

Wikimedia Nederland Multiyear Strategy 2022-2024



[Approved by the WMNL membership February 2023](#)

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1. Introduction

The mission of Wikimedia Nederland is derived from the mission of the global Wikimedia movement. We are committed to a world in which everyone can freely share in the body of knowledge. To achieve that ideal, we work with the community of Wikimedia volunteers and with institutions that are willing and able to share knowledge and collections, or contribute to the Wikimedia movement in other ways.

As part of a global movement, Wikimedia Nederland provides an environment in which volunteers and organisations work together to collect and distribute free knowledge worldwide. WMNL sees itself as the broker between the Wikimedia projects, the Wikimedia community and wider society.

WMNL develops and supports free knowledge projects throughout the Kingdom of the Netherlands, consisting of the European Netherlands, the dependent territories Bonaire, Saba and St Eustatius, and the independent Caribbean nations Curacao, Aruba and St Maarten. and in all languages spoken within the Kingdom.

This document is the multi-year strategy for Wikimedia Nederland from 2022 to 2024. Using a SWOT analysis, we look at the current situation of the association.

In the past, Wikimedia Nederland has organised its activities in line with the goals of the global Wikimedia Movement. In the past year, the Movement Strategy project has been completed, resulting in new "recommendations" that are used in this plan.

Based on the SWOT, WMNL has linked priorities to a number of these recommendations and has made a choice between them.

Finally, we address overarching activities by WMNL that require explanation and elaborate on them in a little more detail.

2. SWOT analysis

Opportunities

- Wikipedia is increasingly seen/appreciated as a safe haven in a world for fake news. The positive image of the project Wikipedia helps WMNL to open doors, and set up new activities on behalf of free knowledge.
- There is a positive climate (also internationally) around free knowledge.
- Societal attention for fake news, diversity, underrepresented groups, the colonial past, etc. offers opportunities for collaborative projects and funding.
- Funds are interested in supporting projects that link to Wikipedia.
- The Dutch government is developing and implementing policy on digital heritage; this offers opportunities for collaboration with GLAM partners.
- The Movement Strategy is pushing for decentralisation within the movement, creating room for chapters such as WMNL.
- WMF will focus more on communication and name recognition; this will strengthen the message of WMNL.

Strengths

- WMNL has a proven ability to develop appealing activities, and the tools and infrastructure to do so.
- Good cooperation between the office and a core group of active and expert volunteers.
- WMNL has a good reputation within the international movement, including at WMF.
- Active partnerships with leading institutions.
- WMNL has developed relationships with a number of funds/grantors.
- WMNL has an engaged board with broad knowledge and relevant networks.

Threats

- Global trend toward restriction of access to free knowledge and less freedom.
- New legislation from the EU, and its national implementation, may lead to less Public Domain material.
- Some parties in Dutch national institutions see the Wikimedia projects as "foreign competition" and interference in national policy.
- External partnerships are often insufficiently anchored in the partner organization and often depend on one enthusiastic employee at the partner.
- The direction of WMF with regard to chapters (especially funding of chapters in Europe and North America) remains unclear.
- The Dutch Wikimedia community has high demands of Wikimedia Nederland
- There is more demand for WMNL involvement than we can handle. This leads to a risk of burn-out of volunteers and staff due to high work pressure.

Weaknesses

- WMNL is too dependent on one funder: WMF.
- Large-scale donor recruitment is not possible without formal registration as a fundraising charity (CBF registration), and/or the possibility of supporting local donation campaigns with a banner.
- The base of active volunteers is narrow and there is too little rejuvenation in this group.
- WMNL has few young members and there is little interest among young Wikimedians in WMNL activities.
- The measurable impact of WMNL activities on Wikimedia projects is limited.
- The Wikimedia community is underrepresented on the board of WMNL.

- The composition of the Wikimedia community (and to a lesser extent the office and board) is not representative enough
- Internal knowledge of the office and board is insufficiently managed and safeguarded

3. Strategic Framework 2022-2024

The 2022-2024 multi-year program is WMNL's formal response to the Movement Strategy 2030. Because WMNL already started to focus its programme of work on the Strategic Direction (the basis of the Movement Strategy (MS)) several years ago, there is no radical change in direction regarding goals, target groups and activities from previous years. We will continue to pay attention to who is still missing within the community and what is still missing in the projects, and in particular focus on the following recommendations in 2022-2024:

- Sustainability: people and resources (MS recommendation 1)
- Safety and inclusion (MS recommendation 3)
- Impact (MS recommendation 8)
- Knowledge and meetings: coordinate between different stakeholders (MS Recommendation 5)
- Invest in skills and leadership development (MS recommendation 6)
- Ensuring equity in decision-making (MS recommendation 4)

We chose these topics because they build on our experience and successes of recent years, and because they align with the opportunities and threats we anticipate for the coming years.

Seizing opportunities

- wide societal focus on equitable knowledge sharing, especially for and by underrepresented groups, presents opportunities for achieving our mission.
- WMNL has a network of partners in the GLAM and education sectors and has gained experience in developing and implementing collaborative projects in recent years. This will allow us to capitalise on opportunities for project development offered by the active policy of the Dutch government on digitization of heritage, especially colonial heritage. This will also provide opportunities to consolidate our collaboration with public institutions.

Overcoming the threats

- The lack of renewal/rejuvenation, and the low diversity, of the Wikimedia community and of the group of volunteers committed to WMNL activities hampers the ability to achieve the Movement Strategy 2030 goals of inclusion and impact. It can even lead to burnout among volunteers and staff. Compared to previous years, we will pay more attention to mobilising new editors.
- WMNL is financially very dependent on the Wikimedia Foundation. This is a weakness, especially since WMF's future direction towards chapters is unclear. We are going to leverage our growing experience in generating project funding to realize more funds, and actively build our network of donors.

4. Work Program

In the rest of this document goals are formulated, to which activities are then linked. A large part of these activities are specific and related to a particular strategic priority. We see the activities listed below as 'broader' and 'recurring' throughout our work programme; therefore we give a general explanation here.

Mix of different types of work

Wikimedia has gained experience in recent years with various forms of work that are proven to be effective in reaching the goals of our organisation. These are:

- trainings, workshops,
- hackathons, editathons, conferences
- partnerships and wikimedians in residence
- edit-challenges, -sprints and contests
- technical guidance and advice
- lobbying, social media, media contacts

Experience has taught us that:

- the best results are achieved through a combination of working methods.
- mobilising new actors and developing lasting partnerships takes a long time.
- one-off activities do not 'stick': editor trainings need to be followed up/supported with new activities, one-on-one coaching, or support through social media.

In this strategy, WMNL analyses for each objective what the best combination of work forms is. In the annual plans SMART objectives will be formulated and linked to specific work forms we apply.

Marketing & Communication plan

Almost all of Wikimedia Nederland's goals have an aspect related to the image and positioning of Wikimedia Nederland and the Wikimedia projects.

Our current communication is very much focused on the various activities and events that we organise (such as conferences or Wikipedia birthdays).

One of the main priorities in the coming years is to develop and implement an integrated marketing and communication strategy. This strategy should serve at least the following target groups:

1. General public
2. Potential donors
3. The Wikimedia community
4. Potential partners
5. Underrepresented groups

5. Sustainability/future-proofing: ensuring people and resources

To ensure that the Wikimedia projects can continue to thrive in the future, people and resources are needed. But also a society in which there is appreciation for these projects, and where laws and regulations enable free knowledge.

We identify four clusters here:

Volunteers

The volunteers who contribute to our projects are the heart of our movement. One of our primary tasks is to facilitate the growth of our community of volunteers, particularly from groups that have been underrepresented so far, and to contribute to healthier cooperation within the various Dutch-speaking communities. We also focus on practical support in the form of resources for individual volunteers.

Goals

- A stable inflow of new editors, particularly from underrepresented groups, a substantial proportion of whom also remain active.
- The editors have adequate resources to do their work.

Financial Resources.

In addition to a healthy community, our association also needs a healthy financial base. The most important aspect of this is a diversity of revenue sources to reduce dependence on Wikimedia Foundation funding. We also want to support the banner fundraising by WMF on the Dutch Wikipedia, and make it more effective.

Goal:

- By 2024 we want to generate €250,000 of our own income.

In recent years Wikimedia Nederland has put a lot of energy into supporting GLAM institutions. To ensure that WMNL maintains a healthy financial base, a different working relationship will need to be organised between WMNL and the GLAM world.

Goal:

- We aim to cover the costs of our GLAM activities entirely from digital heritage funds and programs in the Netherlands, preferably on a multi-year basis.

Goal:

We think it is important to contribute to the growth of income for the worldwide movement but at the same time we have no insight in the specific banner income on the dutch-language projects.

- Specific part of our financial goals is a growth of 15% per year on banner fundraising revenues by WMF on the Dutch-language Wikipedia.

Lobby

Recent years have shown that it is important to inform policymakers at the national and international (European) level about various aspects of open knowledge and the Wikimedia projects. Wikimedia Nederland, and several members of our community, are actively involved in various lobbying initiatives. We also contribute (financially) to the European cooperation around copyright lobbying activities in the Free Knowledge Advocacy Group Europe (FKAGEU).

Objective:

- Dutch policy makers and politicians support the importance of free knowledge
- Dutch policy creates a positive climate for the Wikimedia projects.

Awareness and support

Although Wikipedia is known to the general public, it is not clear to many how Wikipedia works and is funded, and that anyone could contribute. In addition, other Wikimedia projects, and "open knowledge" as a theme, are much less well known. This has implications for the sustainability of the Wikimedia movement and projects.

Objectives:

- Awareness and appreciation of the Wikimedia projects among the general public and specific relevant target groups has increased.
- General and specialised media regularly publish positive messages about the Wikimedia projects.

Activities

Volunteers

- Actively recruit new editors and volunteers, especially young people and members of underrepresented groups.

More than in the past, we will focus on target groups that are in line with the goals of our association (i.e., less represented target groups and GLAM institutions). See also overarching heading "Forms of work" .

- Provide logistical, practical and financial support to the current WMNL community.

A number of members of our community occasionally need help in the form of a small expense allowance, a travel allowance, some coordination between different partners, or with technical resources (e.g. a photo camera). This is something we want to continue in the coming years.

Financial Resources

- Increase our own income by developing targeted donor campaigns, and obtaining structural, multi-year funding from funds for specific program components.

It is clear that as an organisation we need a better foundation in terms of staff and project budget. At the same time, it is clear that we cannot expect the necessary financial resources for the necessary growth the vast majority of the time from the Wikimedia Foundation.

Therefore, we plan to develop several strategies to raise additional funds. These include continuing our donor strategy and obtaining project grants in areas that align with the goals of our global movement.

Lobby

- Lobbying and policy advocacy, in collaboration with the Free Knowledge Advocacy Group EU, to ensure favourable laws and regulations and better understanding by policy makers

Several members of our community are actively involved in various lobbying initiatives. We will explore how we can better support them as an association, and how we can influence decision makers more effectively. We will also contribute (financially) to the European cooperation on copyright lobbying activities.

Awareness and support

- Communication and engagement with the general public to increase awareness, support and appreciation for Wikimedia projects/WMNL.

There is a need for a Marketing/Communication plan that offers an integrated approach to communication with the general public and the donor strategy. See also overarching heading "Communication Marketing Plan".

6. Safety and inclusion

Wikimedia Nederland feels responsible for the well-being of the Wikimedia community. In addition to our formal responsibility to the participants in our own activities, we make broad efforts to create a safe and inclusive environment within the Wikimedia projects. Everyone should feel welcome in a safe and respectful environment. This is especially true for groups that face exclusion, marginalisation and discrimination. And for individuals who experience physical or mental challenges to participate on an equal footing. We are committed to communicating this clearly, also with an eye to the future community.

Anno 2021 we know that the Dutch Wikipedia community is not representative of the Dutch population, especially when it comes to gender and ethnic background. This is shown, among other things, by the [2018 survey](#) among editors of the Dutch language Wikipedia:

	Survey 2018	Dutch population
I am female	11%	51%
I have a non-Western migration background	3%	13%

Wikimedia Nederland organises events for members and non-members, to recruit new volunteers, realise special projects and increase social cohesion within the community.

One of the new developments contributing to this is the [revised friendly space policy](#). This policy is based on the Universal Code of Conduct (UCoC) that applies within the international Wikimedia movement.

One of the goals of the association is to promote a healthy and diverse Wikimedia community. This is a community that has both the size and diversity to maintain the quality of Wikimedia projects, and to ensure a respectful and constructive working environment.

Meet and cooperate safely

Goals:

- the UCoC (BVR) is fully implemented in all WMNL activities;

Our members and participants are aware of the content of the BVR - there is an effective and transparent system of reporting & enforcement.

- The 'representation gap' between the Wikimedia community and Dutch society has narrowed. This applies especially to participation by women and persons with a non-Western migration background.

Activities

Ensuring a safe environment within WMNL through further implementation of the Friendly Space Policy (BVR)

In 2020, we began revising the Friendly Spaces Policy (BVR), following the introduction of the global Universal Code of Conduct for the Wikimedia movement. In the coming years, we want to work as an association to make the implementation of this BVR a success.

In addition, we will support the Wikimedia community in its efforts to achieve inclusion and safety for all, by providing opportunities for training and advice, and by supporting ArbCom and Moderators.

We will also be more outspoken about the challenges that exist in our community around welcoming and supporting newcomers and resolving conflict. This is not an easy problem, but one we need to address better in the coming years.

Training volunteers BVR

We also want to train staff, board & volunteers in the BVR through workshops.

The wiki community will have access to training and education on online communication and manners, particularly in the context of the introduction of the UCoC

Embedding BVR in the Board

BVR is invested in the portfolio of one board member. Currently, this is with the board member with the most affinity of this topic. We will see if this is the best solution, or if this topic becomes a permanent part of the duties of Board Member's Community Affairs .

In recruitment activities, give preference to under-represented groups

In project activities and volunteer recruitment, the priority is to recruit volunteers from target groups that are less represented in the current community. We will also actively seek out these target groups and seek out partners in relevant sectors. We will also use this preference when recruiting staff for our organisation.

7. Impact: knowledge of, for and by everyone

The breadth of topics on which information can be found, and the balanced variety of perspectives, is crucial to the credibility, acceptance and support of the Wikimedia projects.

The community consists of volunteers. They write about topics they find interesting or consider important. These are subjective considerations that are often related to sociocultural background, gender, sexual orientation, age, and so on. With an editorial group that is too homogeneous, certain topics remain underexposed that may be important or interesting to other, underrepresented groups. Also, if the editing group is too one-sided, there is a greater chance that bias will unintentionally creep in.

Particularly when it comes to topics with potentially large impacts on people's lives, Wikimedia projects should provide information that is as complete and accurate as possible.

Insight

Before we can get started on the topic of impact, it is important to get a better picture of the state of affairs. We want to better understand the extent to which the Wikimedia projects and the Wikimedia community are representative of the broader society, and in particular the extent to which traditionally underrepresented groups are actively (editors) and passively (readers) participating.

Objective:

- Better understanding of the representativeness of our projects and community

Knowledge 'by' and 'about'

In the coming years, WMNL will at least continue to emphasise supporting activities aimed at adding knowledge "about", 'for' and 'by' hitherto underrepresented groups;

- women
- lgbti+
- historical or recent migrant communities

To this end, we work with partners from the GLAM and education sectors, and organisations from the relevant communities.

Goal:

- the participation of these underrepresented groups increases significantly
- There is more and better information on the Wikipediaprojects about subjects of interest/connection to these underrepresented groups.

Knowledge *for*

Apart from focusing on more representation for underrepresented groups, we also want these audiences to become more familiar with Wikimedia's various projects.

Goal:

- Increase awareness and use of the Wikimedia projects among underrepresented groups

Priority themes

In the coming years, WMNL wants to pay attention to at least two substantive themes with great social relevance:

- the Sustainable Development Goals (SDGs) as established by the United Nations,
- de-colonisation of knowledge: sharing knowledge in Dutch collections that is particularly relevant to/relates to countries with which the Netherlands has ties through its colonial and trade past, such as Suriname, Aruba, Curaçao, Sint Maarten, Indonesia, the Caribbean Netherlands, Ghana, South Africa, Sri Lanka, Japan, the United States (New York)

Objective:

- More and better information about the Sustainable Development Goals is available on the Wikimedia projects, especially for the Dutch public.
- There is a steady flow of knowledge from Dutch collections to the Wikimedia projects about countries with which the Netherlands has ties due to its colonial and trade past.

Activities

Insight (state of affairs)

Research/ baseline measurement

It is important to get a good understanding of the playing field and to see what is the best way to get the underrepresented groups acquainted with the various Wikimedia project. This should provide insight into how we can best reach the target groups, and which partner organizations would be most appropriate.

We also want to have a clear picture of the challenges that exist. Is it mainly about a lack of relevant content, or is it actually difficult for a target group to make their own contribution? It could also be that this target group does not visit our projects much at all, because there is a perception that it is not relevant to them.

In addition, we conduct research

- into gaps, verifiability and neutrality of the content of the Wikimedia projects.
- into possibilities for giving knowledge forms from non-Western traditions, such as oral history, a place in the Wikimedia projects.

Prioritising GLAM partners that serve the underrepresented groups

Wikimedia Nederland will prioritise the institutions that serve the underrepresented target groups and/or manage relevant knowledge and collections when selecting GLAM and Education Partners.

Focus on underrepresented groups in training and outreach

Where we deploy the forms of work (see page 7), we want to prioritise this for underrepresented groups. We also try to seek out these groups proactively.

Access to Knowledge

Apart from focusing on more representation for underrepresented groups, we also want these target groups to become more familiar with the various Wikimedia projects.

Priority themes.

Sustainable Development Goals

- More information about the Sustainable Development Goals available, using various forms of work and actively involving partners that can help in unlocking this information.

Netherlands and the world: developing partnerships with Wikimedia affiliates and Wikimedians in various priority regions.

- Wikimedia Nederland focuses on the (further) development of partnerships with Wikimedia affiliates and Wikimedians in Suriname, Aruba, Curaçao, Saint Martin, Indonesia, the Dutch Caribbean, Ghana, South Africa, Sri Lanka, Japan, and the United States (New York).
- WMNL as liaison between partners in the Netherlands and the Wikimedia community; inter alia by facilitating and promoting 'digitising on demand'

8. Coordinating between different stakeholders

Wikimedia Nederland has a broad network of partners and stakeholders. From education to libraries, from heritage institutions to government departments. In addition, Wikimedia Nederland plays a role in the global Wikimedia movement. We bring together parties that can learn from and strengthen each other, and put the importance of free knowledge on the agenda of all these parties.

This creates a rich and healthy network of exchange, with partners and stakeholders who share our vision. These partners and stakeholders are located in two clusters: *knowledge partners* and *strategic partners*.

Knowledge partners: education and heritage

Wikimedia Nederland has been a partner for the Dutch culture and education sectors for many years. As a result, numerous images from heritage collections have already been contributed to Wikimedia Commons and Wikimedia projects have been integrated into lectures and traineeships. We will continue to invest energy in this area in the coming years and support knowledge institutions with our network and with our knowledge and manpower.

We will make choices, because we cannot do everything. We will pay attention to the relationship between time investment and impact. In doing so, we will choose collaborative projects with heritage institutions that can be carried out in a budget-neutral manner.

Goal:

- WMNL is a central point in a lively network of partners around the theme of free knowledge.
- Information, tools, manuals and advice are accessible and available to anyone who wants to contribute to the Wikimedia projects.

Strategic partners: International, WMF, Affiliates, Governments

Wikimedia Nederland is a veteran of the global Wikimedia movement. We are well organised and informed about developments and issues within the movement and beyond that have an impact on our mission.

We already have an important role in the international Wikimedia movement. For example, we are -and will remain- active within the Strategic Wikimedia Affiliates Network (SWAN) and the implementation of the Movement Strategy 2030. We contribute content and collaborate with other affiliates.

We actively monitor national and international developments that have an impact on a free internet in which open content and knowledge flourish and the privacy of users is guaranteed. We contribute to European cooperation in the field of lobbying and other relevant initiatives.

Objective:

- There is an active exchange of knowledge, expertise and experience between Wikimedia Nederland and the global Wikimedia movement

Activities

Creation of in person or virtual opportunities for exchange among partners and between partners and the Wikimedia community.

Wikimedia Nederland organizes various activities with the aim of establishing contact with/between volunteers and partner organizations. These include periodic consultations with the Wiki-coordinators of various partners, and the annual WikiCon.

Encouraging and facilitating consultation with/between cooperation partners

Wikimedia Nederland acts as a broker between the various collaborative partners to share best practices and make new connections that increase access to free knowledge.

Anchoring collaboration with government on digital access to heritage

Through closer contacts with the Dutch government, WMNL wants to anchor collaboration with the Wikimedia projects more firmly in heritage and education policy.

Maintain and develop a knowledge platform on collaboration between GLAM, education sector, and the Wikimedia projects

WMNL maintains and updates a knowledge platform where institutions and individuals that want to contribute to the Wikimedia projects can access manuals and tools that are necessary to find their way independently as much as possible.

Wikimedia Nederland participates actively in international discussions and initiatives.

Both staff and a number of board members are active in the various forums for international consultation and cooperation of the Wikimedia movement. Examples include

- the implementation of the movement strategy process
- the implementation of the Universal Code of Conduct
- the Strategic Wikimedia Affiliates Network (SWAN) consultation group
- the Wikimedia European Affiliates Cooperation (WEAC) consultation

9. Skills and leadership development

We provide opportunities for individual editors and partners' staff to further develop their technical and people skills

Dutch community

It is important for our movement that volunteers with knowledge of our projects also have the opportunity to develop their skills and leadership abilities.

Goal:

- Within the Dutch Wikimedia community there is a vibrant culture of mutual knowledge transfer, and an infrastructure that facilitates it.

Partners

Our partners are facilitated by Wikimedia Nederland in building knowledge about the Wikimedia projects and our community.

Goal:

- Editors and partners have access to relevant training and education.

International

Wikimedia Nederland also tries to exchange experiences with other affiliates of the Wikimedia movement.

Goal:

- Dutch Wikimedians are actively involved in the development and implementation of international activities and meetings.

Activities

Dutch Community & Partners

Training & capacity building, for both editors and partners.

This could include technical training, presentation and media training, project management training, etc.

Facilitating/supporting hackathons, Techstorms and other meetings aimed at knowledge transfer by and between volunteers

These activities are important recurring moments that are organized by volunteers in cooperation with Wikimedia Nederland staff.

International

Encouraging and supporting volunteers to participate in the organization of (international) activities in order to enhance their skills

The association not only reserves funds for travel expenses but also tries to get volunteers to be active in processes that are important to our movement such as workshops, conferences and hackathons.

10. Equity in decision making

The Wik movement is based on equality: everyone can contribute This applies not only to Wikipedia articles, but in all layers of the movement. Therefore, we enable accountability and responsibility to be shared, by ensuring equal opportunities for participation in decision making.

Netherlands

The focus here is on involving volunteers in decision-making in the Netherlands.

Goal:

There is an active and open dialogue between Wikimedia Nederland and the Dutch Wikimedia community on governance and policies of the Association.

International

Here the focus is on the involvement of our association and volunteers in international decision-making and policy-making.

Goal:

The Dutch Wikimedia Community and Chapter are valuable partners for the global Wikimedia Community.

Activities

In addition to regular member meetings, all activities and working groups to form policy are also carried out with volunteers.

As an association, our members are responsible for appointing the board. Twice a year during the member meeting the board is accountable and decisions are made about the direction of our association through for example an annual plan or new policies.

Volunteers are also actively involved in the creation of policy through working groups. In addition, we publish drafts of new policies on our association wiki to gather comments.

It is a constant challenge to find a balance in the board of the association between board members with knowledge about the Wikimedia projects and board members with supervisory and management experience.

Involvement of board members and staff in international strategy discussions, directors and chairs consultations, SWAN meetings

Wikimedia Nederland is one of the more mature chapters in the global movement. From this position, we have a lot to contribute to global discussions about new policies for our movement. At the same time, these are also the collaborations where we learn from other affiliates (young or old)

Encouraging/supporting participation of members of the Dutch Wikimedia community in international discussions, forums, committees

The global Wikimedia movement has regular "consultations" and has various governing bodies on which volunteers serve. Wikimedia Nederland facilitates and encourages volunteers to participate in these activities.

Stimulating and facilitating consultations between affiliates in the field of Open Knowledge

There are several international groups working in the field of Open Knowledge Network (such as the Free Knowledge Advocacy Group EU and creative commons). Wikimedia Nederland will cooperate with these and strengthen their activities where possible.

11. Conclusion

The global Wikimedia movement is entering interesting times. After the completion of the broad "Movement Strategy" process, it is time to move on. Wikimedia Nederland wants to play an important role in this.

An example of this is the classification of our goals and underlying activities in the new "Strategic Recommendations" of the worldwide movement. This has indicated that our goals are aligned with the priorities and mission of all of Wikimedia.

Although these goals are in many cases very abstract, they will of course become more concrete in the various annual plans.

In any case, it is clear that we have more than enough challenges for the coming years. How do we adapt our existing range of activities to better reflect (new) priorities? But most of all: how do we realise a growth of resources that makes it possible to say yes to a larger part of the opportunities that we encounter?

Since its inception, Wikimedia Nederland has become a professional partner for Dutch volunteers, international affiliates and Dutch GLAM institutions. Together we have achieved much in recent years. With the principles outlined in this plan, we hope to continue to grow our positive impact on the (knowledge) society in the coming years, together with everyone who values open knowledge.