TABLE OF CONTENTS

1. Introduction ......................................................................................................................................... 3

2. Key figures ........................................................................................................................................... 3

3. Content ................................................................................................................................................ 6
   Articles and Research .......................................................................................................................... 6
   Wikigender Community Portal ............................................................................................................ 6
   Wikigender Online Discussions ........................................................................................................... 7
   Wikigender University .......................................................................................................................... 8

4. Communication ................................................................................................................................. 11
   Social Media ...................................................................................................................................... 12

5. Wikigender Community ..................................................................................................................... 13
   New Partners ..................................................................................................................................... 13

6. Main Technical Developments .......................................................................................................... 14

7. Events ................................................................................................................................................ 14

8. The Wikigender Team ....................................................................................................................... 15

9. Funding .............................................................................................................................................. 15
1. INTRODUCTION

Six years ago in March 2008, Wikigender was created as the first OECD-hosted wiki platform specifically dedicated to the exchange of information and knowledge on gender equality and to engage with new audiences left out of key policy debates. Since then, Wikigender grew to become a major hub for the gender community to share such information and data. This report presents Wikigender developments and achievements in 2013.

2. KEY FIGURES

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

Visitor numbers continue to increase steadily each year 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.

**Visits**

Throughout 2013, Wikigender had over 48,000 visits per month on average (compared with 30,000 in 2012 and 22,000 in 2011).

In 2013, there were 14.6% returning visitors versus 85.4% new visitors coming to the platform.

**Demographic data**

There were more male than female visitors in 2013.
The majority of visits came from visitors in the 25-34 years old age bracket, followed by 18-24 years old and 35-44 years old, but all age brackets were represented.

Editors and articles

At the end of 2013, Wikigender had over 1,690 articles maintained by more than 2,787 editors.

This means that during 2013, Wikigender gained over 140 articles and more than 650 new editors

Geographical data

The top 3 countries continue to be the US, India and the UK.

Below is a table comparing the trends for visits between 2010 and 2013:

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>Mid-Nov. to mid-Dec.</th>
<th>From Jan. to Dec.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>51,684 visits</td>
<td>58,285 visits</td>
<td>576,270 visits</td>
</tr>
<tr>
<td>2012</td>
<td>25,709 visits</td>
<td>52,793 visits</td>
<td>433,384 visits</td>
</tr>
<tr>
<td>2011</td>
<td>18,499 visits</td>
<td>28,856 visits</td>
<td>260,380 visits</td>
</tr>
<tr>
<td>2010</td>
<td>12,199 visits</td>
<td>20,679 visits</td>
<td>165,928 visits</td>
</tr>
</tbody>
</table>

Top countries over 2012-2013

As can be seen from the map and table below, great strides were made in Wikigender’s reach, as there are visits from nearly every country in the world. In 2013, The US, India and the UK still occupy the top 3 places in terms of visits, with respectively 26.62%, 13.84% and 6.76%. Visits from India slightly increased since 2012, while visits from France have decreased. Also, there are few visits from Spanish-speaking countries. This suggests that more efforts are needed to address the language diversity on Wikigender.
<table>
<thead>
<tr>
<th>Country</th>
<th>% Visits</th>
<th>Country</th>
<th>% Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>28%</td>
<td>US</td>
<td>26.62%</td>
</tr>
<tr>
<td>India</td>
<td>12.90%</td>
<td>India</td>
<td>13.84%</td>
</tr>
<tr>
<td>UK</td>
<td>6.98%</td>
<td>UK</td>
<td>6.76%</td>
</tr>
<tr>
<td>Canada</td>
<td>4.97%</td>
<td>Canada</td>
<td>4.36%</td>
</tr>
<tr>
<td>Australia</td>
<td>3.09%</td>
<td>Australia</td>
<td>2.75%</td>
</tr>
<tr>
<td>Philippines</td>
<td>2.74%</td>
<td>South Africa</td>
<td>2.47%</td>
</tr>
<tr>
<td>France</td>
<td>2.25%</td>
<td>Philippines</td>
<td>2.32%</td>
</tr>
<tr>
<td>Germany</td>
<td>1.52%</td>
<td>Mexico</td>
<td>2.06%</td>
</tr>
<tr>
<td>South Africa</td>
<td>1.45%</td>
<td>France</td>
<td>1.81%</td>
</tr>
</tbody>
</table>
3. CONTENT

ARTICLES AND RESEARCH

There are now over 1,690 articles on Wikigender, all drawn from a wide variety of sources, including the OECD, other international organisations, governments, research bodies, and NGOs. The Wikigender community of Partners, Friends of the Wiki, Wikigender University editors, voluntary contributors and other collaborators have 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.

Wikigender covers a wide array of gender equality-related topics, from thematic issues to regional focuses, statistics, country information, as well as campaigns and initiatives. All articles are classified by categories.

Wikigender also has detailed country profiles including the most recent information from the OECD’s Social Institutions and Gender Index (SIGI) but also from other sources, including the Women, Business and the Law, the FAO Gender and Land Rights Database and the Africa for Women’s Rights Campaign.

In 2013, data from the Social Institutions and Gender Index (SIGI) (see www.genderindex.org) was added to all relevant country pages in the Land Portal.


In 2014, Wikigender will be looking at further increasing the quality, depth and scope of available articles on Wikigender, as well as new articles. Particular focus will be put on statistical data and research-based articles from across the OECD but also beyond. Efforts in this direction are essential to ensure the relevance of information available on Wikigender and to respond to our users’ demand. This will be done by further reaching out to editors via the OECD, the Wikigender University Programme, online discussions and volunteers.

WIKIGENDER COMMUNITY PORTAL

The Community Portal (CP) is your daily updated news and information source focused on gender equality. It is an opportunity to focus on an event, a publication or an issue that is widely covered by the media or that we would like to highlight.

In 2013, the Community Portal had over 600 news articles and blog posts related to gender equality, which represents on average 50 news and blog articles published in the media review each month. The special focus of the Community Portal is changed at least once a month.

See the various topics covered in the Special Focus since January 2013:
Women and Governance

Ending violence against women

Unpaid care work

Safe spaces for women and girls

Parental leave

Too Young to Wed

Malala and her fight for education

Refugee women

Women and elections

Adolescent girls’ health and well-being

What makes (working) women happy?

Rising against sexual violence

Women in combat

Violence Against Women in India

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.

Wikigender Online Discussions

There were four online discussions organised in 2013:

- **February 2013**: Connecting people, sharing knowledge, increasing transparency: Using online platforms to increase access to open data and share best practices of monitoring women’s land rights
  
  (26 comments)

  This was a discussion led by the International Land Coalition (ILC) Women Land Rights team, in collaboration with the Land Portal, a Wikigender partner. The comments were synthesised in a final document and led to the publication of a paper on “Connecting people, sharing knowledge, increasing transparency: Using the Land Portal to increase access to open data, share best practices” which was presented at the “Annual World Bank Conference on Land and Poverty” in April 2013.
- **February 2013:** Transforming social norms to prevent violence against women and girls
  (70 comments)
The main findings of the discussion were presented by Angela Hariche on 4 March at a side event organised by the OECD Development Centre during the 57th session of the UN Commission on the Status of Women (CSW) in New York. Partners included Breakthrough, End Violence Against Women (EVAW UK), the Ministry for Foreign Affairs of Finland, Partners for Prevention (P4P) and Womankind Worldwide.

- **March 2013:** Reducing Poverty Is Achievable: Finding Those Who Are Hidden By Inequalities
  (55 comments)
Wikigender co-organised an online consultation in the run up to the OECD Global Forum on Development, which took place on 4-5 April in Paris. The consultation resulted in a synthesis report and the main messages were presented at the Forum.

- **April 2013:** The impact of discriminatory social norms on adolescent girls
  (62 comments)
Estelle Loiseau presented the main findings of this discussion at the 26 April workshop on “Empowering adolescent girls by tackling social norms” in London, which was co-organised by the OECD Development Centre, the Overseas Development Institute (ODI), the Department for International Development (DFID UK) and The Girl Hub. Partners in the discussion included the Health Behaviour in School-aged Children Research Network (HBSC), the Department for International Development (DFID UK), ASCD – The Whole Child, the Girl Hub, the Overseas Development Institute (ODI) and Plan (UK).

- **September 2013:** The impact of social norms on female migration
  (35 comments)
In preparation of an Issues Paper on “How do discriminatory social institutions influence female emigration flows in developing countries?”, Wikigender partnered with the International Organization for Migration (IOM), the Scalabrini Migration Center (SMC), Wikiprogress and Wikichild to gather views on the linkages between the social norms that discriminate against women and migration processes. The main messages were included in the paper.

**Wikigender University**

A significant number of articles in Wikigender directly come as a result of collaborations through the Wikigender University Programme.

In 2013, 41 new articles were created by CIDE (Centro de Investigación y Docencias Económicas) in Mexico, the School of Economics and Public Policy at Srinakharinwirot University in Thailand and a new addition to the programme: Smith College from the United States.
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.

Smith College, United States

The project ran from April until August 2013. The three students involved wrote 18 articles each, listed below. The project is expected to carry on with a new group of students in 2014.

- Angela Davis
- Virginity Testing
- Women of the Wall
- LGBT Undocumented Immigrants
- Intersectionality of Gender Inequality and Racial Discrimination
- Women’s Activism in Saudi Arabia
- Massimadi Bruxelles - Festival des films LGBT d’Afrique et de ses diasporas
- Infertility
- Senator Wendy Davis
- Transnational Feminist Webzine - Subversion/Subversión
- Islamic Veil
- The White House Project
- Gender Equality Marker System
- Acid Throwing
- LGBT
- Half the Sky: Turning Oppression into Opportunity for Women Worldwide
- Ripple Effect Images
The School of Economics and Public Policy at Srinakharinwirot University in Bangkok, Thailand

The project ran from 1 July until 8 October 2013. Students from the School of Economics and Public Policy were divided into 4 groups and each group wrote 6 articles during the duration of the project.

In addition, Wikigender submitted an opportunity on the [UN online volunteering website](#), and through this process selected 4 online volunteer editors and to write and edit articles on Wikigender for a period of 4 months. The project ran from 9 July – 9 November, generating a total of 23 articles.

[Read more](#) and see their articles below.

<table>
<thead>
<tr>
<th>Group 1</th>
<th>Group 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consequences of migration on Thai households</td>
<td>The determinants of female international migration from Thailand</td>
</tr>
<tr>
<td>The integration of female migrants in Thailand</td>
<td>Female migration and violence against women in Thailand</td>
</tr>
<tr>
<td>Trends in the use of social media by youth in Thailand</td>
<td>Youth networks in Thailand and Asia Pacific</td>
</tr>
<tr>
<td>Thai youth and health issues</td>
<td>The gender division of housework among children in Thai households</td>
</tr>
<tr>
<td>Regional Thematic Consultation on Education in the Post-2015 Agenda</td>
<td>E-learning for girls in Thailand</td>
</tr>
<tr>
<td>Girls’ primary education in Thailand</td>
<td>Girls’ secondary education in Thailand</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Group 3</th>
<th>Group 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>The challenges of migration in Thailand</td>
<td>Trends in female and male migration in Thailand</td>
</tr>
<tr>
<td>The gender dynamics in regional migration in East Asia</td>
<td>The gender dynamics in migration within Thailand</td>
</tr>
<tr>
<td>Early childhood development of migrant girls in Thailand</td>
<td>Youth with disabilities in Thailand</td>
</tr>
<tr>
<td>Thailand’s youth policy</td>
<td>The role of youth in shifting gender norms in Thailand</td>
</tr>
<tr>
<td>Educational opportunities for girls in South-east Asia</td>
<td>Girls’ tertiary education and vocational training in Thailand</td>
</tr>
<tr>
<td>Segregation of Education by gender in Thailand</td>
<td>Girls’ education in northern Thailand</td>
</tr>
</tbody>
</table>
CIDE (Centro de Investigación y Docencias Económicas) in México, Mexico

This project is ongoing. CIDE added two new articles in Spanish:

Miss Universo y la Equidad de Género
La Güera Rodríguez

Read more about their past articles.

4. COMMUNICATION

Wikigender’s communication strategy includes the platform itself, social media outlets and a monthly newsletter.

Communication tools on the main page of the platform include:

- An **interactive banner on the homepage** where gender equality stories and news are announced in the “Did you Know” section;
- A **Special Focus** space on the homepage, which changes regularly to highlight a publication, key policy issue or an event, among others.
- A **Community Portal**, a portal which brings to the forefront important gender-related news, media articles and blogs, as well as publications and videos: [http://wikigender.org/index.php/Community_Portal](http://wikigender.org/index.php/Community_Portal);
- A **calendar of events** where the community can add upcoming gender-related events;
- **RSS feeds** from our contributors UN Women Watch and UNFPA;
- Links to our social media outlets ([Twitter](https://twitter.com), [Facebook](https://www.facebook.com)) as well as: [Wikiprogress](http://www.wikigender.org), [Wikichild](http://www.wikigender.org), [Wikigender University](http://www.wikigender.org), [Wikiprogress.stat](http://www.wikigender.org), the [ProgBlog](http://www.wikigender.org), [Wikiprogress América Latina](http://www.wikigender.org), [Wikiprogress Africa](http://www.wikigender.org) and the [European Network on Measuring Progress](http://www.wikigender.org).

Throughout 2013 Wikigender users continued to receive **Wikigender Connect**, the monthly newsletter informing them with recent developments on the platform, key issues of interest, gender equality news and inviting them to contribute to the platform. Wikigender Connect also gathers partners and users’ contributions to the wiki and calls for more participation. A special page gathering all newsletters was created in 2013, click here to see the newsletters by month: [http://www.wikigender.org/index.php/Wikigender_Connect](http://www.wikigender.org/index.php/Wikigender_Connect)

In 2013 Wikiprogress continued to feature Wikigender updates and a link to the Wikigender Connect in its monthly electronic bulletin, the **eBrief**, which provides a snapshot of current news features and initiatives relating to progress and goes to 31,000 subscribers. You can read all of the 2011 Wikiprogress eBriefs [here](http://www.wikigender.org/index.php/Wikigender_Connect).
SOCIAL MEDIA

Social media outlets continued to be actively used to promote news and information and to support initiatives from the gender community on Wikigender. Continued targeted activity on these platforms helps to drive traffic to Wikigender, highlight key topics and enlarge our audience.

Twitter

Wikigender has had a successful year of tweeting and developing the gender community via Twitter. In particular, Wikigender has engaged in Twitter discussions at several major events, to engage with a broader audience (e.g. #OECD and #OECDgfd for the 2013 Global Forum on Development).

By 17 January 2014, Wikigender had 4,329 Twitter followers, which means that more than 1,500 new followers were added during 2013.

Facebook

By 31 December 2013, the Wikigender Facebook page had a total of 1,931 ‘likes’, with over 400 new likes in 2013.

Key stats in 2013:

- **Daily organic reach: over 21,000 people** visited/saw the Wikigender Facebook Page, or one of its posts in News Feed or ticker. These can be people who have liked your Page and people who haven’t. (Unique Users)
- **Daily total impressions: over 135,000 impressions** (this represents the number of impressions seen of any content associated with the Wikigender Page – Total count)
- **Daily total consumers: over 1,500 people** engaged with the Wikigender Facebook page. This represents the number of people who clicked on any of the Wikigender Page content – Unique users.

You Tube

Check all Wikigender videos on the Wikigender YouTube Channel

Wikigender had a total of 890 video views in 2013 (about 200 less views since 2012) from a total of 3,174 video views over the lifetime of the channel.

Key stats in 2013:

- The **top 10 visiting countries** were the US, Australia, the UK, Trinidad and Tobago, France, Germany, Spain, Brazil, the Netherlands and Canada.
- The 3 most popular Wikigender videos are: Wikis in Plain English, Statistics on Women and Create an account on Wikiprogress/Wikigender
The ProgBlog

The Wikiprogress ProgBlog regularly features posts on the latest in progress research, data, initiatives and developments on the wiki. Over **130 blogs were posted in 2013**.

Gender-related blogs on the ProgBlog during 2013 include:

- **Spotlight! Gender Equality and Well-being** (15.02)
- **Rising against sexual violence!** (19.02)
- **The Voices Of Young Women. Do You Hear Them?** (20.02.2013)
- **Gender Empowerment in India – Challenges and Opportunities** (21.02)
- **Invisible Women: Making Women Count** (28.02)
- **International Women’s Day: a message for career women** (08.03)
- **Women and the quest for happiness** (19.03)
- **Gender equality and post-2015: what’s new? Perspectives from the 11th OECD Gendernet meeting** (21.05)
- **Launch of the Gender Equality Index** (27.06)
- **Abstinence doesn’t do the trick** (31.07)
- **Our grandmothers and mothers did not fight for gender equality in vain** (08.11)

5. Wikigender Community

New Partners

Wikigender is always looking for new partnerships and forms of collaboration. In 2013, two new partnerships were created: one with Genre en Action, to strengthen our online presence in francophone countries, and one with the UN Women Knowledge Gateway for Women’s Economic Empowerment, to collaborate on online discussions and webinars.

**Genre en Action** (September 2013)
The partnership with the French network includes enhancing each other’s visibility, article creation in French and joint fundraising for a Wikigender in French.

**UN Women Knowledge Gateway for Women’s Economic Empowerment** (November 2013)
The partnership is based on exchanging multimedia and content, collaborating on online discussions and webinars as well as enhancing each other’s visibility.

See all [Wikigender partners](#).
6. 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.

Most technical developments took place in 2012 with the big redesign of the platform. However, in 2013, several additional developments were made:

- **Redesign of the “Join” button on the Wikigender homepage**, which was renamed as “Get involved” and includes more options (e.g. create an article, add an event, update country information, contribute to the Community Portal, etc.)
- **Categorisation of Wikigender articles**: in 2013, the team undertook the task of categorising all articles, to ensure that they belonged to the relevant category and give them more visibility
- **Redesign of the Wikigender University portal**: a new banner was made and the portal was given a fresher look. In addition, any article written as part of the programme now has the Wikigender University logo on it, therefore making it easier to identify
- **Modifications to the Wikigender Connect template**: new images/logos were added
- **New tool allowing sysops and bureaucrats to merge accounts**, following requests to merge duplicated user accounts. This tool also enables sysops to completely delete user profiles (which was impossible until the implementation of this new tool).
- **Improved media file gallery**: image files can now be browsed more easily: a play/pause button was added, information about the selected picture is displayed, and a search bar enables easy search of picture by keyword
- **All country score cards were updated**

7. EVENTS

Wikigender was present at the following events:

**4 March 2013**: Angela Hariche presented the findings of the online discussion “Transforming social norms to prevent violence against women and girls” at the 57th session of the UN Commission on the Status of Women, during a side event organised by the OECD Development Centre, the Finnish Ministry for Foreign Affairs and the South African Ministry of Women, Children and People with Disabilities (DWCPD) in New York.

**4-5 April 2013**: Wikigender was present at the OECD Global Forum on Development by live-tweeting from the event. Wikigender also co-organised an online consultation leading up to the event on “Reducing Poverty Is Achievable: Finding Those Who Are Hidden By Inequalities” from 6-15 March, gathering 55 comments. The consultation resulted in a synthesis report and the main messages were presented at the Forum.
26 April 2013: Estelle Loiseau presented the findings of the online discussion “The impact of discriminatory social norms on adolescent girls” at the workshop “Empowering adolescent girls by tackling social norms” organised by the OECD Development Centre, the UK Department for International Development, Overseas Development Institute and Girl Hub in London.

14 May 2013: Estelle Loiseau presented the findings of the online discussion “Transforming social norms to prevent violence against women and girls” at the event “Violence against Women: Act Now!” co-organised by the OECD Development Centre and the OECD Organisation Wide Network (OWN) in Paris.

16 May 2013: Estelle Loiseau presented Wikigender and future plans for the next 5 years for Wikigender to the donors.

29 October 2013: Estelle Loiseau presented Wikigender to 20 officials from the Austrian Ministry of Justice who are working on questions of anti-discrimination and/or women’s advancement, equal treatment of men and women. The audience included judges, prosecutors, justice officials working at penitentiaries and public officers.

8. THE WIKIGENDER TEAM

As of 2014, the Wikigender team consists of:

Estelle Loiseau – Wikigender Co-ordinator (OECD Development Centre)

Support and content development from:

Salema Gulbahar – Wikiprogress Co-ordinator
Melinda George – Wikichild Co-ordinator
Anna Eliseeva – Wikigender University Programme Co-ordinator

Members of the gender team at the OECD Development Centre:

Keiko Nowacka – Gender Project Co-ordinator
Gaëlle Ferrant – Economist

9. FUNDING

Throughout 2013, the gender work at the OECD Development Centre was funded by the Norwegian Ministry of Foreign Affairs, the Swedish Ministry for Foreign Affairs, the Finnish Ministry for Foreign Affairs and the Austrian Development Cooperation Agency.