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INTRODUCTION

In the three years since its launch in March 2008, Wikigender has become the hub for the gender community to share information and data on gender equality. This report presents developments and achievements in 2011.

KEY FIGURES

*Please note that all figures in this report are taken from Google Analytics and Wikigender.*

Wikigender activity has grown steadily in the past year, as shown by the figures for 2011:

- At the end of 2011, Wikigender had over **1,370 articles** maintained by more than **1,350 editors**. In the course of 2011, Wikigender gained more than 350 new editors (over 70 more editors than in 2010)
- An average of **22,000 unique visits per month**
- An average of **50 new articles** are created each month

Interest in Wikigender is growing and hit rates have continued to reflect a strong upward trend, rising to an average of **30,000 unique visitors per month** towards the end of 2011 (5,000 more than the monthly average in 2010). Visitor numbers continue to increase steadily each month and these include the core of the gender research community worldwide.

The involvement and interest from various organisations, think tanks, research bodies as well as students, NGOs and civil society reflect the relevance of the Wikigender platform to the gender community.

Below is a table comparing the trends for unique visits between 2010 and 2011:

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>Mid-Nov. to mid-Dec.</th>
<th>From Jan. to Dec.</th>
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</thead>
<tbody>
<tr>
<td><strong>2010</strong></td>
<td>12,199 unique visits</td>
<td>20,679 unique visits</td>
<td>165,928 unique visits</td>
</tr>
<tr>
<td><strong>2011</strong></td>
<td><strong>18,499 unique visits</strong></td>
<td><strong>28,856 unique visits</strong></td>
<td><strong>260,380 unique visits</strong></td>
</tr>
</tbody>
</table>

Top 10 countries over 2011 compared to 2010

The United States and India still occupy the top 2 places in terms of country of origin for visitors to the Wikigender site. The United Kingdom, Canada and the Philippines are among the top 5 visiting countries for 2011. Other countries included in the top 10 are France, Germany, Australia, Singapore, Pakistan and Sweden.
Top 10 countries over 2010-2011

<table>
<thead>
<tr>
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<th>January</th>
<th>Mid-Nov. to mid-Dec.</th>
<th>From Jan. to Dec.</th>
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<tr>
<td><strong>2010</strong></td>
<td>United States</td>
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<td>India</td>
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<td></td>
<td>Philippines</td>
<td>Canada</td>
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<td>Pakistan</td>
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<tr>
<td></td>
<td>Australia</td>
<td>Pakistan</td>
<td>South Africa</td>
</tr>
</tbody>
</table>

| **2011**       | United States | United States        | United States     |
|                | India         | India                | India             |
|                | United Kingdom| United Kingdom       | United Kingdom    |
|                | Canada        | Canada               | Canada            |
|                | Philippines   | France               | Philippines       |
|                | France        | Philippines          | France            |
|                | Germany       | Germany              | Australia         |
|                | (not set)     | (not set)            | (not set)         |
|                | Singapore     | Australia            | Germany           |
|                | Pakistan      | Sweden               | Singapore         |
CONTENT

ARTICLES AND RESEARCH

There are now **over 1,370 articles** on Wikigender and this number is increasing consistently every month. Content in the area of gender equality is drawn from a wide variety of sources, including the OECD, other international organisations, governments, research bodies, and NGOs.

**Topics**

Wikigender covers a wide array of gender equality-related topics, from thematic issues to regional focuses, statistics, campaigns and initiatives. In 2011 we addressed some of the gaps in topic areas that needed strengthening, notably through Wikigender University: gender equality and the environment, gender equality and Web 2.0, the role of women in peace building and conflict-resolution and women and migration. We addressed the issue of girl/boy equality – we featured the Plan publication on "Because I am a Girl: The State of the World's Girls 2011 - So, what about boys?”) – and we will further continue to address issues related to boys in 2012.

Wikigender’s partnership with the UNESCO Institute for Statistics in Montreal, Canada has also helped to considerably reinforce the availability of education statistics. In 2012 we will continue to strengthen the education indicators and also look at the following two areas:

- Access to the economy (bank loans, microcredit, other financial instruments)
- Access to ownership (land, personal property)

**Wikigender Progress Series**

In May 2011, Wikigender started a series of monthly progress-related articles, in line with the topics of its sister platform Wikiprogress, which focuses on measuring societal progress.

The latest one was on “Achieving societal progress through increasing women’s employment opportunities”. See more.

**Country notes**

The country notes give a panorama of gender equality globally. The first country notes on Wikigender came from the Social Institutions and Gender Index (www.genderindex.org). Those 124 country notes cover the gender equality situation in a particular country, based on the sub-indices used in the index: family code, physical integrity, civil liberties and ownership rights. For the countries not included in the SIGI, the usual content is structured around four key areas: legislation, employment, education, and political empowerment. In 2010 we have enlarged the scope of the content in order to have a wider variety of gender equality angles. The World Bank, the FIDH and the FAO were the three contributors to start diversifying the focus of the country pages (see our partners).

In 2011 we updated the country pages with the newly released **Women, Business and the Law 2012 report** on “Removing barriers to economic inclusion”, by the World Bank Group.
We have also updated all the country score cards and extended them to include rankings from other gender equality indices: the Human Development Index, the Social Institutions and Gender Index, the Gender Inequality Index, the Gender Equity Index, the Women’s Economic Opportunity Index and the Global Gender Gap Index.

**WIKIGENDER COMMUNITY PORTAL**

The Community Portal is your daily updated news and information source focused on gender equality. It has been redesigned in 2011 and is now more user-friendly.

Wikigender’s space for media coverage of gender issues is now organised in a new portal with the following sections: Special Focus, Media Review, Blog Review, Publications and Archive. Users can also access videos, follow UN News and access UN Women Radio.

In 2011, the Community Portal had over 800 news articles and blog posts related to gender equality. An average of 70 news and blog articles were posted on the Community Portal each month.

Although the Wikigender team provides an initial selection of media articles, we strongly encourage the Wikigender community to contribute by adding more articles to the portal. The special focus of the Community Portal is changed on average once a month.

The Community Portal is among the top 10 most popular pages on Wikigender.
NETWORKS

A number of thematic and regional networks have been created in connection with Wikigender to serve as the reference point for the gender community in their region and subject areas. The currently active networks are:

WIKIGENDER UNIVERSITY

Since January 2010 Wikigender has been running the Wikigender University Programme. After successful collaborations in 2010 with the Sciences Po University in Paris and the American University of Paris (AUP), the programme was renewed once more in 2011 with both universities. In the last quarter of 2011 we have also started to build up contacts with universities abroad to expand the programme.

Since the beginning, Wikigender University gathered a total of 20 students and over 140 articles. In 2011 we created a dedicated portal for Wikigender University to easily browse articles and access student profiles. The portal also facilitates networking and interaction opportunities between students and universities in different countries.

**Sciences Po 2011**

Each month, the 4 students from Sciences Po wrote on a different gender equality issue. In June they presented their work to the Wikigender team in Paris. Access their presentations and articles.

**AUP 2011**

The students from the American University of Paris wrote a selection of articles both on Wikigender and Wikiprogress from June until August 2011. They also presented their work at the end of August. Access their presentations.

**Universities in other countries**

In 2012 we will focus on developing Wikigender University in other countries and establish peer-reviewing mechanisms between universities when it comes to writing new articles on Wikigender.

We have developed contacts with universities in Mexico, India and Thailand in 2011, and we are working to establish small groups of contributing students in each of these countries. We strongly encourage our partners to disseminate the concept of the programme to their contacts and networks, and to suggest universities that we could approach outside of France.

**Wikigender Impact**

In 2011 Wikigender created a new programme aiming at improving communication and efficient collaboration between donors and organisations on the ground. Donors are invited to use Wikigender as a way to identify projects on the ground in need of funding, while organisations seeking funding are invited to post descriptions of their projects in Wikigender.

*Wikigender impact* therefore helps the organisations on the ground to access networks, funders and publicity outside of their own communities and to share best practices with other organisations working in similar thematic areas.

A list of initial projects has been started [here](#).
COMMUNICATION
In 2011 we continued with the same successful communication tools and programmes as in 2010,

- bringing to the forefront important gender-related news in the News section (see archive);
- highlighting key events, publications, issues, or videos provided by the Wikigender team or our partners in the Feature section;
- featuring interesting gender equality stories in the Did you Know section;
- running the Community Portal;
- including RSS feeds from our contributors WomenWatch and UNFPA;
- and linking to our social networking tools (Twitter, Facebook) as well as to Wikiprogress and the ProgBlog.

Throughout 2011 monthly communications (the Wikigender Reminder) were sent to Wikigender users, informing them of the most recent development on the website, highlighting key issues of interest and inviting them to contribute to Wikigender.

In 2011 Wikiprogress created a permanent space for Wikigender to be included in its monthly electronic bulletin, the eBrief, which provides a snapshot of current news features and initiatives relating to progress and goes to 30,000 subscribers. Wikigender's presence in the newsletter is via its monthly progress series. You can read all of the 2011 Wikiprogress eBriefs here.

THE PROGBLOG
The Wikiprogress ProgBlog regularly features posts on the latest in progress research, data, initiatives and developments on the wiki.

With over 114 blogs posted in 2011 and a significant online following, the blog is a successful driver of traffic to both Wikiprogress and Wikigender. Progblog contributions in 2011 came from diverse sources like new economics foundation, UNDP and Canadian Index of Wellbeing.

SOCIAL MEDIA
As one of the main vehicles for Wikigender, social media platforms have been very actively used to promote news and information and to support initiatives from the gender community. Continued targeted activity on these platforms enlarges the scope of the gender equality networks and drives traffic to the Wikigender website, highlighting key issues, indices and reports.

Twitter
Wikigender has had a successful year of tweeting and developing the gender community via the Twitter platform. By tweeting directly from events, hash-tagging trending topics and
continued daily tweets of up-to-date news and information, the Twitter networks have grown significantly.

Wikigender has over **1,545 Twitter followers**, with 945 new Twitter followers in 2011.

**Facebook**

The [Wikigender Facebook page](#) has developed this year to include new functions and applications released by Facebook.

The Facebook page has a total of **1,155 ‘likes’**, with **255 new likes in 2011** (of which 68% were female “likes” and 24% were male “likes”).

In 2011 Wikigender Facebook posts had a total of **49,484 views with 89 interactions**.

The top three cities listed for fans were Madrid, Paris and Lisbon, with the majority from the 25-35 age bracket.

**You Tube**

In 2011, Wikigender conducted a series of **training videos** to facilitate the overall navigation and article creation processes on Wikigender.

Check the videos on the [Wikigender YouTube Channel](#)

Wikigender had a **total of 588 video views in 2011** from a total of 1,199 video views over the lifetime of the channel.

In 2011, 68% of the audience was female, versus 32% male. The 3 most popular Wikigender videos are: **Wikis in Plain English, Wikigender: an Overview** and **Wikigender: how to add events**.
WIKIGENDER COMMUNITY

The Wikigender community of Partners, Friends of the Wiki, voluntary editors and other collaborators has continued to enrich the content and drive the themes on Wikigender. This constant exchange of ideas and information keeps the quality and relevance of Wikigender up to date.

In 2011 we have carried out a series of bilateral phone calls with all of our partners to reinforce partnerships and explore new collaboration opportunities.

New Partner

OECD Directorate for Education (May 2011)

Wikigender has partnered with the Education Management and Infrastructure Division of the OECD Directorate for Education in the framework of its Programme on Institutional Management in Higher Education – the partnership is mainly geared towards increasing each others’ visibility via our respective networks.

Project Collaboration

In December 2010-January 2011, Wikigender has contributed to a conversation on UN Security Council Resolution 1325 in partnership with Conversations for a Better World, an online social platform sponsored by UNFPA. Wikigender has also enabled an RSS feed that redirects to UNFPA’s gender equality newsfeed.
MAIN TECHNICAL DEVELOPMENTS

The technical team reviews and improves the Wikigender platform constantly to respond to ever-evolving technological innovations and opportunities for better quality and reach. The main developments in 2011 include:

Wikigender Redesign

The biggest change in 2011 has been the redesign of the Wikigender platform that started in December. The new platform now resembles its sister platform Wikiprogress. It takes into account the replies from the survey sent to our partners together with the 2010 Annual Report, in particular:

- The homepage now provides direct access to the biggest categories, allowing access to the articles thematically (via a tag cloud) and by country
- There is a rolling banner at the top which gives more visibility to account creation on Wikigender, featured news (replacing the section “In the Spotlight”) and “Did you know” stories.
- A new box called “Recent Activity” provides comprehensive information on users’ activity on Wikigender (who created or edited the last article or event)
- An “online discussion” extension was added to the homepage to encourage users to take part in Wikigender scheduled debates
- The look of individual pages has also been improved and aligned with the Wikiprogress pages, with additional features such as the “download as PDF” or “printable version” options.

Visit the new Wikigender and let us know your thoughts in the survey that you will find at the end of the report.

Country Score Cards

Country Score Cards for each country were updated on Wikigender with the following indicators (when available):

- Flag of each country
- Population (In Millions, extracted from World Bank)
- Gross Domestic Product (In USD Billions, extracted from World Bank)
- Sex Ratio
- Life Expectancy Ratio
- Fertility Rate
- Income Ratio
- Literacy Ratio
- Tertiary Enrolment Ratio
- Women in Parliament
And with the following indices:

- Human Development Index ranking
- Social Institutions and Gender Index ranking
- Gender Inequality Index
- Gender Equity Index
- Women’s Economic Opportunity Index
- Global Gender Gap Index

**Wikigender MediaWiki 1.17 update and WikiText editor**

Wikigender updated its software to the latest version, MediaWiki 1.17. This update came with multiple performance improvements, including the WikiText editor that Wikipedia uses to allow users to edit articles in a simple manner.

**Other**

- Google translate on top of all pages to allow content to be translated automatically into other languages
- An improved search engine and search bar
- A PDF Printing option through which all articles in the wiki can now be saved as PDF files and printed into a book.
 EVENTS

Wikigender was present at the following events:

**September 2011:** Angela Hariche presented at the Internet and Societies, New Innovation Paths, European Commission (Brussels)

**August 2011:** Students from American University of Paris/Wikigender University presented their final work to OECD staff

**June 2011:** Students from Sciences Po/Wikigender University presented their final work to OECD staff

**May 2011:** Angela Hariche presented at the European Central Bank taskforce on accessibility (Brussels)

**April 2011:** Estelle Loiseau and Ronan MacErlaine (from the OECD Development Centre/Wikigender) participated at a Community Indicators Consortium online conference

**February 2011:** Estelle Loiseau and Ronan MacErlaine gave a presentation on wikis to the PUC University of São Paulo, Brazil at a seminar at the OECD (Paris)

**February 2011:** Angela Hariche attended and presented at the Global Project “On Measuring the Progress of Societies” Board Meeting (New York)

**From January until August 2011:** once a month meetings held in Paris with the Wikigender University students.
THE WIKIGENDER TEAM
The team working on Wikigender is a small team based at the OECD Development Centre in Paris, France:

Angela Hariche – Project Manager
Estelle Loiseau – Project Coordinator

Ad-hoc support and content development from:
Ronan Macerlaine – Wikiprogress Coordinator (until August 2011)
Paula Lavallol – Wikiprogress Coordinator (since September 2011)
Philippa Lysaght – Communications Consultant (Sydney, Australia)
Isaac Contreras – Technical Consultant (Mexico City, Mexico)
Somali Cerise – Gender Project Coordinator
FUNDING

The gender work at the OECD Development Centre is funded by the Norwegian Ministry of Foreign Affairs, the Swedish Ministry for Foreign Affairs and the Finnish Ministry for Foreign Affairs.

Wikigender is looking for additional funding to further continue its activities, in particular with regards to the two major projects: Wikigender University and Wikigender Impact.
ANNEX – SURVEY

Your experience and opinions provide valuable information for the Wikigender team. Please complete the short survey below and return to contact@wikigender.org.

1. What do you think of the NEW look of the Wikigender site?

2. Overall, what would you do to enhance the usefulness of www.wikigender.org? Please indicate changes/improvements recommended.

3. Do you feel like there is enough information on gender equality and women’s empowerment at the country level? If not, please explain.

4. What topics/areas of interest are lacking on Wikigender? Please indicate if you could contribute to those topics (yes/no).

5. Which part of Wikigender do you most often use?

6. In an effort to enlarge our community, please suggest any networks we can invite to join us:
   - Academics, scholars:
   - Development Practitioners:
   - Donors:
   - Gender Equality Experts:
   - Statisticians:
   - NGOs:
   - International Organisations:
   - Other – please specify:

6. Can you recommend any upcoming events where Wikigender should be present?

Your name (optional) _______________________________________________