Movement strategy

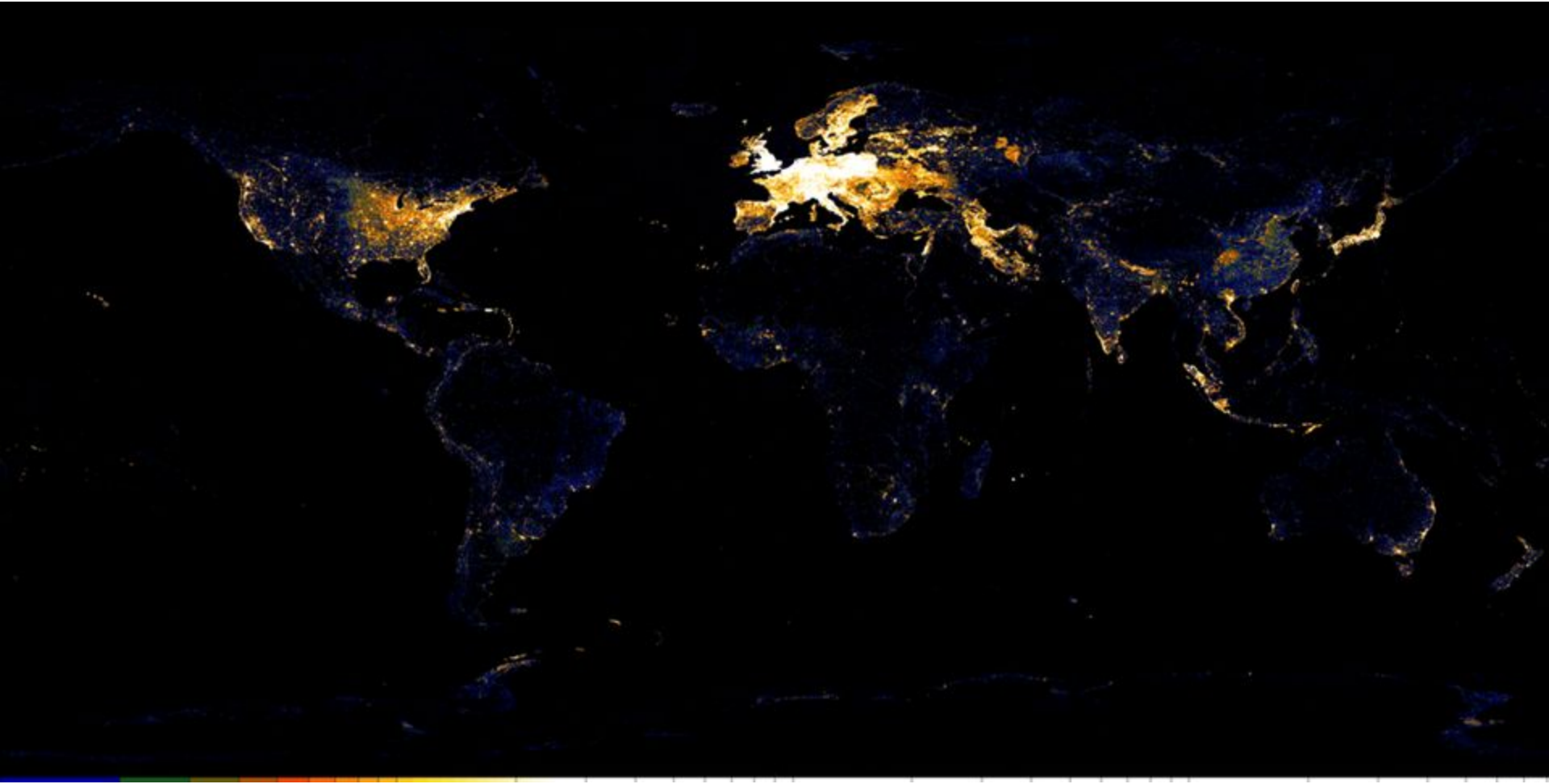
presentatie door Sandra Rientjes tijdens Algemene Ledenvergadering Wikimedia Nederland
23 september 2017

https://meta.wikimedia.org/wiki/Strategy/Wikimedia_movement/2017

Wikimedia Movement Strategy

- *Wat willen we de komende 15 jaar samen bouwen of bereiken?*
- *Welke rol willen we in 2030 in de wereld spelen?*
- *Wie is er in 2030 deel van onze gemeenschap?*
- *Welke taken liggen er op ons te wachten?*

Waarom?



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Turkije blokkeert toegang tot Wikipedia

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Laatste update: 29 april 2017 11:07

Turkije heeft de toegang tot encyclopedie Wikipedia geblokkeerd. De regering Erdogan blokkeert regelmatig toegang tot sites en diensten.

Zowel de Turkse als alle internationale edities van Wikipedia zijn in Turkije geblokkeerd, meldt *Turkey Blocks*. Die site brengt de regelmatige internetblokkades in Turkije in kaart.

Net binnen | Meest gelezen

19:14 - Strootman krijgt Di Francesco als nieuwe ... >
19:12 - Super Mario Odyssey komt op 27 oktober... >
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18:45 - Netflix komt met vierde seizoen Unbreaka... >

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- [Wikimedia-l] Announcement about changes to the Board *Patricio Lorente*
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Waarom?

- ontwikkelingen techniek
- maatschappelijke ontwikkelingen
- interne structuur en besluitvorming

Het strategie proces

Fase 1: strategie ontwikkeling

<table>
<tr><th colspan="2">Bestaande gemeenschap</th><th>New voices</th></tr>
<tr><td>track A: organisaties</td><td>track B: bewerkers</td><td>high awareness + low awareness regions</td></tr>
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<tr><td colspan="2">cycle 3: 5 prioriteiten bepalen</td></tr>
<tr><td colspan="3">Ontwikkelen strategic direction</td></tr>
<tr><td colspan="3">Endorsement</td></tr>
</table>

Cycle 1: Wat willen we samen bouwen of bereiken over de komende 15 jaar?

- Betrouwbare, neutrale inhoud van hoge kwaliteit
- Gezonde en ondersteunende gemeenschap
- Interne & externe samenwerking
- Functies (technische hulpmiddelen)
- Gebruikers, redacteurs en bijdragers
- Outreach, bewustmaking en promotie
- Innovatie
- Financiering, personeel en andere organisatorische behoeften
- Opkomende gemeenschappen
- Educatiebevordering
- Bewegingswaarden
- Kennis
- Duurzaamheid en groei

https://meta.wikimedia.org/wiki/Strategy/Wikimedia_movement/2017/Cycle_1/Report

Cycle 2: Thema's bepalen

Healthy, inclusive communities

The augmented age (Advancing with technology)

A truly global movement

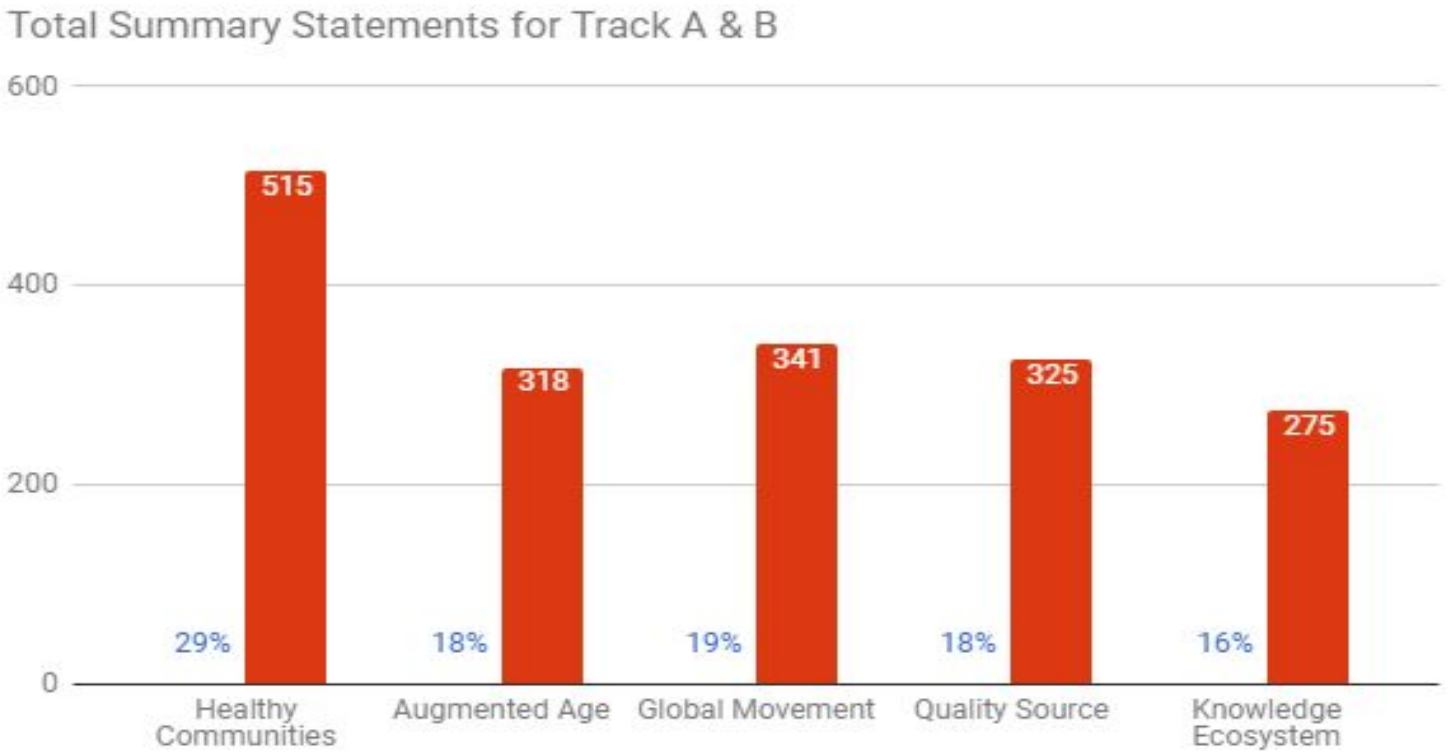
The most respected source of knowledge

Engaging the knowledge ecosystem (Participating in the knowledge network)

https://meta.wikimedia.org/wiki/Strategy/Wikimedia_movement/2017/Cycle_2

Cycle 2: Resultaten

https://meta.wikimedia.org/wiki/Strategy/Wikimedia_movement/2017/Sources/Report/AB_cycle_2/Insights_summary



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New Voices

Vraag: Wat verwachten de toekomstige gebruikers en (potentiele) partners?

- 20 expert interviews: India, Indonesia, Nigeria, Egypt, Brazil and Mexico (2017)
- onderzoek in Brazilië, Indonesië, Mexico en Nigeria
- Discussie bijeenkomsten in San Francisco , Berlijn, Brussel, Mexico City, Lagos, Nairobi, New York City, Warschau, Chennai, Santiago, Abidjan, Tel Aviv, Djakarta, Patiala, Cochacamba

Conclusies New Voices

https://meta.wikimedia.org/wiki/Strategy/Wikimedia_movement/2017/Sources/New_Voices_Synthesis_report_(July_2017)

- Knowledge sharing is highly social
- Future information technology could radically change how knowledge is created, processed and shared
- Movements are built on emotion and human connection

Conclusies New Voices (2)

- As learning platforms evolve, we will need to think beyond the encyclopedia in order to meet the needs of users

- There's a tradeoff between credibility and inclusivity

Conclusies New Voices (3)

- Wikimedia should be an influencer in shaping world policy for access to knowledge
- We are stronger when we work together, but we need direction. Experts believe that Wikimedia should play a leadership role in the open ecosystem
- We need to be prepared for the risk of major societal and political changes in the future

Strategic Direction (1)

https://meta.wikimedia.org/wiki/Strategy/Wikimedia_movement/2017/Direction

By 2030, Wikimedia will become the essential infrastructure of the ecosystem of free knowledge, and anyone who shares our vision will be able to join us.

We, the Wikimedia communities and organizations, will advance our world by **collecting knowledge that fully represents human diversity,** and by **building the services and structures that enable others to do the same.**

We will **carry on** our mission of creating content as we have done in the past, **and we will go further.**

Strategic Direction (2)

Knowledge as a service:

To serve our users, we will evolve our underlying infrastructure to **become a platform that serves open knowledge to the world** across interfaces and communities.

We will build tools for allies and partners to organize and **exchange free knowledge beyond Wikimedia**.

Our infrastructure will enable us and others to collect and use **different forms of free, trusted knowledge.**

Strategic Direction (3)

Knowledge equity:

As a social movement, we will **focus our efforts on the knowledge and communities that have been left out by structures of power and privilege.**

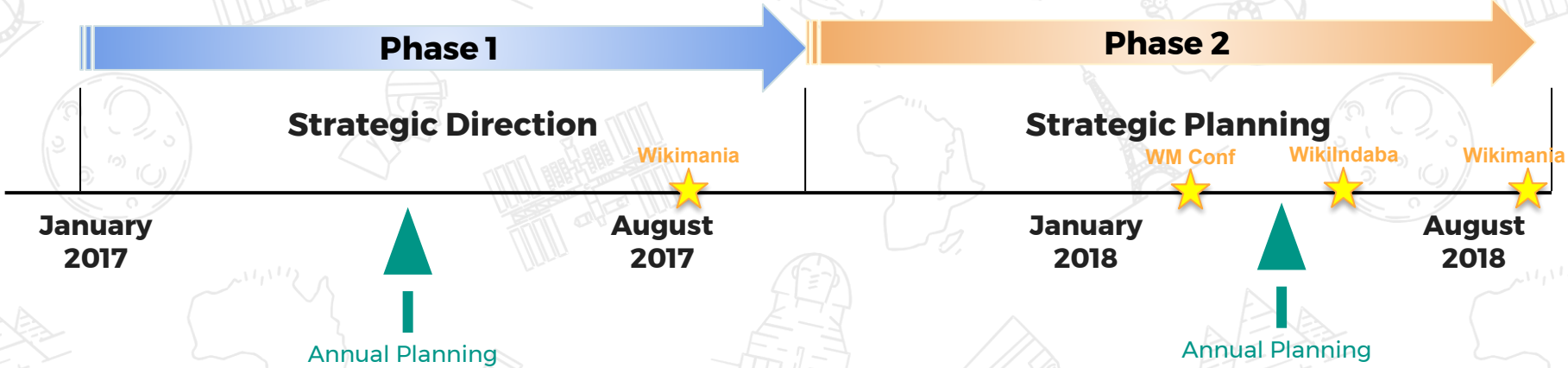
We will **welcome people from every background** to build strong and diverse communities.

We will **break down the social, political, and technical barriers** preventing people from accessing and contributing to free knowledge.

En nu?

Endorsement
Strategic planning

Timeline



Establish the movement's core strategic direction for 2030

Seek endorsement from key constituents

Create 3-5 year strategic & operational plans to achieve strategic direction at movement level

Focus on programs, roles & resources to implement; commit to levels of support at the foundation & affiliate levels

Publish final draft of strategic planning report presented to community