

A stylized illustration of a woman with dark hair, wearing a green beret and a blue earring, looking upwards with a smile. A glowing yellow lightbulb is positioned above her head, with radiating lines indicating it is lit. The background is a warm orange color with blue wavy lines. The woman is wearing a pink top and a necklace with three white beads.

# Innovate in Free Knowledge

How can we attract innovators and new projects from the CEE region?

Presentation by Kannika Thaimai (Wikimedia Deutschland) and Ivana Madžarević (Викимедија Србије)

# UNLOCK the journey...

## ...towards Wikimedia 2030

Social and technical innovations are going to be crucial to master the challenges of today and tomorrow in order to co-create knowledge with underrepresented communities and, thus, to become a movement including all voices.

>> Promotion of new ideas, new forms of knowledge, new products that bring underrepresented communities and knowledge to the center.



# UNLOCK new pathway to promote innovation



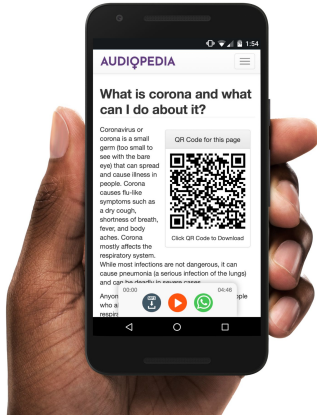
Image: CC BY-SA 4.0 [Kati Szilágyi](#)

Wikimedia Deutschland designed and implemented the [\*\*UNLOCK Accelerator\*\*](#), which supports teams that are working on new free knowledge ideas, innovations or initiatives through coaching, exchange and collaboration.

→ **Not a typical grant program!**

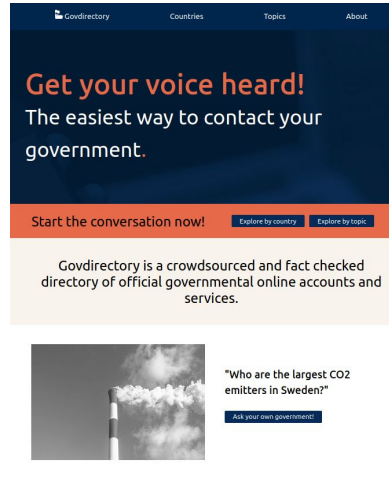
UNLOCK: structured; cohort-based; with need-oriented support incl. coaching, expert-matching and access to network; scholarship

# We accelerate new ideas for free knowledge!



## UNLOCK project 2020

**Audiopedia**: An open source web application that provides audio content related to "day-to-day" topics such as health or diet – making audio learning free and accessible to non-readers in developing countries.



## UNLOCK project 2021

**GovDirectory**: an open platform that gathers and makes publicly available all governmental online accounts and services. These may be official websites or social media accounts sorted in an online directory creating easier access for the general public.

... check out more **UNLOCK projects:**

<https://www.wikimedia.de/unlock/projects/>

# Key learnings from two UNLOCK editions



## NEW innovation-driving program

- ★ 80 applications in total
- ★ 10 project teams supported
- ★ 10 new prototypes for free knowledge developed

>> The teams rated the program elements as helpful, in particular the coaching and the exchange with experts.

>> UNLOCK could pave the way for their further development.

# Key learnings from two UNLOCK editions

## Attracting NEW people

- ★ Many applications came from people who had not previously been active in Wikimedia projects
- ★ UNLOCK 2021: high diversity of applicants from different European countries and beyond

>> We have also been able to reach out to new audiences who have not been part of the movement and are working on solutions that can contribute to our vision, such as social entrepreneurs and tech4good startups.



# What next?



## UNLOCK 2022 and beyond:

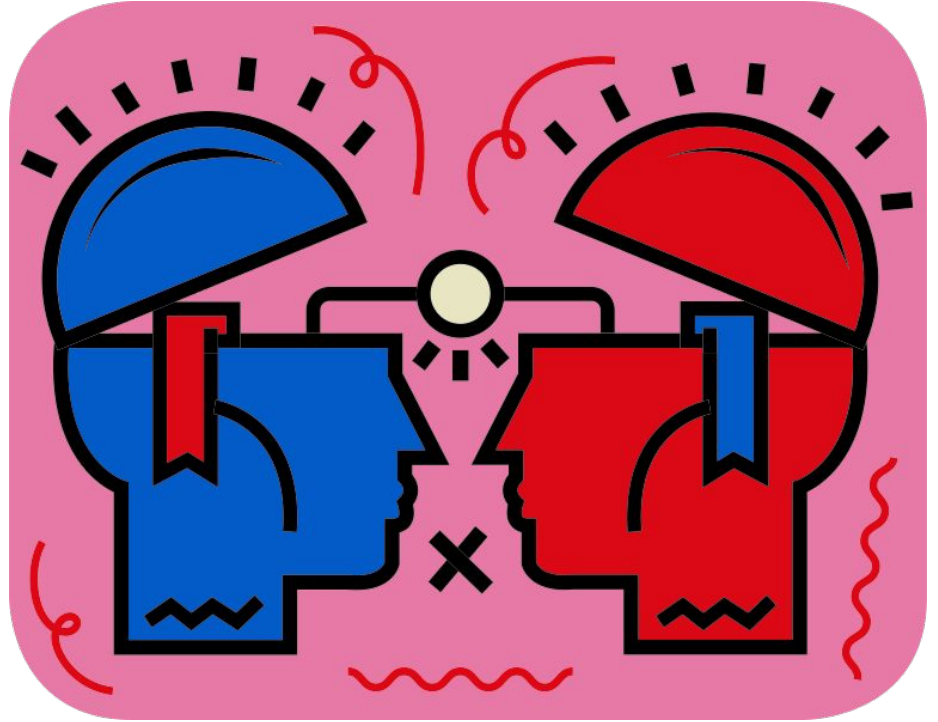
- Promoting projects and project teams from communities that have been underrepresented in our movement
- Expanding the program with a partner – either from the Wikimedia movement and/or beyond (e.g. innovation ecosystem)



# Support from the experts

>> My role in UNLOCK project was to be a speaker on **community management topic**.

>> Some of the projects have already built the community (retention), but some needed insights on how to engage more people and create the sense of community.





# Insights into attracting and building community(ies)

>> Community Support Program  
(Wikimedia Serbia)

>> Microgrants

>> Annual grants



# Why did I want to get involved?



- >> Interesting - projects were focused of innovation and free knowledge in general, not just in Wikimedia movement.
- >> Open - UNLOCK was opened for projects from Europe.
- >> Opportunity to learn more about these ideas and get inspired.

We talked about...

Community  
Support



Community  
Growth



Community  
Engagement



Exchange of  
examples



...which are the things CEE community knows a lot about.

# Opportunities for the CEE community



>> Opportunities for more projects and resources;

>> Partnerships;

>> Innovative projects;

>> Inspiration and thinking outside of the box;

>> Attracting new people to the movement.

# How do I get involved?

>> Follow [UNLOCK website](#) and [UNLOCK Twitter](#) for updates regarding UNLOCK 2022

>> Spread the word within your community!

>> Read about [previous projects](#) and think about new ideas.



Icon Wikidata Bridge get involved.png, by Lea Lacroix (WMDE)

# Integrating the CEE perspective



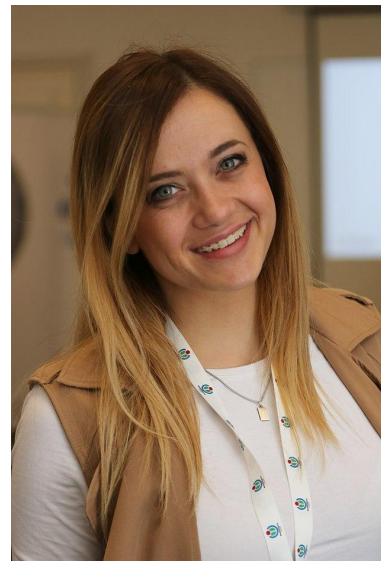
Who are the “innovators” in the CEE region?

How can we attract and then build a community of innovators in the CEE region?

THANK YOU!...and let's stay in touch.



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