

We thank you for your time spent taking this survey.  
Your response has been recorded.

Below is a summary of your responses

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## Welcome!

With this survey, the 2030 Movement Brand Project team invites your feedback on proposals for movement names based on our best-known brand, Wikipedia. The proposed names apply to the movement, the affiliates and the Foundation. No changes are being proposed to the wiki project names or designs. Your input will help determine which elements of the different proposals should be removed, refined and recombined to create a proposal that will move to the design phase.

### About the 2030 Movement Brand Project

Our free knowledge projects are created by a global movement. Since 2003, we have used the term "Wikimedia" to refer to this movement. The 2030 Movement Brand Project is creating a proposal for movement names and designs based on our best-known brand, Wikipedia. The names and designs generated by the project will be presented to the Board of Trustees. If approved, they will be offered to affiliates to opt in and will be used by the Wikimedia Foundation.

This survey will be open from 16 June - 7 July

For more information see the [project page on Meta-Wiki](#) or email [brandproject@wikimedia.org](mailto:brandproject@wikimedia.org).

Thank you for your time!

-The Brand Project team

***Legal disclaimer: Please note that this survey is run by Qualtrics and their use of your information and responses are governed by their [Privacy Policy](#) and [Terms of Service](#). For more information about the Foundation's collection and use of the information gathered through this survey, please see our [privacy statement](#).***

## Which affiliate are you representing?

Wikimedia Sverige

## How many people are sharing thoughts in this response?

- 1 - 10
- 11 - 30
- 31 - 60
- 61+

**OPTION 1 of 3 NAMING CONVENTION PROPOSALS  
WIKIPEDIA AS A NETWORK**

We network around our best-known brand to connect the movement together

Movement	<b>Wikipedia Network</b>
Movement tagline	<b>Part of the Wikipedia Network</b>
User group	<b>Wikipedia Group Penguins*</b>
Chapter / Thematic Organization	<b>Wikipedia Network Antarctica*</b>
Foundation	<b>Wikipedia Network Trust</b>

*Note: No changes are being proposed to the names of the projects.*

*\* “Antarctica” and “Penguins” are invented affiliates*

**Rewards**

- Makes use of Wikipedia as our best known brand
- “Network” clarifies that there are many interconnected parts within the movement
- The full naming system is built horizontally around Wikipedia, with no hierarchy in the terminology
- “Trust” implies additional stewardship, clarifying that legal issues should be directed there

**Risks**

- Using the term “Wikipedia” outside the project may cause confusion between the organizations and the Wikipedia project
- “Network” may feel too technical in some languages
- “Network” may be misunderstood as a media-type company in some languages

**Preliminary Legal Comments**

“Wikipedia” is our best-protected and most well-known trademark, so it is relatively easy and straightforward to begin to use “Wikipedia” more broadly and prominently in movement branding. More research is needed regarding potential limitations on the use of “trust” in an organization name, but there should be few if any issues with using “network”. Likewise, we need to continue to hear from affiliates in this phase to understand the full range of legal implications (if any) for affiliates if they use “Wikipedia” in their names.

**How much do you agree or disagree with the following statements about the above proposed naming convention? These statements are based on the Movement Branding Criteria that was generated in 2019 through community consultation.**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
This proposal will help explain the different elements of our movement and reduce confusion	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This proposal will help protect and improve our reputation	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This proposal will help support and bring awareness to the sister projects	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This proposal will help mitigate legal risks	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This proposal will help support movement growth	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This proposal is sufficiently adaptable (personalizable and localizable) for movement members	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Please explain why you made these selections and/or provide recommendations for improvements (Optional)**

It will not make it easier to explain the difference between the project and the organizations, i.e. Wikimedia Foundation and affiliates. The term "Network" is hard to translate as it has an unclear meaning for the chapters. For the chapters it will be a longer and more complicated name.

**OPTION 1 of 3 NAMING CONVENTION PROPOSALS  
WIKIPEDIA AS A NETWORK**

<b>Movement</b>	<b>Wikipedia Network</b>
<b>Movement tagline</b>	<b>Part of the Wikipedia Network</b>
<b>User group</b>	<b>Wikipedia Group Penguins*</b>
<b>Chapter / Thematic Organization</b>	<b>Wikipedia Network Antarctica*</b>
<b>Foundation</b>	<b>Wikipedia Network Trust</b>

**How much do you agree or disagree with the following statement about each proposed descriptor term? "This descriptor term will help explain the different elements of our movement."**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
"Network"	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Group"	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Trust"	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**OPTION 1 of 3 NAMING CONVENTION PROPOSALS  
WIKIPEDIA AS A NETWORK**

<b>User group</b>	<b>Wikipedia Group Penguins*</b>
<b>Chapter / Thematic Organization</b>	<b>Wikipedia Network Antarctica*</b>

*\* "Antarctica" and "Penguins" are invented affiliates*

**What would the name of your affiliate be in this structure (in English and/or your local language)?**

Wikipedia Network Sverige

**How much do you agree or disagree with this statement? "This name will help our affiliate."**

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Please explain why you made this selection? (optional)**

**OPTION 1 of 3 NAMING CONVENTION PROPOSALS**  
**WIKIPEDIA AS A NETWORK**

<b>Movement</b>	<b>Wikipedia Network</b>
<b>Movement tagline</b>	<b>Part of the Wikipedia Network</b>
<b>User group</b>	<b>Wikipedia Group Penguins*</b>
<b>Chapter / Thematic Organization</b>	<b>Wikipedia Network Antarctica*</b>
<b>Foundation</b>	<b>Wikipedia Network Trust</b>

*Note: No changes are being proposed to the names of the projects.*

*\* “Antarctica” and “Penguins” are invented affiliates*

**What else could be improved of this overall naming convention proposal? (optional)**

The proposal should not be improved, it should be rejected.

**OPTION 2 of 3 NAMING CONVENTION PROPOSALS**  
**WIKIPEDIA AS A MOVEMENT**

We call it what it is: a movement supported by regional, linguistic, and thematic organizations.

<b>Movement</b>	<b>Wikipedia Movement</b>
<b>Movement tagline</b>	<b>Part of the Wikipedia Movement</b>
<b>User group</b>	<b>Wikipedia Group Penguins*</b>
<b>Chapter / Thematic Organization</b>	<b>Wikipedia Organization Antarctica*</b>
<b>Foundation</b>	<b>Wikipedia Organization</b>

*Note: No changes are being proposed to the names of the projects.*

*\* “Antarctica” and “Penguins” are invented affiliates*

**Rewards**

- Shares Wikipedia’s popularity with every part of the movement
- Explicitly shows that Wikipedia is defined by a movement of people
- “Organization” communicates the wide range of activities affiliates do, while still expressing our status as a non-profit (may be shortened to “org”)
- Communicates the Foundation as a hub, possibly clarifying where legal and government concerns should be directed

**Risks**

- “Organization” may be too generic and does not necessarily communicate the institutional qualities of the Foundation and chapters
- Close in structure to current naming system, creating possible confusion and conflation

**Preliminary Legal Comments**

“Wikipedia” is our best-protected and most well known trademark, so it is relatively easy and straightforward to begin to use “Wikipedia” more broadly and prominently in movement branding. Wikipedia is also the name much of the world has inadvertently used to refer to Wikimedia, so adopting “Wikipedia” as the movement name will be familiar for most people. There should be few if any issues with using the term “organization” in organization names.

**How much do you agree or disagree with the following statements about the above proposed naming convention? These statements are based on the Movement Branding Criteria that was generated in 2019 through community consultation.**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
This proposal will help explain the different elements of our movement and reduce confusion	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This proposal will help protect and improve our reputation	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This proposal will help support and bring awareness to the sister projects	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This proposal will help mitigate legal risks	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This proposal will help support movement growth	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This proposal is sufficiently adaptable (personalizable and localizable) for movement members	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Please explain why you made these selections and/or provide recommendations for improvement” (optional)**

It will not make it easier to explain the difference between the project and the organizations, i.e. Wikimedia Foundation and affiliates. The term "Organization" is hard to translate as it has an unclear meaning and for the chapters. For the chapters it will be a longer and more complicated name.

**OPTION 2 of 3 NAMING CONVENTION PROPOSALS  
WIKIPEDIA AS A MOVEMENT**

<b>Movement</b>	<b>Wikipedia Movement</b>
<b>Movement tagline</b>	<b>Part of the Wikipedia Movement</b>
<b>User group</b>	<b>Wikipedia Group Penguins*</b>
<b>Chapter / Thematic Organization</b>	<b>Wikipedia Organization Antarctica*</b>
<b>Foundation</b>	<b>Wikipedia Organization</b>

**How much do you agree or disagree with the following statement about each proposed descriptor term? “This descriptor term will help explain the different elements of our movement.”**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
"Movement"	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Group"	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Organization"	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**OPTION 2 of 3 NAMING CONVENTION PROPOSALS**  
**WIKIPEDIA AS A MOVEMENT**

<b>User group</b>	<b>Wikipedia Group Penguins*</b>
<b>Chapter / Thematic Organization</b>	<b>Wikipedia Organization Antarctica*</b>

\* “Antarctica” and “Penguins” are invented affiliates

**What would the name of your affiliate be in this structure (in English and/or your local language)?**

Wikipedia Organization Sverige

**How much do you agree or disagree with this statement? “This name will help our affiliate.”**

Strongly disagree



Disagree



Neutral



Agree



Strongly agree



**Please explain why you made this selection (optional)?**

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**OPTION 2 of 3 NAMING CONVENTION PROPOSALS**  
**WIKIPEDIA AS A MOVEMENT**

<b>Movement</b>	<b>Wikipedia Movement</b>
<b>Movement tagline</b>	<b>Part of the Wikipedia Movement</b>
<b>User group</b>	<b>Wikipedia Group Penguins*</b>
<b>Chapter / Thematic Organization</b>	<b>Wikipedia Organization Antarctica*</b>
<b>Foundation</b>	<b>Wikipedia Organization</b>

*Note: No changes are being proposed to the names of the projects.*

\* “Antarctica” and “Penguins” are invented affiliates

**What else could be improved of this overall naming convention proposal? (optional)**

The proposal should not be improved, it should be rejected.

**OPTION 3 of 3 NAMING CONVENTION PROPOSALS**  
**WIKI + WIKIPEDIA**

We connect the openness of Wiki, with the strength of Wikipedia.

Movement	Wiki
Movement tagline	[For Projects] <b>A Wiki Project</b> [For Organizations] <b>A Wiki Organization</b>
User group	<b>Wikigroup Penguins*</b>
Chapter / Thematic Organization	<b>Wikipedia Foundation Antarctica*</b>
Foundation	<b>Wikipedia Foundation</b>

*Note: No changes are being proposed to the names of the projects.*

*\* "Antarctica" and "Penguins" are invented affiliates*

**Rewards**

- Creates a full ecosystem with "Wiki" as the core (joining projects, groups and organizations by four letters)
- Incorporates "Wiki" into movement naming without requiring it to be protected as a stand-alone trademark
- Strengthens the association of "Wiki" with our projects
- Makes use of Wikipedia as our best known brand for the formal organizations in the movement who require quick and memorable branding

**Risks**

- May cause confusion about other "wiki" names (WikiHow, Wikileaks etc)
- Can be seen as a "nickname" therefore not taken as seriously

**Preliminary Legal Comments**

"Wikipedia" is our best-protected and most well known trademark, so it is relatively easy and straightforward to begin to use "Wikipedia" more broadly and prominently in movement branding. In general, we do not own "Wiki" as a registered trademark, and it may be extremely challenging to obtain sufficient protection of "Wiki" as a stand-alone mark to be able to use it in formal contexts (such as the names of movement organizations). To make this hybrid structure work, we would need to be intentional and careful about how we use "Wiki" as a stand-alone term. There will be organizations who use or will begin to use the Wiki name causing confusion around the delineation between who is part and not-part of our movement.

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**How much do you agree or disagree with the following statements about the above proposed naming convention? These statements are based on the Movement Branding Criteria that was generated in 2019 through community consultation.**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
This proposal will help explain the different elements of our movement and reduce confusion	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This proposal will help protect and improve our reputation	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This proposal will help support and bring awareness to the sister projects	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This proposal will help mitigate legal risks	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This proposal will help support movement growth	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This proposal is sufficiently adaptable (personalizable and localizable) for movement members	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Please explain why you made these selections and/or provide recommendations for improvement” (optional)**

It will not make it easier to explain the difference between the project and the organizations, i.e. Wikimedia Foundation and affiliates. The term "Foundation" as part of chapter's name will give a stronger link between the Foundation and the Chapter, which is not recommendable. For the chapters it will be a longer and more complicated name.

**OPTION 3 of 3 NAMING CONVENTION PROPOSALS  
WIKI + WIKIPEDIA**

<b>Movement</b>	<b>Wiki</b>
<b>Movement tagline</b>	<b>[For Projects] A Wiki Project [For Organizations] A Wiki Organization</b>
<b>User group</b>	<b>Wikigroup Penguins*</b>
<b>Chapter / Thematic Organization</b>	<b>Wikipedia Foundation Antarctica*</b>
<b>Foundation</b>	<b>Wikipedia Foundation</b>

**How much do you agree or disagree with the following statement about each proposed descriptor term? “This descriptor term will help explain the different elements of our movement.”**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
"Organization"	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Group"	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Foundation"	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**OPTION 3 of 3 NAMING CONVENTION PROPOSALS**

**WIKI + WIKIPEDIA**

<b>User group</b>	<b>Wikigroup Penguins*</b>
<b>Chapter / Thematic Organization</b>	<b>Wikipedia Foundation Antarctica*</b>

\* *“Antarctica” and “Penguins” are invented affiliates*

**What would the name of your affiliate be in this structure (in English and/or your local language)?**

Wikipedia Foundation Sverige

**How much do you agree or disagree with this statement? “This name will help our affiliate.”**

Strongly disagree      Disagree      Neutral      Agree      Strongly agree

                      

**Please explain why you made this selection (optional)?**

**OPTION 3 of 3 NAMING CONVENTION PROPOSALS**

**WIKI + WIKIPEDIA**

<b>Movement</b>	<b>Wiki</b>
<b>Movement tagline</b>	<b>[For Projects] A Wiki Project [For Organizations] A Wiki Organization</b>
<b>User group</b>	<b>Wikigroup Penguins*</b>
<b>Chapter / Thematic Organization</b>	<b>Wikipedia Foundation Antarctica*</b>
<b>Foundation</b>	<b>Wikipedia Foundation</b>

*Note: No changes are being proposed to the names of the projects.*

\* *“Antarctica” and “Penguins” are invented affiliates*

**What else could be improved of this overall naming convention proposal? (optional)**

The proposal should not be improved, it should be rejected.

**Wikipedia can be translated into many languages. It is also used in English across different language groups to create a common, recognizable term. How much of the naming system do you think should be open to translation: (optional)**

- All Words - Wikipedia AND descriptor terms are translated
- Some Words - Wikipedia is written in English BUT descriptor terms are translated
- Other:

**If you are interested, the Brand Project team invites you to suggest other naming elements. It can be a whole proposal or a phrase or a word for consideration.**

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Movement	<input type="text" value="Wikimedia Movement"/>
Movement Tagline	<input type="text"/>
User Groups	<input type="text" value="Wikimedia Penguin"/>
Chapters / Thematic Organizations	<input type="text" value="Wikimedia Antarctica"/>
Foundation	<input type="text" value="Wikimedia Foundation"/>

**Please expand on why you have proposed these naming elements. For example, how it meets the Movement Branding Criteria, how it is related to “interconnection” as a concept, how it helps inspire new people to join us (optional)**

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We reject the entire proposal on new naming, as it does not help to successfully fulfill any of the stated branding criteria. It does not make it easier to explain the difference between the projects and the organizations and we have two strong and distinct brands – Wikipedia and Wikimedia. Why should we leave Wikimedia?

**Please rank the proposals in order of how well you think they will help us reach our 2030 goals, with 1 being the most helpful and 4 being the least**

**“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.”**

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- Your suggestion (if applicable)  **1**
- Wiki + Wikipedia **2**
- Wikipedia Movement **3**
- Wikipedia Network **4**

**Thank you!**

**The Brand Project team will now begin analyzing your feedback. Please refer back to the [project page on Meta-Wiki](#) for the latest updates, and follow the discussion on the [Meta-Wiki page for naming](#) .**

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