



**#WIKIMEDIA2030**



**Nicole Ebber**  
Program Manager  
Movement Strategy



**Kaarel Vaidla**  
Process Architect  
Movement Strategy



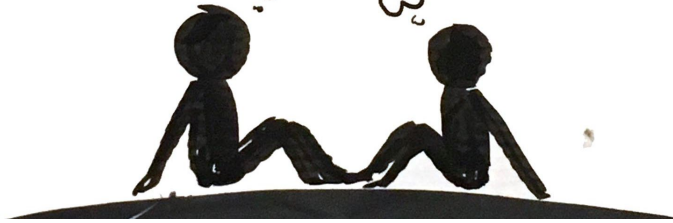
A hand-drawn graphic on a brown, textured background. The text is written in white, uppercase, sans-serif letters. The word "PASSIONATE" is underlined with a thick black line. The entire text is enclosed within a white, hand-drawn cloud-like border. There are some faint white scribbles at the bottom left of the image.

WE ARE  
PASSIONATE  
ABOUT WHAT  
WE BELIEVE IN

# ONE BELIEF ONE PASSION

“ A WORLD IN WHICH  
EVERY SINGLE HUMAN BEING  
CAN FREELY SHARE IN THE SUM  
OF ALL KNOWLEDGE. ”

**DREAMS**  
THAT WE HOPE TO  
ACHIEVE WITH  
EACH OTHER



THE  
VISION  
STATEMENT

*doesn't ask us to do this*

**ALONE...**

IT JUST ASKS US TO *imagine*



A CHALLENGE POINTS TO DOORWAYS OF CHANGE TOWARDS THE FUTURE

HOW DO  
WE FREE  
UP THE

STUCK

ENERGY

THAT CAN BE USED  
FOR THE FUTURE?





# EVERYTHING

IS ON THE TABLE!

BE  
BOLD!

BE  
RADICAL!



BE  
DISRUPTIVE!

You



ARE THE ONE  
WHO IS GOING  
TO MAKE THIS  
HAPPEN



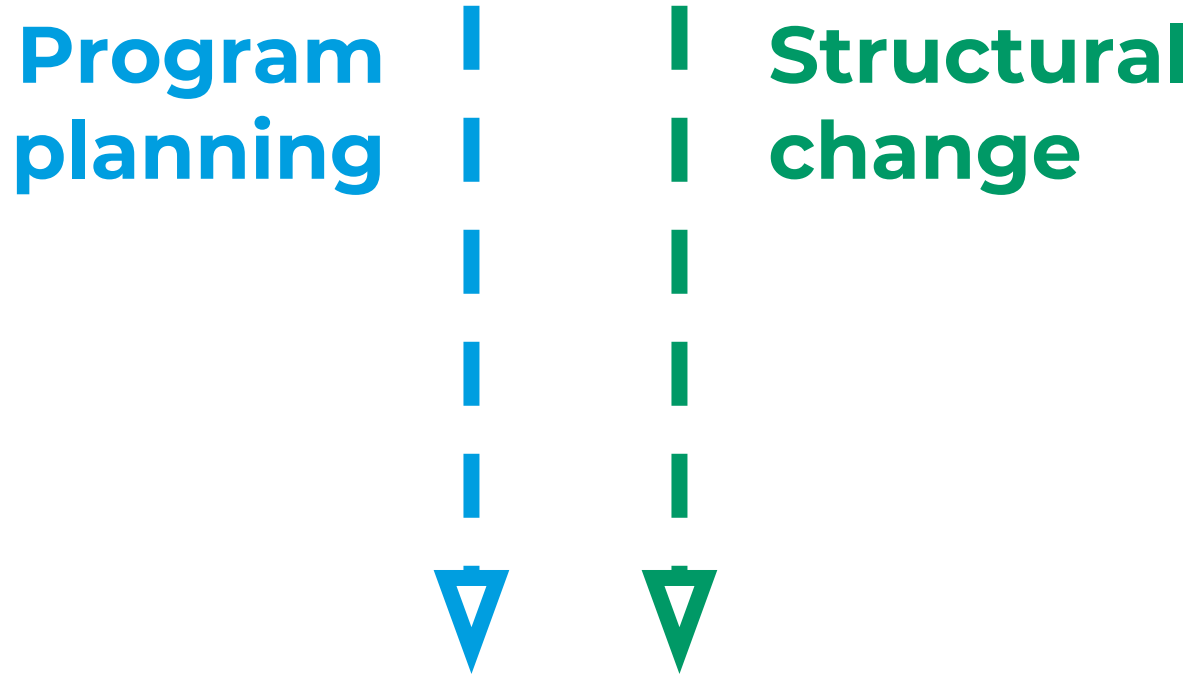
## Strategic direction:

**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.**

Together, we will  
update our **structures**  
and **programs**, so that  
we can successfully  
advance in our  
strategic direction.



# Evolving parallel processes



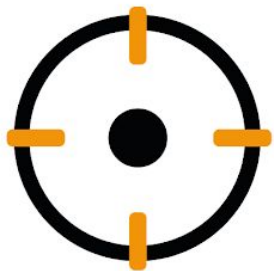


We have the  
Working Groups.

# Working Groups

<b>Roles &amp; Responsibilities</b>	<b>Revenue Streams</b>	<b>Resource Allocation</b>
<b>Partnerships</b>	<b>Community Health</b>	<b>Product &amp; Technology</b>
<b>Capacity Building</b>	<b>Diversity</b>	<b>Advocacy</b>





**RECOMMEN-  
DATIONS:  
SCOPING**

November 2018 -  
February 2019



**RECOMMEN-  
DATIONS:  
ANALYZING**

March - June  
2019



**RECOMMEN-  
DATIONS:  
CONCLUDING**

July - September  
2019

**Wikimedia Summit**

**Wikimania**

# Scoping questions

- How do we use advocacy to turn “adverse” or “unaware” environments into enabling environments? (Advocacy)
- What structures and bodies are needed to retain and promote capacity, and who should maintain these? (Capacity Building)
- Which are the structures and processes to assure the required level of inclusion in decision making and planning of the community at large in their full diversity in Product development? (Product & Technology)

# Scoping questions

- How can access to our projects be improved as access is the first essential step towards participation in a thriving movement? (Community Health)
- How do we increase awareness in low awareness regions, in order to ensure adequate representation, both in level of volunteer participation and amount of content? (Diversity)
- How might we allocate resources to secure innovation towards our 2030 goal? (Resource Allocation)

# Scoping questions

- What ongoing revenue does the Wikimedia movement need by 2030 to accomplish its mission over the next 100 years? (Revenue Streams)
- Which responsibilities are better placed at a global, regional, local or thematic level; which should be centralized and which decentralized? (Roles & Responsibilities)
- How might we build Wikimedia into an effective convenor of impactful partnerships, coalitions, and collective action based on a shared vision of open knowledge and the “Big Open” Movement? (Partnerships)

**Communities  
make wiki happen.**



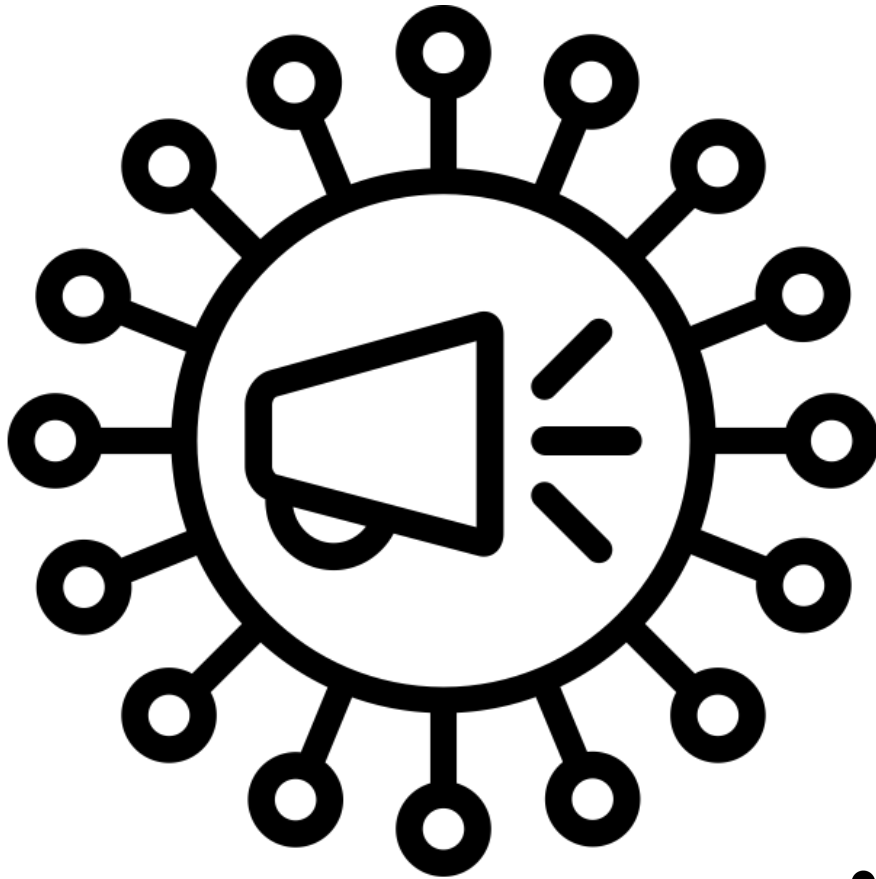
**WIKIMEDIA**  
FOUNDATION

**Scoping documents**  
**from all the groups will**  
**be made available**  
**next week**



**WIKIMEDIA**  
FOUNDATION

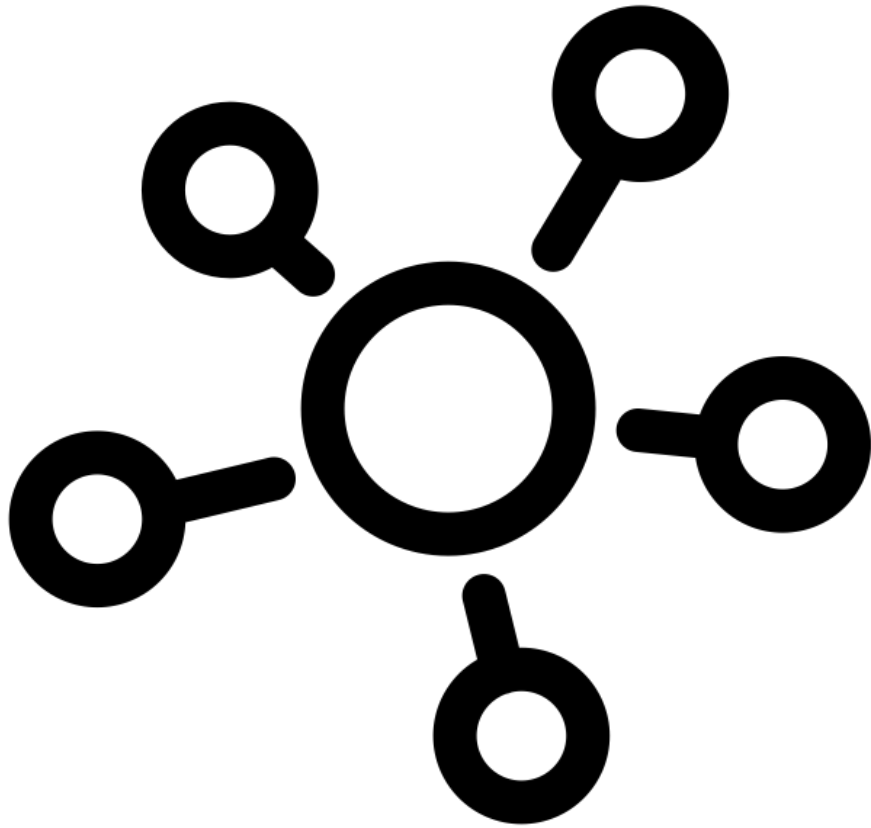
# Community Conversation Plans



- **Light:** Survey with up to 3 essential questions from the Working Groups
- **Pro:** Discuss scoping documents with your communities and engage in global conversations (incl. Wikimedia Summit)

Created by priyanka  
from Noun Project

# Strategy Liaisons



Bridges between the groups and communities and the process or nodes in the network

- **Organized Groups:** Affiliates, Wikimedia Foundation, Movement Partners, Committee
- **Language Communities:** 9 contractors; ~20 additional languages with volunteer liaisons

Created by Richa  
from Noun Project



# Step #1: Community Conversations

- On wikis
- On social media
- Conference calls
- In-person
- **Your ideas!**



## Step #2: Community Survey



Created by Vectors Market  
from Noun Project

- **Coming in April**
- **Available in multiple languages**
- **Individual feedback**
- **Help spread the word!**

REST.  
GET UP.  
BE READY.

*We're building this future!*



# Wikimedia Summit in Berlin

March 29–31

**~ 210 people**

- **from Wikimedia affiliates (chapters, user groups)**
- **from Wikimedia Foundation (staff, board of trustees)**
- **from Wikimedia Committees (AffCom, FDC, sAPG)**
- **Movement partners**
- **Working Group members**



## Our goals

- **Affiliates and WMF exercise their ownership of the Movement Strategy Process.**
- **Working Groups work better**



# Program

- **Understanding the Movement Strategy process**
- **Reflecting and feedbacking on the scoping drafts**
- **Planning the next steps until Wikimania**



- Schedule  
(with changes tba)
- Participants' list
- General page about the strategy process
- Scoping drafts (tba)





**Thanks!**  
**Contact us:**

Nicole:

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

Kaarel:

[kvaidla@wikimedia.org](mailto:kvaidla@wikimedia.org)

Summit inquiries for logistics

[wmsummit@wikimedia.de](mailto:wmsummit@wikimedia.de)

<https://2030.wikimedia.org>