: in just six days, some 4,500 volunteer authors signed an open letter on a Wikipedia page calling for the preservation of freedom of panorama in Germany and sent it to MEPs. Just as many Wikipedia readers soon joined the campaign, so in a very short space of time roughly 9,000 people had expressed their support for free knowledge by committing their names



The City of Hamburg makes a much better impression with freedom of panorama and a visible Elbphilharmonie than with a blacked-out landmark.

to the cause. Wikimedia Deutschland helped to ensure that this exceptional campaign got plenty of attention in good time before the vote in Brussels. Each of the roughly 100 German MEPs received a personal letter that again explicitly highlighted the reasons for preserving freedom of panorama. A copy of the open letter from the Wikipedia authors was also included, as were the 9,000 signatures.

In addition, every German MEP also received two specially designed postcards featuring a public building from the state they represent. For example, the MEPs

from Hamburg were sent two identical photographs of the Elbphilharmonie, but in one of them the building was blacked out. Both postcards featured the phrase "Greetings from", as found on typical holiday postcards – but one with and one without freedom of panorama – once again illustrating the impact of the proposed amendment. This joint action greatly impressed the MEPs in Brussels and helped to prevent the planned restrictions on freedom of panorama from being implemented in Germany – a huge success!



Greetings from Thüringen are much better received when the JenTower is not blacked out.

BALANCE SHEET OF WIKIMEDIA DEUTSCHLAND E. V.

Non-profit associations are not mandatorily obliged to prepare an annual financial statement in the form of a balance sheet. The Wikimedia Deutschland charter stipulates that the Executive Director shall prepare an annual financial statement and present it to the General Assembly via the Supervisory Board for consideration and approval. The association's revenues and expenditures form the essential basis of the financial reporting.

ASSETS in euros		Dec. 31, 2015	Dec. 31, 2014
FIXED ASSETS			
Intangible assets		1,789.00	2,869.00
Indefinite assets such as owned licenses or acquired usage rights		1,789.00	2,869.00
Tangible assets		174,976.00	159,831.00
Other property, plant and equipment		174,976.00	159,831.00
Financial assets		25,654.83	25,654.83
Shares in affiliated companies		25,654.83	25,654.83
Total fixed assets		202,419.83	188,354.83
CURRENT ASSETS			
Receivables and other assets		3,627,427.72	2,839,888.69
Receivables from obligations related to forwarded funds		3,040,732.27	2,558,145.00
Accounts receivable		101,240.67	140,351.10
Other current assets		219,789.85	141,392.59
Securities		265,664.93	00.00
Cash and Bank deposits		1,263,264.02	284,097.62
Total current assets		4,890,691.74	3,123,986.31
Prepaid expenses and deferred charges		28,548.09	20,254.22
TOTAL ASSETS		5,121,659.66	3,332,595.36

This item corresponds to 100% of all shares in the Wikimedia Fördergesellschaft, including incidental expenses related to the founding of the company.

Thereof from the Wikimedia Fördergesellschaft: € 1,840,732.27 (previous year: € 1,718,145)

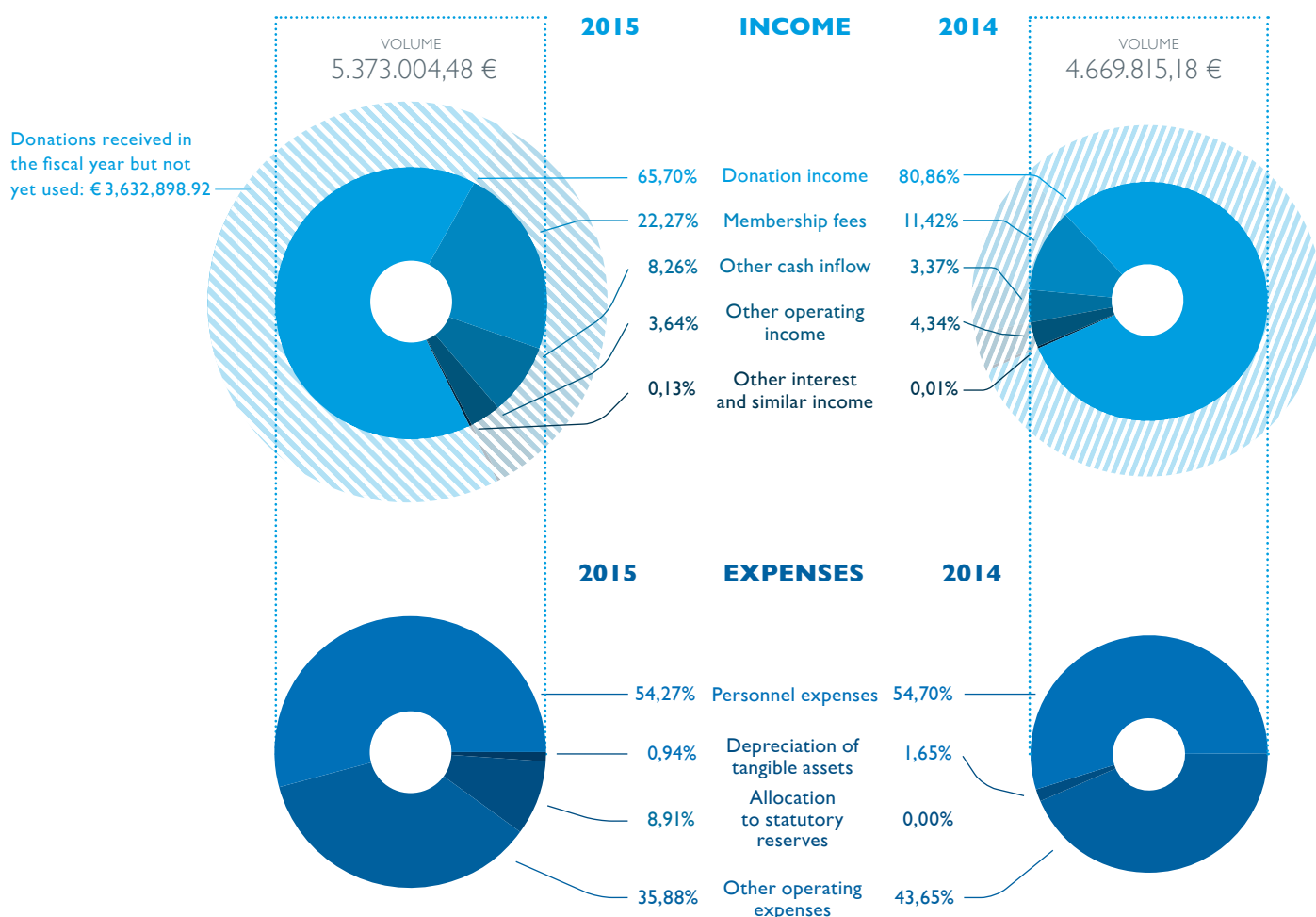
The following pages present separate balance sheets and profit and loss statements for the association Wikimedia Deutschland (WMDE) and Wikimedia Fördergesellschaft (WMFG). Both are non-profit. The association carries out projects that promote free knowledge. WMFG is a wholly owned subsidiary of the association. It has been collecting donations for Wikimedia Deutschland and

the Wikimedia Foundation (USA) since 2010. WMFG is engaged in altruistic activities and does not pursue any profit-making purposes. Below, you can first of all see the association's balance sheet, which was prepared in accordance with the German Commercial Code (HGB), audited by KPMG and issued with an unqualified audit opinion.

EQUITY AND LIABILITIES in euros		Dec. 31, 2015	Dec. 31, 2014
UNUSED DONATIONS			
Donations not yet used per the association's	4,238,145.27	3,104,021.19	
Thereof free reserves	605,246.35	126,634.51	
ACCRUED LIABILITIES			
Provisions	149,443.89	118,672.30	
Provisions for taxation	186.73	375.58	
Other provisions	9,000.00	8,365.00	
Provisions for closing and auditing	11,500.00	10,710.00	
Provisions for personal costs	128,757.16	99,221.72	
LIABILITIES			
Accounts payable	713,857.95	109,901.87	
Payables related to earmarked donations	0.00	38,280.25	
Trade accounts payable	195,969.38	29,041.64	
Other payables	517,888.57	42,579.98	— Due partly to receipt of an inheritance
Deferred revenue	20,212.55	0.00	
TOTAL EQUITY AND LIABILITIES	5,121,659.66	3,332,595.36	

PROFIT AND LOSS STATEMENT FOR WIKIMEDIA DEUTSCH- LAND E. V.

In a profit and loss statement, the expenses and income generated over the course of a fiscal year are compared. For a non-profit organization, this primarily involves recording donations and membership fees on the income side. The expenditure side, on the other hand, typically shows project and administrative expenses such as personnel and rental costs.



INCOME AND EXPENSES in euros		2015	2014
Donation income	3,530,013.92	3,776,325.36	— Funds totaling €1,200,000 from the Wikimedia movement's Funds Dissemination Committee and €1,840,732.27 from the WMFG.
Donations received in the fiscal year	3,643,568.73	4,142,124.92	
Donations pledged in the fiscal year	3,040,732.27	2,558,145.00	
Donations received in the fiscal year but not yet used	-3,632,898.92	-2,977,386.68	
From inheritances	478,611.84	53,442.12	
Membership fees	1,196,638.18	532,987.06	
Other cash inflow	443,685.99	157,178.07	
Other operating income	195,255.82	203,140.10	
Income from reversal of provisions	8,837.75	5,066.36	
Income from ordinary activities	186,418.07	198,073.74	
Personnel expenses	-2,916,042.08	-2,554,270.21	
Wages and salaries	-2,432,336.06	-2,166,202.67	
Social security contributions and expenses for pensions and other benefits	-483,706.02	-388,067.54	
Depreciation of intangible fixed assets and tangible assets	-50,584.41	-76,992.96	
Other operating expenses	-1,923,666.73	-2,037,041.00	
Other interest and similar income	7,410.57	184.59	
Results from ordinary activities	482,711.26	1,511.01	
Withholding tax	0.00	-1,510.79	
Taxes on income	-4,099.42	0.00	
Flat rate tax	0.00	-0.22	
ANNUAL SURPLUS	478,611.84	0.00	
Allocation to statutory reserves	-478,611.84	0.00	
RETAINED EARNINGS	0.00	0.00	

BALANCE SHEET OF WIKIMEDIA FÖRDERGESELLSCHAFT (WMFG)

WMFG's balance sheet – like all balance sheets – shows the uses (assets) and sources (liabilities) of funds. Assets include fixed and current assets; liabilities include equity, provisions and trade accounts payable.

ASSETS in euros	Dec. 31, 2015	Dec. 31, 2014
FIXED ASSETS		
Intangible assets	1.00	1.00
Indefinite assets such as owned licenses or acquired usage rights	1.00	1.00
Tangible assets	182.00	1,384.00
Other property, plant and equipment	182.00	1,384.00
Total fixed assets	183.00	1,385.00
CURRENT ASSETS		
Receivables and other assets	367,364.36	365,786.98
Bank deposits	8,328,540.90	7,913,665.79
Total current assets	8,695,905.26	8,279,452.77
Prepaid expenses and deferred charges	1,897.42	1,897.50
TOTAL ASSETS	8,697,985.68	8,282,735.27

On the liability side, this balance sheet focuses in particular on obligations related to forwarded funds from WMFG to Wikimedia Deutschland and the

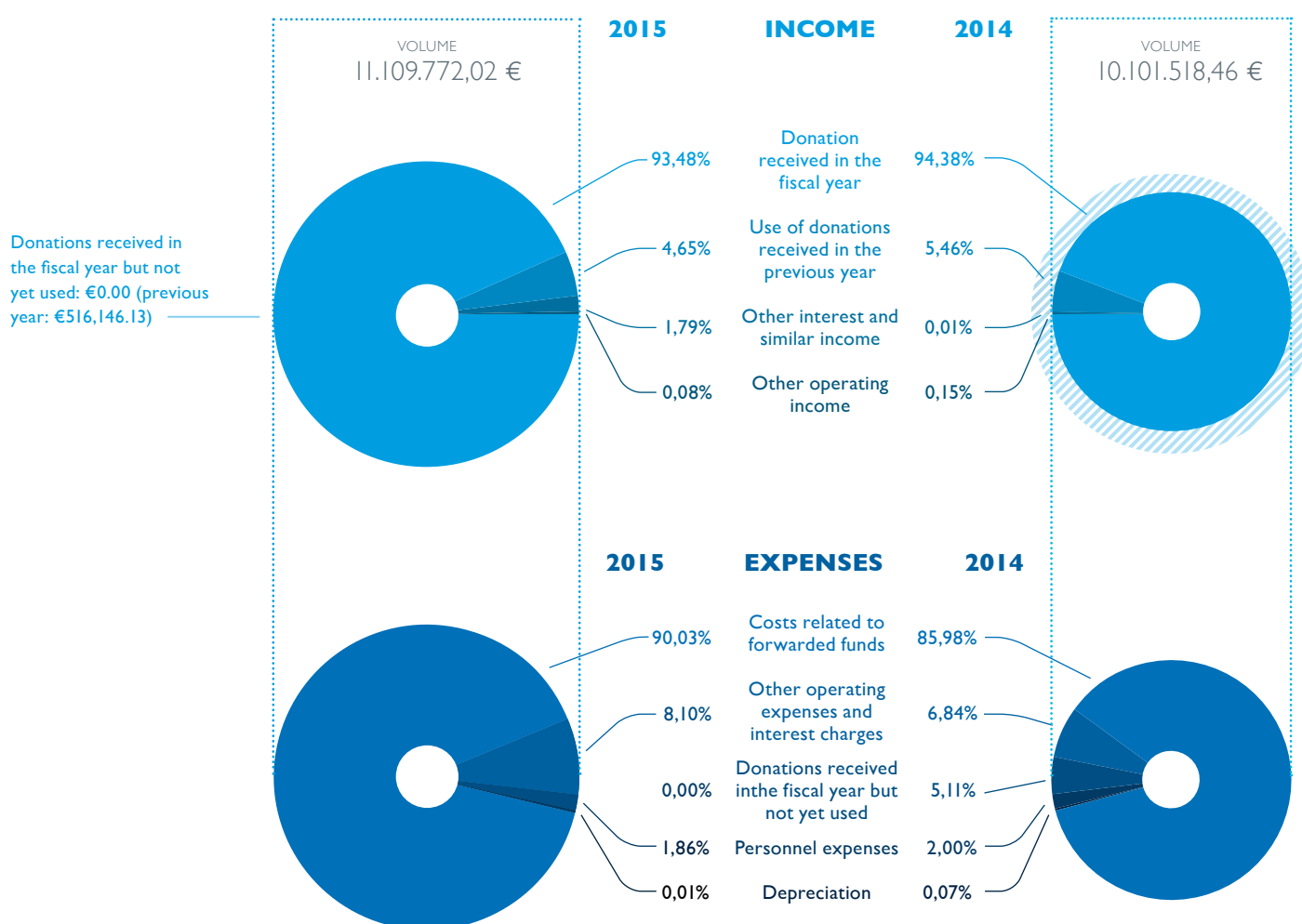
Wikimedia Foundation. As for WMDE, auditors KPMG also issued an unqualified audit opinion for WMFG.

EQUITY AND LIABILITIES in euros		Dec. 31, 2015	Dec. 31, 2014
EQUITY			
Subscribed capital		25,000.00	25,000.00
UNUSED DONATIONS			
Donations not yet used per the association's charter		0.00	516,146.13
ACCRUED LIABILITIES		299,133.81	274,316.81
Provisions for personal costs		10,633.81	9,091.81
Other provisions		276,500.00	255,000.00
Provisions for closing and auditing		12,000.00	10,225.00
LIABILITIES			
Accounts payable		8,373,851.87	7,467,272.33
Payables from obligations related to forwarded funds		8,349,481.55	7,420,318.00
Trade accounts payable		20,191.14	42,330.43
Other payables		4,179.18	4,623.90
TOTAL EQUITY AND LIABILITIES		8,697,985.68	8,282,735.27

— Funds reported under this item are forwarded to Wikimedia Deutschland and the Wikimedia Foundation.

PROFIT AND LOSS STATEMENT OF WIKIMEDIA FÖRDER- GESELLSCHAFT (WMFG)

In keeping with its WMFG's purpose, the annual donation campaign is central to its profit and loss statement. In 2015, more than 422,000 people gave something back to Wikipedia. In just 50 days, a total of € 8.6 million was donated to the cause of free knowledge.



The average donation was around €20, and the most frequently donated amount was €5. During the campaign, almost 10,000 people – more than any previous

year – decided to give long-term support to free knowledge by becoming members of Wikimedia Deutschland.

INCOME AND EXPENSES in euros		2015	2014
Donation income		10,902,064.72	9,567,373.34
Donations received in the fiscal year		10,385,918.59	9,532,140.47
Donations received in the fiscal year but not yet used		0.00	-516,146.13
Used of donations received in the previous year		516,146.13	551,379.00
Other operating income		198,863.72	2,768.03
Income from reversal of provisions		46,917.35	553.67
Income from ordinary activities		588.69	1,265.72
Other ordinary income		151,357.68	948.64
Cost related to forwarded funds		-10,001,617.73	-8,685,251.43
Personnel expenses		-206,415.60	-202,065.11
Wages and salaries		-171,125.51	-169,029.68
Social security contributions and expenses for pensions and other benefits		-35,290.09	-33,035.43
Depreciation of intangible fixed assets and tangible asstes		-1,202.00	-7,168.99
Other operating expenses		-900,536.69	-690,884.27
Other interest and similar income		8,843.58	15,230.96
Interest and similar expenses		0.00	-2.53
ANNUAL SURPLUS		0.00	0.00

REVENUE PERFORMANCE OF WIKIMEDIA DEUTSCHLAND E. V. AND WIKIMEDIA FÖRDERGESELL- SCHAFT

The profit and loss statements on the previous pages show how the two organizations used their funds last year. This page shows how those items compare with the years before.

2015

ASSOCIATION (all amounts in euros)	WMDE	WMFG	TOTAL
Donations (total)	627,901.80	10,385,918.59	11,013,820.39
Private donations	627,901.80	10,385,918.59	11,013,820.39
Donations earmarked for the realization of the Wikidata project	0.00	0.00	0.00
Donations received in the fiscal year but not yet used	-3,632,898.92	0.00	-3,632,898.92
Use of donations received in the previous year	457,521.93	516,146.13	973,668.06
Cash inflow from fines	80.00	0.00	80.00
Membership fees*	1,196,638.18	0.00	1,196,638.18
Allocations from FG to WMDE	2,558,145.00	0.00	2,558,145.00
Donations pledged in the current fiscal year for the following fiscal year	3,040,732.27	0.00	3,040,732.27
Royalties	0.00	0.00	0.00
Other income			
Grants / income from various projects	407,671.39	0.00	407,671.39
Grants from other Wikimedia Chapter	0.00	0.00	0.00
Income from continuing operations	231,190.42	198,863.72	430,054.14
From inheritances	478,611.84	0.00	478,611.84
Interest income	7,410.57	8,843.58	16,254.15
TOTAL REVENUES	5,373,004.48	11,109,772.02	16,482,776.50

*incl. outstanding claims from membership fees (€119,439.86)

In comparison to the previous year, our 2015 revenue stream was much more diversified. Member contributions more than doubled and we were able to significantly increase third-party funds through

projects such as Mapping OER (see pages 8-9). The reason some items do not show an amount (0.00) is that WMFG did not post any other cash inflow besides donation revenue.

2014

WMDE	WMFG	TOTAL
351,176.05	9,532,140.47	9,883,316.52
351,176.05	9,532,140.47	9,883,316.52
0.00	0.00	0.00
-2,977,386.68	-516,146.13	-3,493,532.81
390,948.87	551,379.00	942,327.87
1,105.17	0.00	1,105.17
532,987.06	0.00	532,987.06
3,400,000.00	0.00	3,400,000.00
2,558,145.00	0.00	2,558,145.00
0.00	0.00	0.00
132,996.14	0.00	132,996.14
9,307.15	0.00	9,307.15
216,909.71	2,768.03	219,677.74
53,442.12	0.00	53,442.12
184.59	15,230.96	15,415.55
4,669,815.18	9,585,372.33	14,255,187.51

2013

WMDE	WMFG	TOTAL
254,558.44	8,010,372.13	8,264,930.57
104,558.44	8,010,372.13	8,114,930.57
150,000.00	0.00	150,000.00
-3,829,917.87	-551,379.00	-4,381,296.87
845,900.05	280,000.00	1,125,900.05
1,445.00	0.00	1,445.00
325,993.00	0.00	325,993.00
2,600,000.00	0.00	2,600,000.00
3,400,000.00	0.00	3,400,000.00
10,416.67	0.00	10,416.67
185,307.00	0.00	185,307.00
12,538.77	0.00	12,538.77
17,622.31	21,978.39	39,600.70
0.00	0.00	0.00
451.32	25,156.50	25,607.82
3,824,314.69	7,786,128.02	11,610,442.71

EXPENDITURE PERFORMANCE OF WIKIMEDIA DEUTSCHLAND E. V. AND FÖRDERGESELLSCHAFT

The table below shows the development of the total expenditure of WMDE and WMFG over the last three years. We have managed to steadily increase the funds available for project work.

CHANGES IN COSTS FROM LAST YEAR

	2013 (in Euro)	in %	2014 (in Euro)	in %	2015 (in Euro)	in %
Direct project expenditure	3,256,625.46	39.66	3,280,224.21	28.04	3,835,665.69	29.59
Forwarded funds to WMF	3,934,110.65	47.92	6,127,106.43	52.38	6,960,885.46	53.70
Indirect project expenditure	1,019,616.96	12.42	2,289,709.34	19.58	2,166,881.24	16.71
WMDE	567,689.23		1,389,590.97		1,058,726.95	
WMFG	451,927.73		900,118.37		1,108,154.29	
Total (incl. WMFG)	8,210,353.07	100.00	11,697,039.98	100.00	12.963.432,39	100.00

Within the same time period, the international fundraising campaign has become ever more successful: in the course of the last three years, the number of donors has almost doubled to more than 400,000. This entailed a rise in the costs

and expenditures of WMFG in particular. On the right-hand side of this page you can find a more detailed itemization of WMDE's direct and indirect project expenditure.

	absolute expenditure	relative
--	----------------------	----------

1. Free knowledge in Wikimedia projects	2,419,634.82	49%
2. Free knowledge from institutions	484,148.44	10%
3. Free knowledge in society	481,827.70	10%

The item "Free Knowledge in the Wikimedia Projects" includes the extensive support of our volunteers as well as work carried out on software projects such as Wikidata and other technical tools. As these represent two core areas of our work, expenditure here is substantially higher than for the other two items.

	absolute expenditure	relative
--	----------------------	----------

Units providing program support	450,054.73	9%
---------------------------------	------------	----

These items of expenditure include, for example, the work of the Communications team and the Partnerships and Development team, who carry out general tasks for the projects mentioned above.

	absolute expenditure	relative
--	----------------------	----------

Indirect project expenditure (administration)	1,058,726.95	22%
---	--------------	-----

These expenditures include, for example, rental and bookkeeping costs, and costs associated with the expansion, maintenance and repair of office facilities. These items also include personnel costs for the Finance and Reporting department and costs associated with health and safety measures in the workplace.

PLANNING TOGETHER, REACHING GOALS TOGETHER

In 2015 we tried something new by launching a multi-stage participative process for planning the year ahead. Contributors to the various Wikimedia projects and Wikimedia Deutschland's association members were invited to join in with setting the agenda for the association's work in 2016 by asking questions, pitching their ideas and contributing to discussions.

Instead of merely approving or rejecting a finished product at the end of the planning process, in 2015 the association members and the various Wikimedia communities were able to contribute their opinions and ideas from the start. Feedback and questions from the participants about the association's goal to promote free access to knowledge, which is documented in its charter, were gathered online and by mail in the first phase of drafting the annual plan. In the second phase, the suggestions from contributors were incorporated into the 2016 annual compass. This compass consists of ten key areas of focus, which are divided into three levels of priority

and define the work to be carried out by Wikimedia Deutschland in 2016. The points listed under Priority 1 are central to the association's overall work in 2016 and therefore have top priority. Of course, the points that come under Priorities 2 and 3 are also important and will also be addressed in 2016. Once these ten points were established, the association members and Wikimedia communities were again invited to participate. This third phase involved making concrete suggestions for measures that would contribute to the implementation of the annual compass. The contributors' collective input was then used to draw up the budget,

Opening up the planning process: individuals helped draft Wikimedia Deutschland's 2016 participative annual plan by making contributions online.

The screenshot shows the Wikimedia Deutschland/PP16 website. The header includes the Wikimedia logo and navigation links like 'Main page', 'Wikimedia News', 'Translations', 'Report changes', 'Random page', 'Help', and 'About'. The main content area is titled 'Wikimedia Deutschland/PP16' and features a progress bar with four phases: Phase 1 (Fragen für den Kompass (abgeschlossen)), Phase 2 (Jahreskompass 2016 (abgeschlossen)), Phase 3 (Vorschläge für Maßnahmen? (abgeschlossen)), and Phase 4 (Ziele & Wirtschaftszahlen 2016). Below the progress bar, the text 'Wikimedia Deutschland: partizipative Planung 2016' is displayed, followed by a detailed introduction to the planning process. A sidebar on the right lists 'Nützliche Links' and 'Contente'.

PRIORITY 1	PRIORITY 2	PRIORITY 3
<ul style="list-style-type: none"> • Win over and retain new volunteers for Wikimedia projects. • Software development: expand Wikidata, meet the community's needs, and further develop MediaWiki to meet current demands. • Strengthen the association's political and legal efforts aimed at promoting free knowledge. 	<ul style="list-style-type: none"> • Strengthen the relationship between the association and the communities. • Win over educational, scientific, and cultural institutions for joint flagship projects. • Promote the framework for free knowledge through free teaching and learning materials. • Define and consolidate WMDE's position within the international Wikimedia movement. 	<ul style="list-style-type: none"> • Regionalization: analyze previous activities and carry them forward. • Secure greater involvement from volunteers. • Strengthen the association's identity and strategy.

which translates the ten points from the annual compass into concrete goals, including details of their desired impact and measurable success criteria, and allocates them the required resources. The 2016 annual plan was adopted by the general assembly in late November 2015. Just as it was drafted in a participative process with association members and individuals active in the Wikimedia projects for the first time, we are also implementing the established goals in collaboration with like-minded and committed partners. The complete annual plan and documentation on the various phases of the planning process can be found at https://meta.wikimedia.org/wiki/Wikimedia_Deutschland/PPI6/Kompass/en.

The participative approach involved in this form of annual planning reflects the basic principle that underpins all Wikimedia projects, including Wikipedia: together we can achieve more. We wanted to improve our planning process, too, by opening it up to new participants, thus making the path to our common goals more transparent and encouraging more people to take part. The process worked out well and the 2017 annual plan will also be drafted collaboratively. For this purpose, we have evaluated the process and taken feedback on board so that the joint planning process can be further refined next year.

EVERYONE CAN JOIN IN

24,107

In 2015, the number of Wikimedia Deutschland members grew to almost 25,000. This means that, compared to the previous year, almost three times as many people made financial contributions that provide long-term support for the promotion of free knowledge. We would like to say a big thank you to all our supporters!

In 2015, we brought one aspect of free knowledge closer to the members of Wikimedia Deutschland in every quarter. This included presenting a number of projects on free knowledge and the culture of sharing in our members' medium Wikiverse.

We are focusing even more on participation in 2016, in keeping with the basic principle behind all Wikimedia projects: everyone can take part. Projects like Wikipedia are never over; they thrive on the continuous participation of as many people as possible.

Join us and help create a world where every individual has free access to the sum of all knowledge.

All information about membership can be found on our website: www.wikimedia.de

Current information about Wikimedia Deutschland's work can also be found on our blog: blog.wikimedia.de

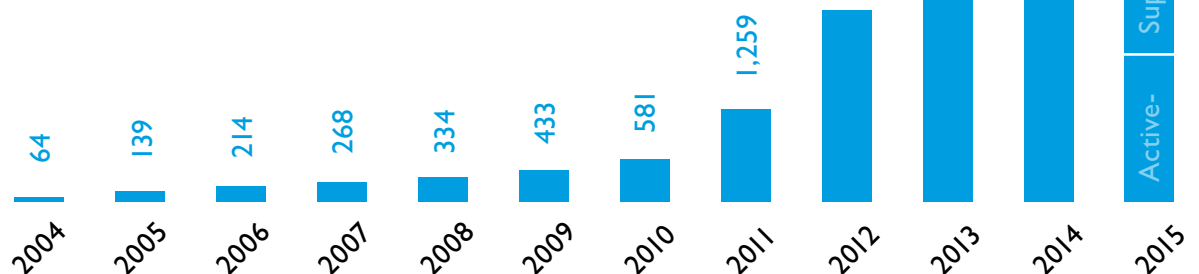
Subscribe to our Facebook page: facebook.com/WMDDeV

Or follow us on Twitter: twitter.com/WikimediaDE

If you have any questions for Wikimedia Deutschland please send an e-mail to info@wikimedia.de

MEMBER NUMBERS

(as of December 31, 2015)





Easy to use and legally compliant: the new Wikimedia Deutschland Attribution Generator Tool produces the relevant license information and makes it simpler to re-use images from Wikipedia and Wikimedia Commons. The generator can be found at www.lizenzhinweisgenerator.de.

IMPRINT

Editors: Tjane Hartenstein, Elisabeth Mandl
Responsible for content: Christian Rickerts
Design: leomaria designbüro, www.leomaria.de

Tables and graphics for financials by leomaria design, CC-BY-SA 4.0 (adapted from version by IohochI6, CC-BY-SA 3.0)

The annual accounts were audited by KPMG AG Wirtschaftsprüfungsgesellschaft and issued with an unqualified audit opinion.

The text, graphics and layout used in this annual report are licensed under the terms and conditions of version 4.0 of the Creative Commons Attribution license (CC-BY-SA). <http://creativecommons.org/licenses/by-sa/4.0/legalcode/>

Image credits:

Cover: Marco Leiter (https://commons.wikimedia.org/wiki/File:Leuchtturm_in_Westerheversand_crop.jpg), <https://creativecommons.org/licenses/by-sa/4.0/legalcode>
 p. 2: WMDE_TU23_Wand (Photo: Tjane Hartenstein for Wikimedia Deutschland) <https://creativecommons.org/licenses/by-sa/4.0/legalcode>
 p. 3 (left): Jan Apel (WMDE) (<https://commons.wikimedia.org/wiki/File:TimMoritzHector.jpg>), <https://creativecommons.org/licenses/by-sa/4.0/legalcode>
 p. 3 (right): Jan Apel (WMDE) (https://commons.wikimedia.org/wiki/File:Christian_Rickerts_Wikimedia_Deutschland.jpg), <https://creativecommons.org/licenses/by-sa/4.0/legalcode>

legalcode
 p. 4: Marco Leiter (https://commons.wikimedia.org/wiki/File:Leuchtturm_in_Westerheversand_crop.jpg), <https://creativecommons.org/licenses/by-sa/4.0/legalcode>
 p. 5 (top): Dr. Bernd Gross ([https://commons.wikimedia.org/wiki/File:Schüler-Fotowettbewerb_Umgebende_Online_2015_\(01\).JPG](https://commons.wikimedia.org/wiki/File:Schüler-Fotowettbewerb_Umgebende_Online_2015_(01).JPG)), <https://creativecommons.org/licenses/by-sa/4.0/legalcode>
 p.5 (bottom): Dr. Bernd Gross (https://commons.wikimedia.org/wiki/File:Siebenbrüderhäuser_Elbufer_Bad_Schandau_2.JPG), „Siebenbrüderhäuser Elbufer Bad Schandau 2“, <https://creativecommons.org/licenses/by-sa/3.0/legalcode>
 p. 6: Jason Krüger (https://commons.wikimedia.org/wiki/File:Wikidata_Birthday_Price_Picture.jpg), <https://creativecommons.org/licenses/by-sa/4.0/legalcode>
 p. 7 (top): Jason Krüger (https://commons.wikimedia.org/wiki/File:Wikidata_Birthday_Pubquiz_teams.jpg), <https://creativecommons.org/licenses/by-sa/4.0/legalcode>
 p. 7 (bottom): Lydia Pintscher beim World Health Summit 2015 (Photo: Jan Apel for Wikimedia Deutschland) <https://creativecommons.org/licenses/by-sa/4.0/legalcode>
 p. 8: Ben Bernhard (https://commons.wikimedia.org/wiki/File:Mapping_OER_Workshop_Qualitätssicherung_084.jpg), <https://creativecommons.org/licenses/by/4.0/legalcode>
 p. 9 (top): Visualization: Sophia Halamoda, photo: Ben Bernhard (https://commons.wikimedia.org/wiki/File:Mapping_OER_Graphic_Recording_Qualitätssicherung_01.jpg), <https://creativecommons.org/licenses/by/4.0/legalcode>

[by/4.0/legalcode](https://creativecommons.org/licenses/by/4.0/legalcode)
 p. 9 (bottom): Ben Bernhard (https://commons.wikimedia.org/wiki/File:Mapping_OER_Workshop_Qualitätssicherung_096.jpg), <https://creativecommons.org/licenses/by/4.0/legalcode>
 p. 10: Ventriloquist ([https://commons.wikimedia.org/wiki/File:Hochschule_für_Technik_und_Wirtschaft_d._Saarlandes_\(HTW\)_01.jpg](https://commons.wikimedia.org/wiki/File:Hochschule_für_Technik_und_Wirtschaft_d._Saarlandes_(HTW)_01.jpg)), „Hochschule für Technik und Wirtschaft d. Saarlandes (HTW) 01“, <https://creativecommons.org/licenses/by-sa/3.0/legalcode>; blacked-out WMDE version, <https://creativecommons.org/licenses/by-sa/4.0/legalcode>
 p. 11 (top): Martina Nolte (https://commons.wikimedia.org/wiki/File:2013-06-08_Projekt_Heißluftballon_-_Highflyer_DSCF7770.jpg), „2013-06-08 Projekt Heißluftballon - Highflyer DSCF7770“, <https://creativecommons.org/licenses/by-sa/3.0/de/legalcode>; blacked-out WMDE version, <https://creativecommons.org/licenses/by-sa/4.0/legalcode>
 p. 11 (bottom): FaceMePLS (https://commons.wikimedia.org/wiki/File:JenTower_Jena.jpg), „JenTower Jena“, <https://creativecommons.org/licenses/by/2.0/legalcode>; blacked-out WMDE version, <https://creativecommons.org/licenses/by-sa/4.0/legalcode>
 p. 24: Screenshot https://meta.wikimedia.org/wiki/Wikimedia_Deutschland/PPI6
 p. 27: English: Screenshot of the WMDE Attribution Generator Tool - Starting Page (https://commons.wikimedia.org/wiki/File:Screenshot_WMDE_Attribution_Generator_Tool.PNG), <https://creativecommons.org/licenses/by-sa/4.0/legalcode>



WIKIMEDIA
DEUTSCHLAND

Wikimedia Deutschland
Gesellschaft zur Förderung Freien Wissens e. V.
PO Box 61 03 49 / 10925 Berlin
Tempelhofer Ufer 23-24 / 10963 Berlin

Phone: +49 (0)30 219 158 26-0
Fax: +49 (0)30 219 158 26-9
E-mail: info@wikimedia.de

Website: <http://wikimedia.de>
Blog: <http://blog.wikimedia.de>
Twitter: <http://twitter.com/WikimediaDE>
Facebook: <http://facebook.com/WMDEeV>