

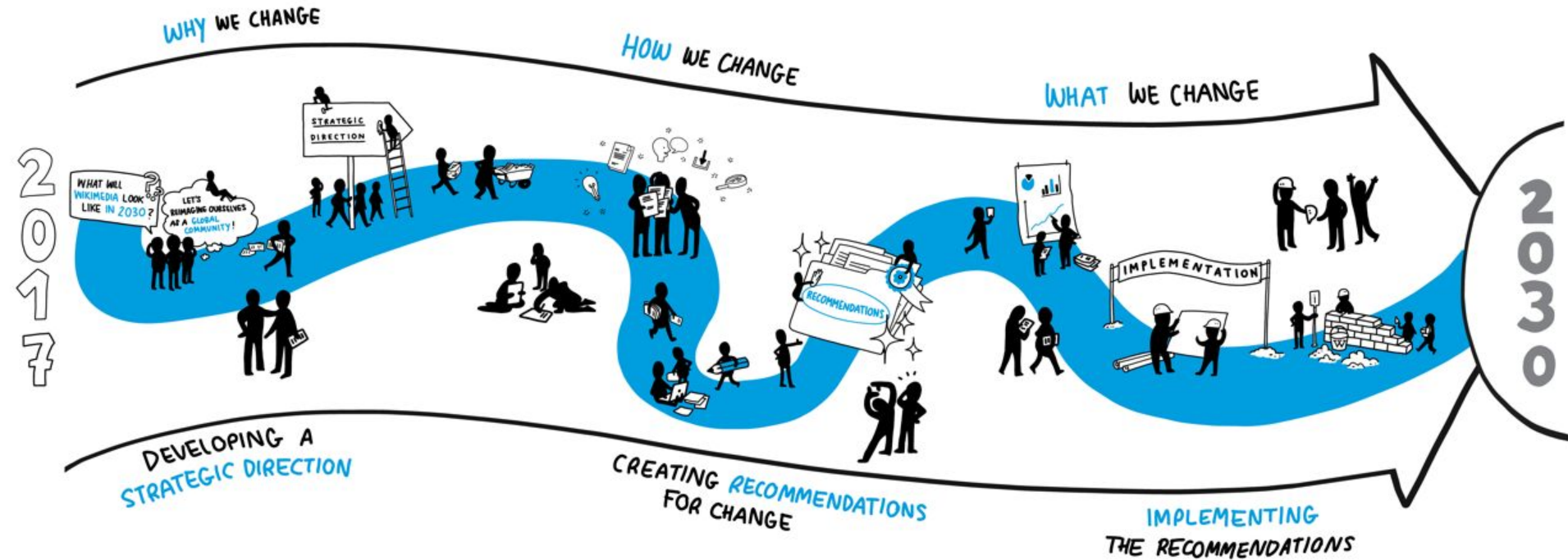
5 Ways to Make Movement Strategy Work for your Community or Organization

CEE Online Meeting 2020



WIKIMEDIA
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BUILDING OUR FUTURE



Movement Strategy

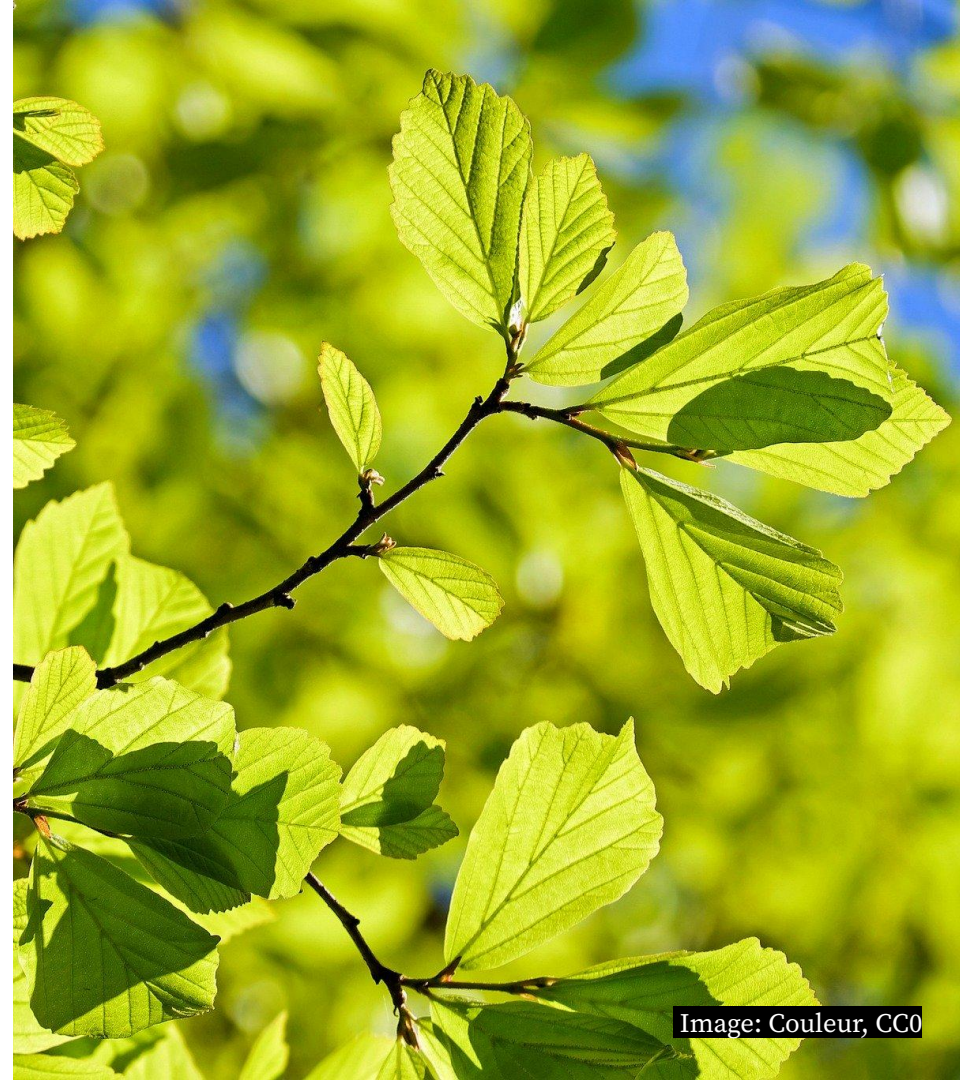
[Strategic Direction](#)

[Principles](#)

[Recommendations](#)

[Transition](#)

Implementation



What is the significance for CEE communities, groups and orgs?

1. Policies will be written
2. Decision-making will shift
3. Funding streams will be re-organized
4. People and knowledge in the projects will diversify
5. The Movement will interconnect and expand

Policies will be written

What is happening Based on recommendations 1, 3 and 4, over the next year we will develop a **universal code of conduct**, a **fundraising policy** and a **movement charter**. The Charter will regulate the Global Council as well as regional/thematic hubs and affiliates.

How may it affect us These policies will affect how we can raise funds, form organizations and alliances, how our communities behave and interact, and where which decisions are made. The principle of subsidiarity is key here, but there are many variables in terms of how it is written into policy.

What can we do Organize now to assure that people, groups and orgs from CEE are represented at the table. Prepare joint positions on the important issues and represent them.

Decision-making will shift

What is happening Based on recommendation 4 and the subsidiarity and the contextualization principles, there will be opportunities to move decisions and core movement functions such as fundraising and capacity building to the local and or regional level. Technology will be developed and improved with more user participation.

How may it affect us There will be opportunities and funding mechanisms to form alliances, build regional hubs to cover capacity building, advocacy, fundraising, collaboration, program work, translation, community organizing, etc etc. there will be opportunities to affect decision-making about technology.

What can we do Begin exploring the needs and opportunities that could be met with joint structures. Identify which functions could be improved with collaboration, and which make sense to keep doing separately. Make your developers and users aware of tech-decision making opportunities.

Funding streams will be re-organized

What is happening Based on recommendation 1, fundraising will be decentralized, more entities will have to build capacity around that function. Possibilities will arise around compensating volunteers for non-editing work. WMF 'Grantmaking' is being restructured to align with movement strategy.

How may it affect us Accountabilities for funding may shift, and more fundraising capacity will be expected from established chapters. Regional hubs have potential to significantly increase revenue generation.

What can we do Advocate for policies and structures that will redirect funds to emerging communities, and that will strengthen regional and local organizations. Gang up to increase fundraising capacity.

People and knowledge will diversify

What is happening Based on the strategic direction, as well as recommendations 3 and 8, Wikimedia will become the center of the knowledge ecosystem, making sure anyone can join, providing knowledge as a service and furthering knowledge equity.

How may it affect us This really depends on how much and how proactively you want to embrace diversity.

What can we do Have the conversation within your communities and organizations about diversity, knowledge gaps and how to welcome new people. How can you make the projects more open, welcoming and accommodating non-western knowledge formats?

Movement will interconnect and expand

What is happening Based on recommendations 5, 6 and 7, there will be new emphasis and opportunities for collaboration within the movement, among chapters and user groups, between community members, and with partners in the knowledge ecosystem. Platforms will be created to collect searchable high-quality knowledge and to connect for peer-to-peer support.

How may it affect us Connections between people and organizations can help with capacity building, funding, advocacy. Reaching out to partners beyond the wikiverse will help expand and diversify the movement.

What can we do Be ready! Become awesome at documenting your work and sharing it with others. Build upon CEE history of collaboration and mutual support, and think how you can collaborate with more and new partners.

Summary: 5 ways

1. Policies: Be at the table (or be on the menu) when policies are written.
2. Decisions: Start thinking about hubs as a form to share functions and increase resources.
3. Money: Advocate for local funding and build capacity.
4. Diversity: Have the talk about inclusion and diversity within communities.
5. Collaboration: Document, share, connect, reach out.

This is the moment

Many of you have been part of the strategy development. Others are just now joining the conversation. We now have the chance to create a truly global movement of people excited about free knowledge equitably accessible for everyone. We also have in this moment the chance to democratize our own structures, funding streams and governance.

But it is important to be proactive. Do not let privilege perpetuate by letting the big players decide on everything. Participate in writing the implementation plan over the next few months ([transition](#)). Become involved, demand financial support for involvement. Build your capacity, your voice, locally and regionally.



Nikki Zeuner

International Partnerships

Anna Rees

Project Assistant

Nicole Ebber

Director

The Movement Strategy and Global Relations Team at WMDE

Contact us

Nikki Zeuner:

[nicola.zeuner \[at\] wikimedia.de](mailto:nicola.zeuner@wikimedia.de)

Nicole Ebber:

[nicole.ebber \[at\] wikimedia.de](mailto:nicole.ebber@wikimedia.de)

Anna Rees:

[anna.rees \[at\] wikimedia.de](mailto:anna.rees@wikimedia.de)



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THANK YOU!



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