

SuSanA World Water Day March 2017

Wikipedia Edit-a-thon Report:

Looking Back

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This report relies heavily on the April 2017 final report authored by Cranfield MSc students July Gracient, Yamikani Yafeti, Dorian Dubus, Kojo Howard, especially in the section dedicated to “looking back”.

We have resequenced material and augmented some sections with additional information. We have included their recommendations section, which is followed by our proposal for “the way forward” (however this part is now in a separate document, see link in Chapter 7).

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1. Purpose of the Report

The purposes of this report include:

- Document outcomes of the edit-a-thon to be reported to the consortium and to The Bill and Melinda Gates Foundation .
- Learn from the March 2017 World Water Day edit-a-thon experience.
- Recommend approaches to future Wikipedia work on WASH pages.
- Propose a World Toilet Day Wikipedia activity for Sept.-Nov. 2017.

2. Background

This report contains a description of activities carried out before, during and after the SuSanA World Water Day Wikipedia Edit-a-thon event. It presents key statistics and findings including the number of editors and edits made over a defined time period in March 2017.

Wikipedia is one of the most popular sources of information for a wide range of users. Knowledge sharing plays a critical role in achieving sustainable development and accelerating results.

The Sustainable Development Goals (SDG) acknowledge the importance of knowledge sharing and seeks to “strengthen the means of implementation and revitalizing the global partnership for sustainable development” (SDG 17). Particular targets set under this goal towards achieving knowledge sharing is the call to “enhance knowledge sharing on mutually agreed terms including through improved coordination among existing mechanisms (SDG 17.6).

Wikipedia is the 5th most visited website globally (source: <http://www.alex.com/siteinfo/wikipedia.org>). We believe it is therefore important, and an opportunity for public education, to keep the information about sanitation and SDGs on Wikipedia relevant and up-to-date.

As part of activities planned towards improving the effectiveness of the SuSanA platform as a knowledge management resource, a Wikipedia edit-a-thon event was organised around World Water Day, 22 March 2017, by a sub-team of the consortium, namely Esther, Ruth, Diane, Carol and Elisabeth.

The SuSanA team recognises the value of Wikipedia as an information tool for both WASH practitioners and people outside the sector or the general public. In view of this, coupled with the commemoration of World Water Day (WWD), SuSanA organised an Edit-a-thon event.

This report presents a description of the edit-a-thon event, activities carried out by the Cranfield MSc students, key statistics and findings about editors involved, views of edited/created articles and contributions to the event.

The four Cranfield MSc students were not volunteers but worked on this as part of their final year industrial experience project. To this end, a financial agreement had been struck between Cranfield University (Alison Parker) and SEI. The students however received no financial incentive.

3. About the Event

The Team

Esther Shaylor proposed the idea of an edit-a-thon and served as lead for the project. Carol, Ruth, Elisabeth and Diane were on the planning committee. Esther worked with Alison Parker from Cranfield University to guide the students for the project. SEI paid Cranfield University to work with the students as part of one of their MSc program requirements, the “industry project”.

Members of the SuSanA Community are spread worldwide, therefore editors came from various places with different languages.

Objectives

The objectives of this event were to:

1. Initiate a public education activity to further SuSanA’s knowledge sharing objectives.
2. Update WASH related Wikipedia articles to ensure information is detailed, relevant and accurate.
3. Mobilise SuSanA members to work together as a team on this, ideally as part of a SuSanA working group, perhaps spearheaded by the WG lead.
4. Educate some consortium members on how to edit Wikipedia articles so that targets for Wikipedia editing as part of this grant could be fulfilled.
5. Find out how much “traction” this kind of activity would see and learn for possible future Wikipedia editing activities.
6. Get other Wikipedia editors interested in improving WASH topics on Wikipedia if they somehow hear about this event or noticed increased activity.

Timeline

The event was held as part of activities leading up to the World Water Day and the dates were chosen as such.

Time period	Activities and comments
End of January - 19 March	Preparation, advertising and recruiting; Esther made the first post on the Forum here on 10 February. We had several skype calls (Esther, Ruth, Diane, Carol, Elisabeth)
19 - 21 March (from 1 pm CET until 1 pm two days later, i.e. 48 hours in total)	48-hour World Water Day Wikipedia Edit-a-thon; we tried to have the Adobe Connect room staffed during the entire 48 hour period.
4-31 March 2017	Time period during which data was collected on Outreach Dashboard (chosen by Elisabeth)
19 March to 31 March	Official time period during which we

	advertised the Wikipedia work actively
Every Wednesday after that for six weeks	Elisabeth met with the Cranfield students in the virtual Adobe Connect room to continue editing together until the end of their final year project which ended early May 2017

Place/Venue

Edit-a-thons usually take place at a physical location but our event was a virtual event. More information about edit-a-thons is available [here](#).

Editors were invited to visit an **Adobe Connect Chatroom** while they were editing. Using microphones or the chat function, editors talked about what they were working on and could ask for ideas or assistance (webcam function was also available but only used very little; most of the time people preferred to chat).

A support team composed of SuSanA members (mainly the Cranfield students and the Wikipedia team from the consortium) staffed the room throughout the 48 hours' session, with at least one person available at all times.

A comprehensive Meetup Page was set up in Wikipedia by Elisabeth and Daine which contained all the information about the event. That continues to be available on Wikipedia [here](#).

Participation

Fifty-eight editors registered for the edit-a-thon on the Outreach Dashboard (further explanation of this tool is provided below). Most were new Wikipedia editors so had to register and create a Wikipedia login.

Of the 58, 33 actually did some editing. However, we considered it a positive outcome that 25 people did get as far as creating a login with Wikipedia. They might edit in the future, as they have already jumped the first hurdle.

Ninety people are on our Wikipedia email list as a result of so many indicating their interest by making a post on the Discussion Forum.

4. Work Accomplished

Event promotion

The event was advertised and marketed on Facebook, Twitter, WhatsApp and the SuSanA Discussion Forum. Short "how to" videos were posted on Youtube. The Working Group email lists were also used to reach SuSanA members.

We promoted the event on many levels:

1. Activities by the students:
 - a. Ensuring promotion and discussion of the event through relevant channels including social media platforms like Twitter, Facebook, WhatsApp etc. –

Several of the editors who joined up and made a few edits were friends of the Cranfield students, so this direct “word of mouth” communication with friends worked in that respect

- b. Drafting communication materials in both French and English leading up to the event. Communication material are found in Appendix 1
2. Extensive use of forum posts, mainly by Elisabeth but also by Carol, Ruth, Esther and Diane, see e.g. [here](#) on the forum.
3. An e-mail to each WG mailing list, except for WG4 (prior communication and buy in by the leads) – drafting and agreeing on the e-mail texts took a long time, but can now be reused if we do it again
4. Twitter and Facebook by the Secretariat (see images used in Appendix 2). The hashtag **#edit4impact** was used.
5. Advertising internally in our organizations, in particular at WaterAid: Ruth advertised it on their intranet, in their head office meeting and on WaterAid's yammer which is an internal facebook type platform which is used globally by our staff. As a result, staff from WaterAid's WASHwatch project became active on Wikipedia by tasking a volunteer to update some country water profile pages. - At Oxfam, Esther wrote a blog post about this event at the Water Policy blog of Oxfam.
6. Tweets by Elisabeth, Carol and others
7. E-mails to friends and colleagues
8. Press release (text in Appendix) – this took a fair bit of time but whether it had any impact is uncertain
9. Event postings were made on UN World Water Day website (by SuSanA and also by PHLUSH after the organization made it their official WWD participation).

Training activities

Three short “how to edit” videos were created with the free “Screencast Matic” software (see playlist [here](#)), uploaded to Youtube and the links posted on the forum. As of 7 July 2017, the number of views was quite low:

- “How to insert references”: 33 views;
- “Start editing”: 131 views;
- “Overview of Wikipedia”: 72 views.

While the videos were fun to create, our overall conclusion was that there wasn't a strong return on investment of time it took to create them. So there might not be a strong driver to create more of these but we can of course still use and promote the existing ones.

On the other hand, Esther pointed out that: *“I think they stay beyond the edit a thon and also for those who viewed we can't be certain they were not of use. I think where possible we should continue to use as many different media styles as possible. They weren't time consuming to do.”*

Improving Existing Articles

The left-hand column below lists various ways editors can contribute to improving Wikipedia articles. The right-hand column summarizes contributions of that type. The Meetup Page gave more details on ways to contribute, as listed [here](#).

Proposed activities regarding existing articles	Suitable for non WASH experts	Elisabeth's Observations as of 31 March 2017
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	?	
Improving readability	Yes	Little activity on that, although this might have happened in a haphazard way but without monitoring changes in readability scores or concentrated efforts of copy editing (I've seen other Wikipedia articles undergo a huge copy editing exercise to improve readability - usually by experienced Wikipedia editors)
Help to improve the lead section of Wikipedia articles	Yes	Almost nobody tackled this one
Adding images	Yes	Elisabeth advised the students to work on this which they did, but they took too long to select images, and the captions were often too long
Translate articles into other languages	Yes, although would need to know technical terms	Dorian and July did a lot of translations from English to French and achieved a fair bit on that; my problem is that I don't follow the French Wikipedia so it is hard for me to gauge impact of the French articles but I assume it's there. Towards the end I recommended to the students to focus on quantity more, i.e. to translate only the leads, not entire articles.
Add content with references	No / difficult	The students did some of this but they took a very long time for each paragraph and sometimes did a straight copy & paste from the publication which is not allowed.
Point out citation needed	Yes	Nobody did that
Check existing references for reliability	No / difficult	Nobody did that, as far as I could see (except perhaps the editor who worked on "human right to water and sanitation")
Apply the "Manual of Style (Sanitation)" to existing articles	No / difficult	Nobody did that
Update existing country specific pages on "Water Supply and Sanitation"	No / difficult	In keeping with WaterAid's interest in promoting their WASHwatch program via Wikipedia (see also here), an intern at WaterAid added a sentence and reference to WASHwatch for each of 86 country articles. (Unfortunately, the intern finished all 86 Country Water Supply and Sanitation articles before anyone could check her work. Elisabeth later noticed that she had used a wrong number and reference format for all of them; the intern corrected some of them, Elisabeth corrected some, but some still need to be done.)

Existing articles which were much improved included:

- [Groundwater pollution](#)
- [Human right to water and sanitation](#)
- [Public toilet](#)
- [Reclaimed water](#)
- [Sanitation](#)
- [World Water Day](#)

Probably the biggest improvements were made to the World Water Day article. A proud achievement was to get it **mentioned on Wikipedia's main page** in a section called "on this Day", see at the middle right, where a link to World Water Day appeared on 22 March (the main page looks [like this](#) and changes every day).

To get that done, Elisabeth had several interactions with another Wikipedian who decides if the article is good enough to be mentioned. He/she pointed out some flaws which we quickly had to improve to get it done on time.

Articles that got some improvements included :

- Sustainable Development Goals
- WASH
- World Toilet Day
- Swachh Bharat Abhiyan
- Toilet
- Wastewater
- Open defecation

New Articles

We had provided a list of new articles the editors could create [here](#). New articles actually created included the following four:

- [Container-based sanitation](#)
- [Emergency sanitation](#)
- [Self-supply of water and sanitation](#)
- [Decentralized wastewater system](#)

Wikimedia Commons Uploads:

We spent a bit of time on finding images to use for the World Water Day article. In the end we got some suitable ones from Anna Nylander from UN Water.

Explanation on the process:

To add images to articles, editors were asked to upload images from Wikimedia commons which is a repository of pictures that are free to access and use within Wikipedia.

In order to use images that cannot be found in Wikimedia commons, editors needed approval from the owners of images. Editors asked owners of images for permission to use these images in Wikipedia. After receiving permission from owner of images, the editors would then communicate approval of the image to Wikimedia commons who then provide a link of the picture and store same in the repository. The images would then need to be uploaded into Wikimedia commons where it can be assessed for use on Wikipedia after approval from the image owners.

Specific Activities by Cranfield Students

Activities carried out by students in support of the Edit-a-thon event were as follows;

- Identification of key pages to edit in French. Key pages are found in Appendix 3.
- Supporting editors: Editors were supported live via Adobe chat room and were given guidance on how to edit and other problems they had with editing in Wikipedia. SuSanA acknowledged the importance of having students staffing the Adobe Connect Room--adding life to the experience for anyone stopping in.
- Writing up a report about this event
- Editing Wikipedia and improving and updating content after the main event. Students also helped to create new articles.
- Meeting for the next six Wednesdays to do the follow-up work, and were sometimes joined by additional students (e.g. Chris Canaday)

5. Monitoring and Statistics

Data from Outreach Dashboard (Wikimedia Foundation tool):

Wikimedia Foundation provides a tool that can be used to monitor participation and outputs during a specific time period by editors who register their Wikipedia login name with a given event within the "Outreach Dashboard" tool. We used this tool, with Elisabeth setting it up for the event.

This means that if people edit on Wikipedia without registering themselves at Outreach Dashboard their edits would not be counted towards the outputs of our edit-a-thon.

As Elisabeth has about 600 WASH-related Wikipedia articles on her watchlist, she could see when new people were editing those articles. In that case, she invited them to join the event by writing a message on their talk page. Most people, but not all, reacted to that invitation. Some people might have overlooked the note on their talk page (new users need to turn on their e-mail notifications).

Also for very active Wikipedia editors, all their edits will be counted during that time period even if they worked on articles unrelated to the edit-a-thon. Joe Turner is one example of such an editor.

To summarise, it is difficult to be 100% accurate in collecting and interpreting the Wikipedia editing data because:

- People might edit on Wikipedia independently of the edit-a-thon but be counted towards the edit-a-thon's outputs if they added their name to the list.
- And vice versa: People might not have their name on the list, and their edits not counted, but they are editing as part of the edit-a-thon.

Nevertheless, the following figures were determined from the automated monitoring tool:

Outputs as determined by Outreach Dashboard for time period 4 to 31 March 2017:

- Articles created: 13
- Articles edited: 127
- Total edits: 1260 (each time an editor clicks on save, this is one "edit")
- Editors: 58
- Words added: 43,600
- Article views: 845,000

- Wikimedia Commons uploads (images uploaded to Wikipedia's image repository called Wikimedia Commons): 16
-

As “host” of this event, Elisabeth’s edits on Wikipedia were not counted by the Outreach Dashboard. She might have overly “inflated” the data and made it harder to see other people’s contributions. This is because Elisabeth is a more experienced and active editor, and did a great deal of Wikipedia editing. One aim of the event was, however, to get SuSanA members actively editing. If we wanted to add her edits to the statistics, they could be manually determined from her Wikipedia user profile for a one-month period. Alternatively, someone else could act as the host of the event.

Further editor statistics

- Of the 58 people who registered as editors in the Outreach Dashboard, 33 took part in editing the articles.
- A total of 44 editors from SuSanA (i.e. whom we identified as SuSanA members) created Wikipedia accounts between late of January and mid-March, confirming that the edit-a-thon succeeded in getting 44 more people engaged with Wikipedia.
- Within this group of 44 new editors, 55% made contributions during the monitoring period from 19th to 31st March
- 14 people continued to contribute after the 48-hour event, i.e. in the period 21-31 March. For further analysis, the number of editors should be split into two categories; those working with SuSanA on the grant (= the majority, namely 9 people) and others.

Attendance in Adobe Connect virtual room

During the 2-days of the intense edit-a-thon 39 people entered the chatroom. 33 people of these “spoke” in the room.

We also used the chatroom every Wednesday for 6 weeks following the event and during those days it was used by the 4 students and Elisabeth; occasionally also by Chris Canaday and Joe Turner.

We did not record peak times - this all depended on time zones. In general, it was people from their home desk and not at work.

Wikipedia page view rates

We have analysed the **page view rates** provided by Wikipedia for the Wikipedia article about World Water Day. These page view rates clearly peaked on 22 March in 2016 and in 2017. In the same graph we are also showing the page view rates for World Toilet Day for comparison This peak is not due to the edit-a-thon that we carried out (perhaps to a tiny extent), but it shows two things:

- The UN Days work to get media and the public’s attention.
- The media and the public turns to Wikipedia to find information about the topic.
- The attention is short-lived (the peaking period for World Water Day on Wikipedia was about 15-27 March).
- The peak value for World Water Day was 26,000 views this year, compared to 14,000 views last year. Question: *What has caused the increase and will this trend continue this year?*

- The peak value for World Toilet Day was 12,000 on 19 November 2016 and 18,000 views the year before. Questions: What has caused the decline and will this trend continue this year? Could we set it as our target to reverse the trend this year with a better article? Would the quality of the article have a big impact on view rates?
- The topic for this year's WWD was wastewater. One could think that the Wikipedia articles on *wastewater* or on *reclaimed water* also had a clear peak, but this was not the case, see Figure 2 (only a small peak was observed). However, it is clear that such a general topic article has sustained high views with daily average values of 600 and 321 for wastewater and for reclaimed water, respectively.

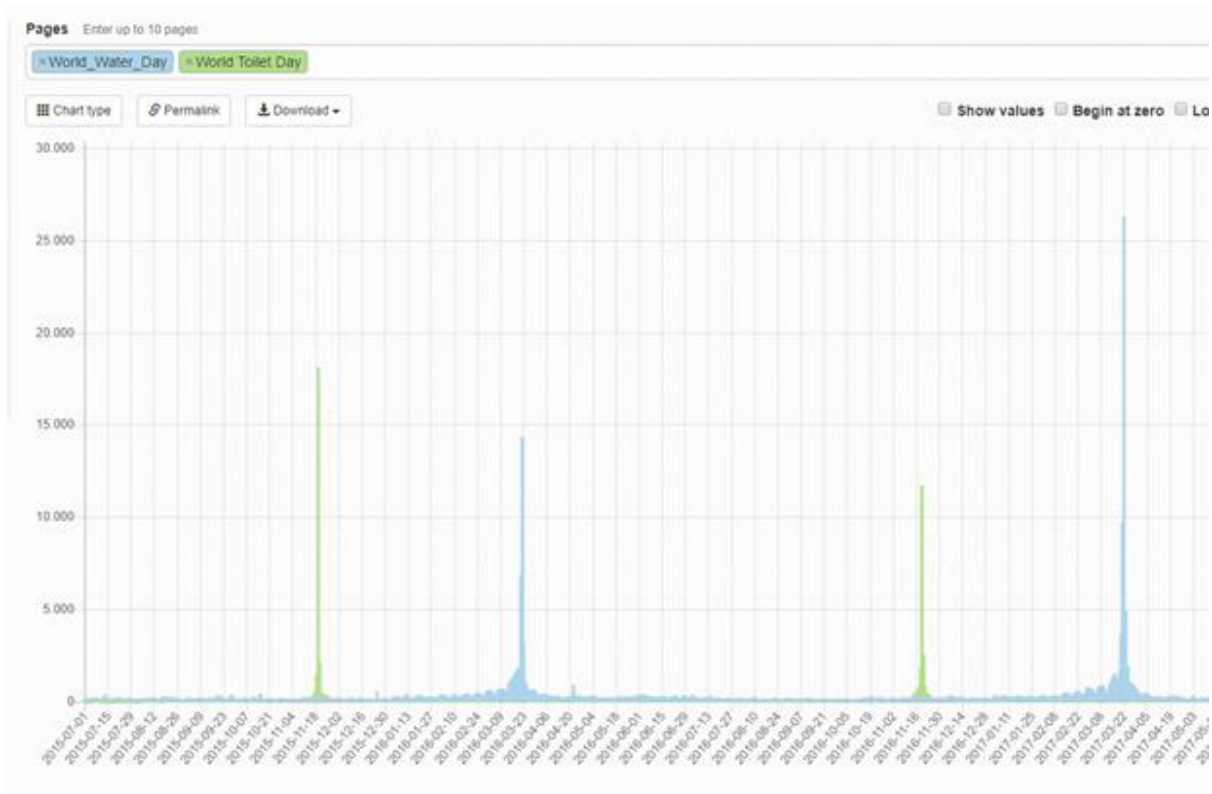


Figure 1: Page view analysis provided by Wikipedia for World Water Day (in blue) and World Toilet Day article (in green) (source data available [here](#)). The peak value for WWD in 2017 was 26,000 views on 22 March 2017.

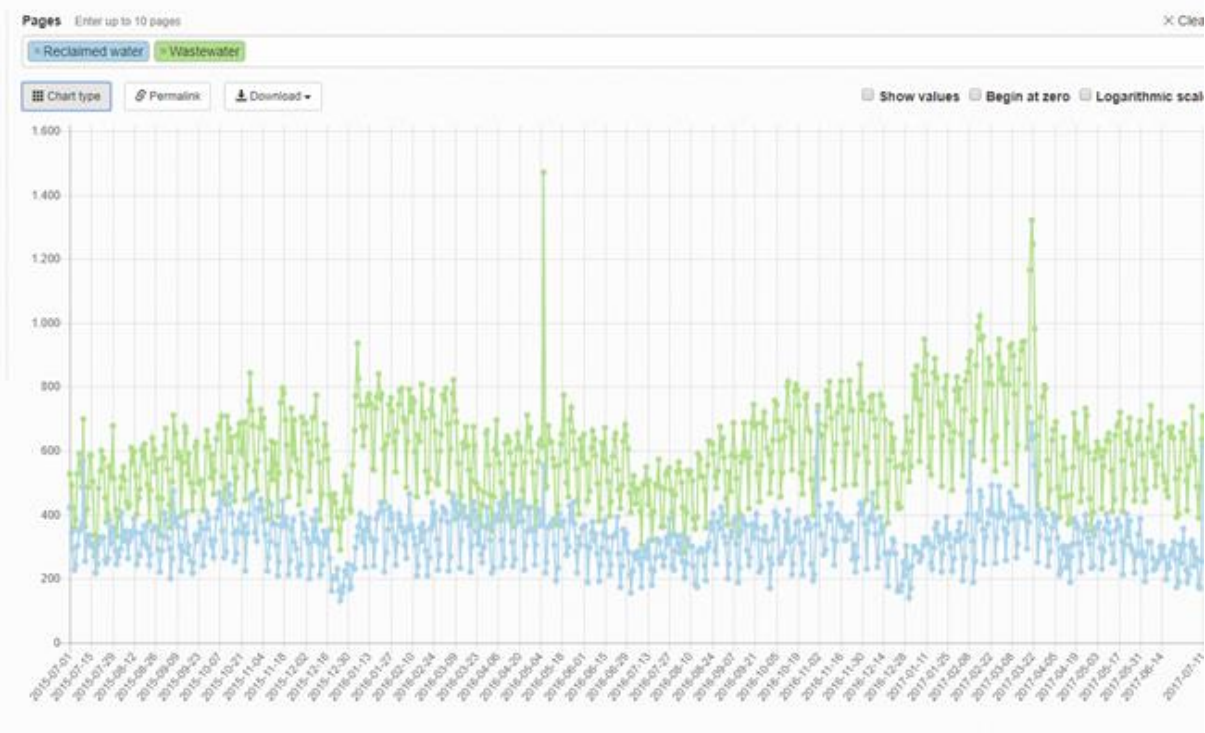


Figure 2: Page view analysis provided by Wikipedia for the articles on wastewater (in green) and reclaimed water (in blue) (source data available [here](#)). No marked peaks but consistently high view rates with daily average values of 600 and 321, respectively (actually the second peak for “wastewater” was indeed on 21 March 2017).

6. Conclusions and Recommendations

Key Findings

1. The edit-a-thon was a successful event, achieving its purpose of engaging individuals to improve the content of Wikipedia. It also created a “buzz” and plenty of activities on the Forum and e-mails were exchanged with interested SuSanA members during that time. Having a clear timeline and particular event (World Water Day) helped to channel the energy of people
2. It was also very useful to have the Adobe connect room through which editors were supported in editing. Editors who needed support with editing had an avenue where they could ask their questions and this increased the number of edits. It was fun to connect with other people around the world in that way, including hearing their voices.
3. The majority of editors who joined this event were new wikipedia users (76%). It is therefore important to consider this characteristic of editors as they obviously need a fair bit of “Wikipedia mentoring”.
 - Editing in Wikipedia can be time consuming especially to new users. In order to provide reliable sources of information, properly cite references and include content, one should have some basic knowledge on how wikipedia works.
4. A considerable amount of people continued to edit even after the 21st of March. This could be an indication of the time required in the edit-a-thon event. Event organisers may consider increasing the time for the subsequent events, although the intense period of 48 hours coupled with a less intense period of one week might just be a good combination, too.

Challenges as summarised by the Cranfield students

- The supporting team of students were not given enough time to prepare and familiarize themselves with Wikipedia. In order to offer support to other editors, it is imperative that support teams be given enough time to equip themselves with basic knowledge in editing.
- Due to the above time constraints, certain tasks like referencing and translating were time consuming compared to some tasks like adding images and pointing out citation needed.
- During Wikipedia editing, a high number of edits were expected from the students, however given that the students' level of experience in editing, the expectations were not fully met.

Recommendations from the Cranfield students

The following are recommendations that may have a positive impact on the event and provide improvements in the future. These recommendations were made by the students from their perspective. *We agree with many of them but not all. (See the next section for our proposed way forward.)*

1. **Early and targeted advertisement** of the event through relevant channels:
 - We recommend that advertisements and campaigns about the event begin at least 2 months prior to the event date. This would first of all ensure that information about the event reach a wider audience and attract more participants before the event date. This would also provide people with ample time to plan and set aside time to be involved in editing.
 - We also recommend that more media channels including Facebook, Twitter, Whatsapp, and emails are used to advertise the event.
 - We suggest that upcoming events like the edit-a-thon be also more visibly advertised on the SuSanA platform/forum.
 - Ways in which individuals could contribute should be clear in the advertisement messages.
2. We recommend that in order to motivate participants, editors who have made a lot of contributions and meaningful impacts be **acknowledged on the SuSanA platform/forum**. Acknowledgements of editors could be done similar to the top contributors on the SuSanA forum page showing number of editors and the number of edits.
3. **Assign specific tasks**: We recommend that specific tasks with clear responsibilities be assigned to team members working with SuSanA. SuSanA members could select tasks which they can explain to someone with ease. Questions from editors related to those tasks would then be referred to these SuSanA team members. This would improve efficiency in editing, provide checks and avoid duplication of roles. The list of possible tasks is the same as listed [here](#).
 - It is recommended that the new Wikipedia editors be identified, engaged and supported during the event. The new editors could be assigned specific tasks or assist as editors articles of their interest.
4. It is recommended that supporting teams be given more time to familiarize themselves with editing in wikipedia. If possible, a webinar should be organised for supporting members where they would be provided with basic information on editing in Wikipedia.
5. The team appreciates that tasks like adding of pictures and improving references have a large impact on readability of articles within Wikipedia and take less time to perform. However, the team recommends that equal attention be given to improving

the content and adding of information to articles. This would contribute largely to achieving the objective of the Wikipedia event to improve readability, relevance and accuracy of articles.

6. **Other languages:** It is recommended that where possible the focus of creation of new articles be done in French and then translated into English. This would improve the French content and increase participation from francophone speakers. However it will need commitment from francophones on SuSanA, and the support available for this from SuSanA should be explored further.

7. Appendices

Appendix 1: Communication material in both English and French

English

Do you use a toilet? Then I need your help! I know it sounds awkward but Read on! The Sustainable Sanitation Alliance (SuSanA) is calling on the help of the world's billions of toilet users and Wikipedia enthusiasts for a major upgrade of Wikipedia's sanitation-related pages between now and World Water Day on 22nd March. Please click here to find out more Please join by clicking the link below to register.

https://outreachdashboard.wmflabs.org/courses/SuSanA/Sustainable_Sanitation_Alliance_Edit-a-thon_for_World_Water_Day_March_2017?enroll=xjwmpagf Please share to the Billions of Toilet users! #sanitation #edit4impact #toilets #worldwaterday #educate&elevate #WASH

French

Vous utilisez des toilettes ? Alors nous avons besoin de votre aide ! Ça pourrait sembler bizarre mais prenez le temps de lire ces quelques lignes !

L'Alliance pour un Assainissement Durable (Sustainable Sanitation Alliance - SuSanA) appelle à l'aide les millions de personnes utilisant une toilette (une technologie pas si courante dans le monde) et/ou les membres actifs de Wikipédia pour participer à l'amélioration des pages Wikipédia concernant l'assainissement et tout ce que ça implique (égouts, biofertilisants, maladies de l'eau, agriculture, concepts, technologies, etc). Ce Marathon d'édition commence maintenant jusqu'à la Journée Mondiale de l'eau le 22 mars.

Pour en savoir plus :

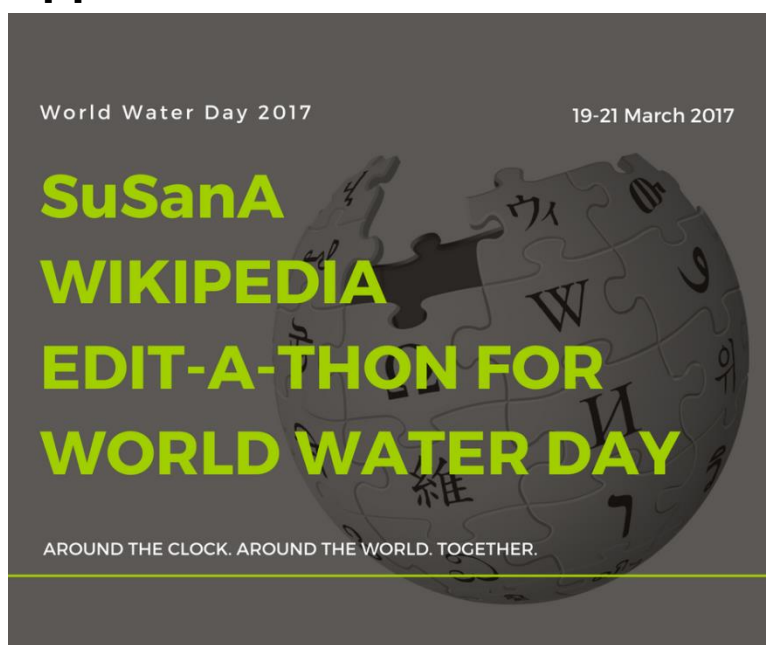
https://en.wikipedia.org/.../Sustainable_Sanitation_Alliance_...

Pour participer, cliquez sur le lien en dessous :

https://outreachdashboard.wmflabs.org/.../Sustainable_Sanitat...

Partagez avec les Millions d'autres personnes qui utilisent une toilette ! #sanitation #edit4impact #toilets #worldwaterday #educate&elevate #WASH

Appendix 2: Picture of event for social media



Appendix 3: Wikipedia articles translated from English to French

Articles whose leads (only) were translated from English to French

- [Ecological Sanitation](#) In French: [EcoSan](#)
- [Sustainable sanitation](#) In French: [Assainissement durable](#)
- [Organic fertilizer](#) In French: [Engrais Organique](#)
- [Menstrual hygiene day](#) In French: [Journée mondiale de l'hygiène menstruelle](#)
- [Global Handwashing Day](#) In French: [Journée mondiale du lavage des mains](#)

Articles translated from English to French

- [Behavior change \(public health\)](#) - In French: [Changement de comportement](#)
- [Fecal sludge management](#) - In French: [Gestion des boues de vidange](#)
- [Open defecation](#) - In French: [Défécation en plein air](#)
- [Urine-diverting dry toilet](#) - In French: [Toilettes sèches à séparation d'urine](#)
- [World Toilet Day](#) - In French: [Journée Mondiale des Toilettes](#)
- [Reuse of excreta](#) - In French: [Réutilisation des excréta](#)

French articles partly edited and translated English content added

- [Helminthiasis](#) - In French: [Helminthiase](#)
- [Sanitation](#) - In French: [Assainissement](#)
- [WASH](#) - In French: [Eau, assainissement et hygiène](#)

Appendix 4: Press release to promote the edit-a-thon

(written by Carol McCreary then edited by Diane Kellogg, Caspar Trimmer (SEI))

Sustainable Sanitation Alliance invites you to take part in a Wikipedia Edit-a-thon to celebrate World Water Day

Stockholm. March 10, 2017. The Sustainable Sanitation Alliance (SuSanA) is calling on the help of the world's billions of toilet users and Wikipedia enthusiasts for a major upgrade of Wikipedia's sanitation-related pages between now and World Water Day on 22 March.

Sustainable Development Goal 6 (SDG6) calls for universal access to clean water and decent sanitation by 2030. This Edit-a-thon is a chance to help realize this ambition.

Working around the world and around the clock, anyone can join the SuSanA Wikipedia Edit-a-thon. Simply register here to join the group of volunteers and start editing: bit.ly/SuSanAEdit-a-thon

The SuSanA Wikipedia Edit-a-thon has a serious purpose. Lack of access to a decent, functioning toilet puts 2.5 billion people and their environment at risk. That's 40% of people on the planet. SuSanA believes we as a human race have the knowledge and the technology needed to make sanitation a cornerstone of economic development and achieve SDG6.

"We need to get this knowledge out there," says Arno Rosemarin of Stockholm Environment Institute (SEI). "We are looking forward to seeing what committed people can accomplish when they put their minds and hands to work ... on their computer keyboards."

"Wikipedia is the 'go-to' source of information – the fifth most visited site on the Internet – so that's why we want to upgrade sanitation information there," says Esther Shaylor, Programme Adviser with Oxfam GB, who originated the SuSanA Edit-a-thon idea.

Examples of sanitation-related Wikipedia articles the global team of volunteers will aim to improve include for example open defecation, sustainable sanitation, dry toilets, behaviour change, faecal sludge management, water- and sanitation-related diseases, and reuse of excreta.

Working together in virtual space, volunteers will polish up existing Wikipedia articles, editing the text, adding images and references and translating articles into other languages, as well adding new articles as needed.

The SuSanA Wikipedia Edit-a-thon is part of a larger project to support the continued growth and development of SuSanA's knowledge management services. The project is led by Stockholm Environment Institute and implemented by a consortium that also includes the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, WaterAid and Oxfam GB. It is funded by a \$2.7 million grant from the Bill & Melinda Gates Foundation for a period of three years.

For more information: Visit the SuSanA Wikipedia Edit-a-thon Meetup page at: bit.ly/SuSanAEdit-a-thon Contact: Elisabeth von Muench elisabeth.muench@ostella.de (consultant for SEI) Use the hashtag [#edit4impact](https://twitter.com/edit4impact)

Appendix 5: E-mail correspondence with Wikimedia Foundation regarding merchandise

Sandra Hust (Wikimedia Foundation)

Mar 20, 4:46 PM PDT

Dear Esther,

Thank you for emailing us and your support! Please know for future events that one month is required so that we have enough time to process, approve and ship your order. Also, via the link below you will be able to see what are all the requirements to have that done.

https://meta.wikimedia.org/wiki/Grants:Project/Rapid/Requesting_swag.

As for the event on the 22nd of March, I'm sad to say we won't have enough time to send you any Merch.

We look forward to helping you in the future and hope you can understand!

Sincerely,

Sandra M. Hust

Wikipedia Store

Esther Shaylor

Mar 16, 4:16 AM PDT

Hi there,

Im working with some colleagues to host an Edit-a-thon that targets Water and sanitation pages in anticipation of World Water Day on the 22nd of March, you can see the event details here.

The event is targeting professionals from within the Water and Sanitation sector, many of whom work for charities and currently dont really get involved with Wikipedia editing. As a team we have discussed the idea of incentives but as we are operating as an INGO we dont have funds for this. I was wondering if it might be possible to receive a small donation through the merchandise arm of Wikipedia that we could send to our top contributors for the event as a thank you. It is hoped that if this is successful we might repeat the event again, the idea of small 'surprise' thank you's for contributors would be a positive way of encouraging future participation.

Please let me know if you think this might be possible.

Many thanks

Esther

Appendix 6: Thank you e-mail to participants

Von: Diane Kellogg [<mailto:dianekellogg@gmail.com>]

Gesendet: Donnerstag, 23. März 2017 03:22

An: Diane Kellogg

Betreff: Thank you for making the edit-a-thon a big success

To All Edit-a-thon Participants.....

You made a difference, and it shows in the outreach dashboard. Together we've worked on 73 articles and we're now up to 58 registered editors. Or has it changed since I wrote this? Take a look: [https://outreachdashboard.wmflabs.org/courses/SuSanA/Sustainable Sanitation Alliance Edit-a-thon for World Water Day March 2017/home](https://outreachdashboard.wmflabs.org/courses/SuSanA/Sustainable_Sanitation_Alliance_Edit-a-thon_for_World_Water_Day_March_2017/home)

Your time is valuable and SuSanA appreciates the time you chose to dedicate to improving sanitation pages. Your contribution has impact at any time. Still, any work you do on Wikipedia between now and March 31st will be recorded on SuSanA's dashboard. Please keep it up.

Do you want to stay on the SuSanA Wikipedia team?

This has been more successful than anyone imagined. After March 31st, we will be pulling together ideas for how to keep up the momentum. Would you like to continue to be informed, and potentially involved, with any future SuSanA initiatives related to Wikipedia?

Please REPLY to this email with a quick **YES** and we will keep you informed, or a **NO** and we'll take you off this email list. (If we don't hear from you, we'll keep you on the list.) **If you have time**, in the same email could you give us your input on 3 questions about the edit-a-thon? Even a sentence or two with your feedback will be valuable.

1. What did you like?
2. What would you have changed?
3. Would you want to be involved if SuSanA takes more initiatives related to Wikipedia?

All the best,

Diane Kellogg

together with Elisabeth von Muench, Carol McCreary, Esther Shaylor, Ruth Miskelly (members of the Grant Consortium of the SEI grant from BMGF on "Supporting SuSanA and the broader Water, Sanitation and Hygiene (WASH) Community of Practice through an online platform.")