

Movement Strategy Process

WikiIndaba 2018

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#WIKIMEDIA2030



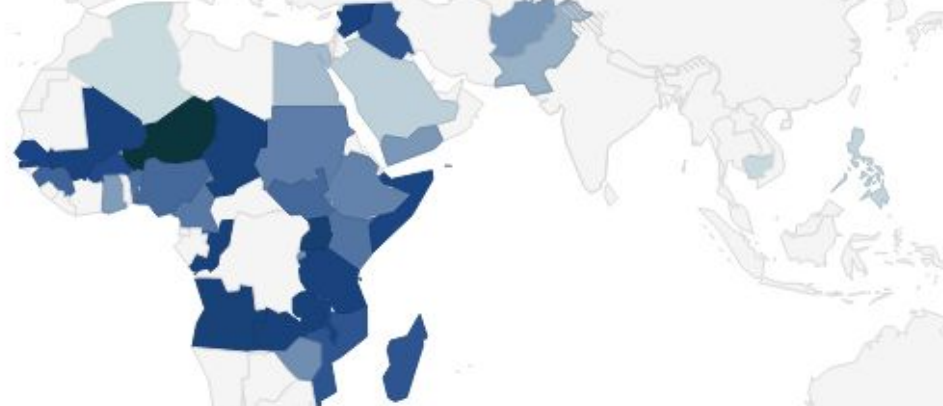
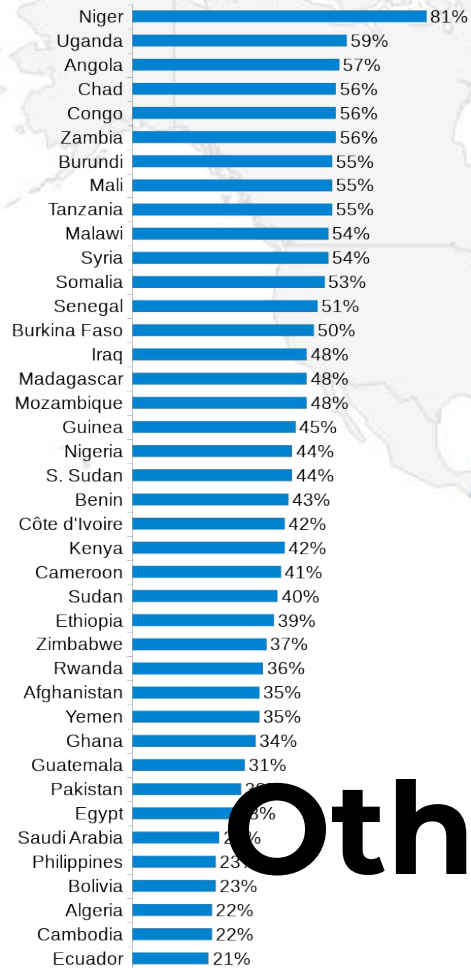
What did we learn? (2030.wikimedia.org)



**The world is
changing.**



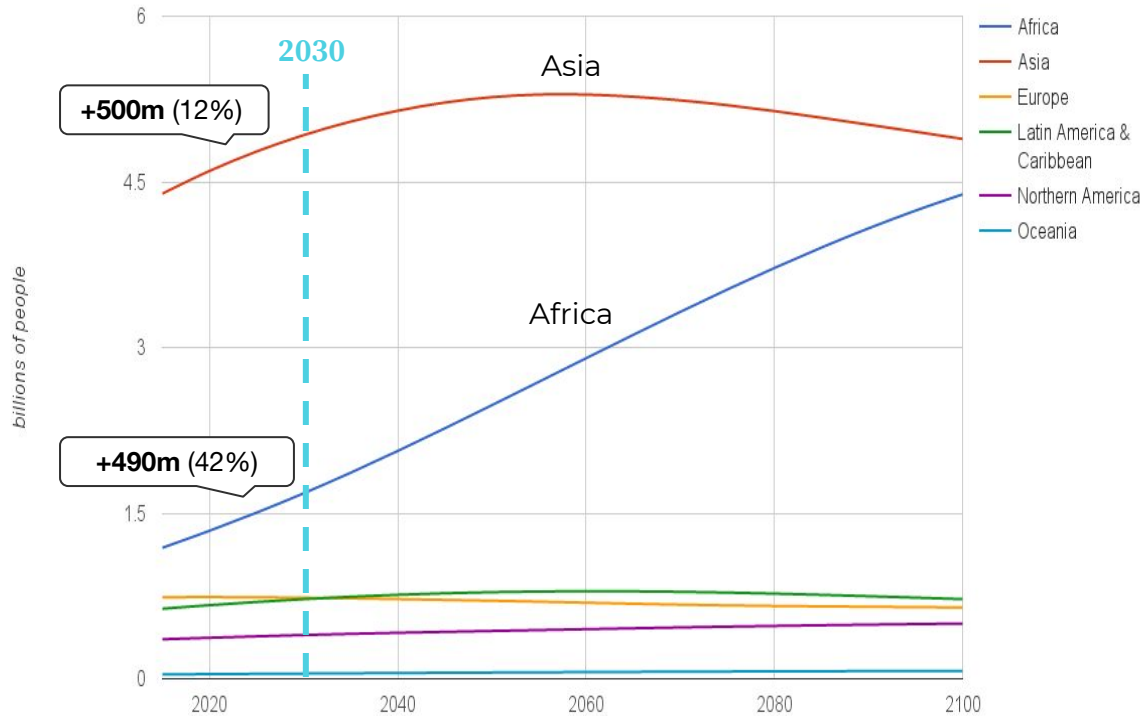
**Populations are
shrinking.**



Others are growing.

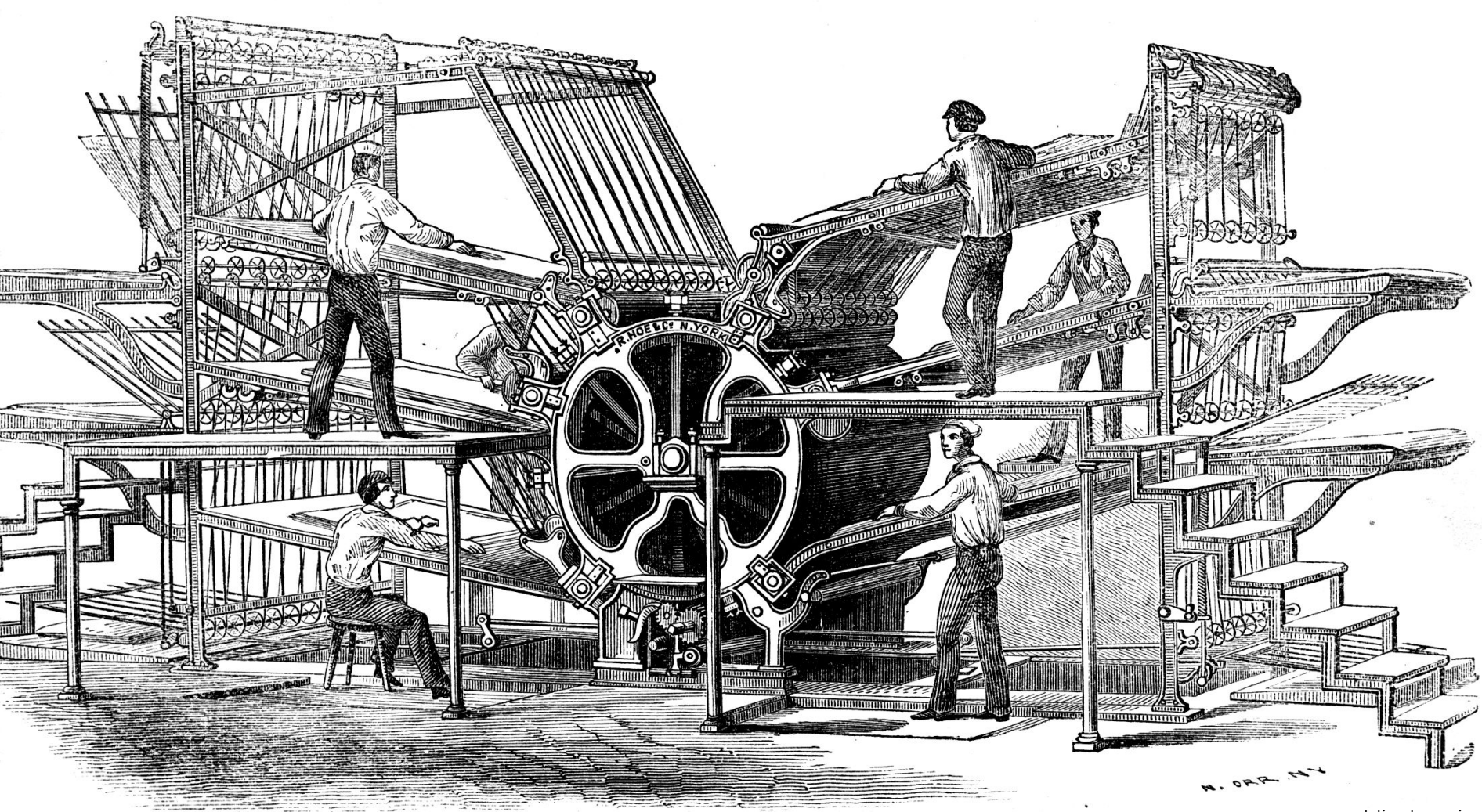
The world in 2030: 13% more people^[1]

Probabilistic Population Projections based on the World Population Prospects: The 2015 Revision



One of the most significant global demographic trends of the 21st century will be the **rapid population growth** in Africa and Asia.

[1] [UN World Population](#), 2015
Source: [UN](#), (Total population: median)



HOE'S SIX CYLINDER PRINTING PRESS.

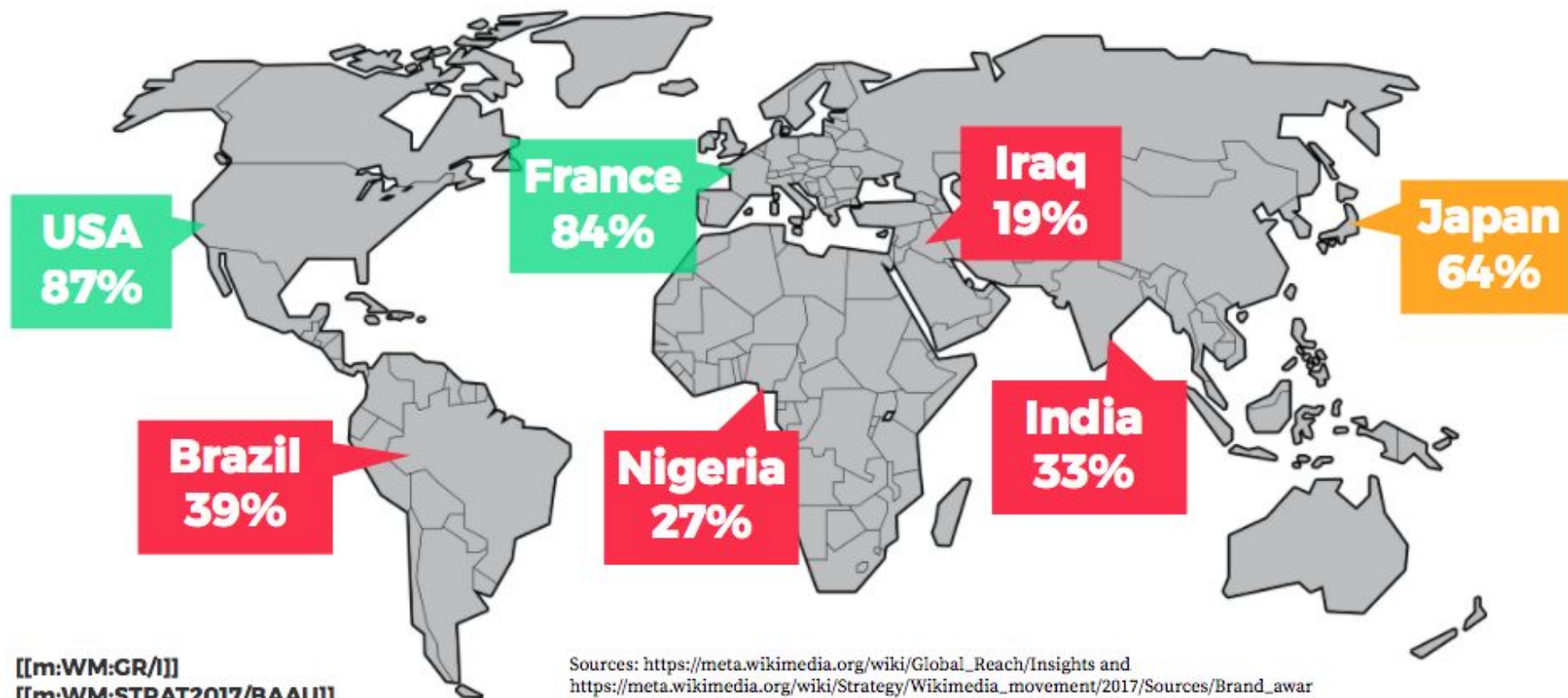
public domain





**Wikimedia does not
serve the whole world.
(And we're not even close)**

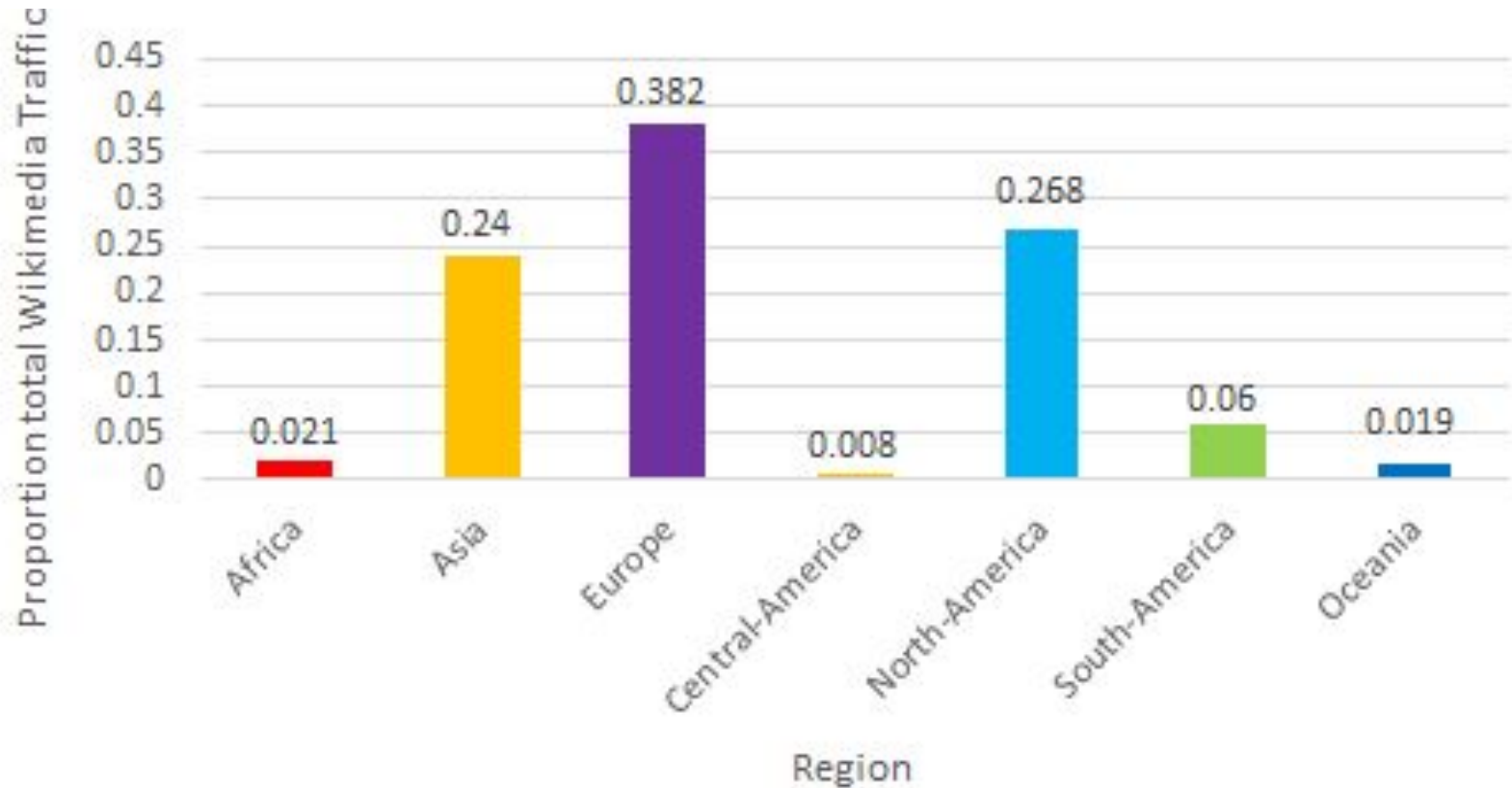
Wikipedia awareness among internet users



[[m:WM:GR/1]]
[[m:WM:STRAT2017/BAAU]]

Sources: https://meta.wikimedia.org/wiki/Global_Reach/Insights and https://meta.wikimedia.org/wiki/Strategy/Wikimedia_movement/2017/Sources/Brand_awareness,_attitudes,_and_usage_-_Executive_Summary

Proportion of total Wikimedia traffic by region



**Structural
inequalities prevent
us from achieving
our mission.**



WIKIMEDIA
FOUNDATION

**We need to adapt to
changing knowledge
needs.**



WIKIMEDIA
FOUNDATION

**We should leverage
new technology to
achieve our mission.**



WIKIMEDIA
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**More people and
institutions want to
join us, but don't
know how.**



WIKIMEDIA
FOUNDATION

FEARS

LACK OF DIVERSITY

BECOMING IRRELEVANT

SELF-CENSORING / BIAS AGAIN OTHER

VOICES NOT HEARD

TALK NO ACTION

NO CLEAR OUTLINE

WANT TO FAIL TO EXECUTE

CAN'T THINK HOME

TOO COMPLEX

WIKIMEDIA CHANGES + LOSSES CONCERN

NOT WELCOME TO NEW CHANGES

WON'T GET OUT OF COMFORT ZONE

ONE OF R - ROAD -

PERSONAL

JUST LAG

I WANT NO MORE TO OUTGROW

PERSONAL DIVERSITY

NO FEARS (BARRIERS)

I WILL FIND SOLUTIONS

WASTE OF TIME

HOPES

ROAD STRATEGY

CLASS BUDGET UNDERSTANDING

VALUE TO THE

HARMONY

COLLABORATION

INTEGRITY

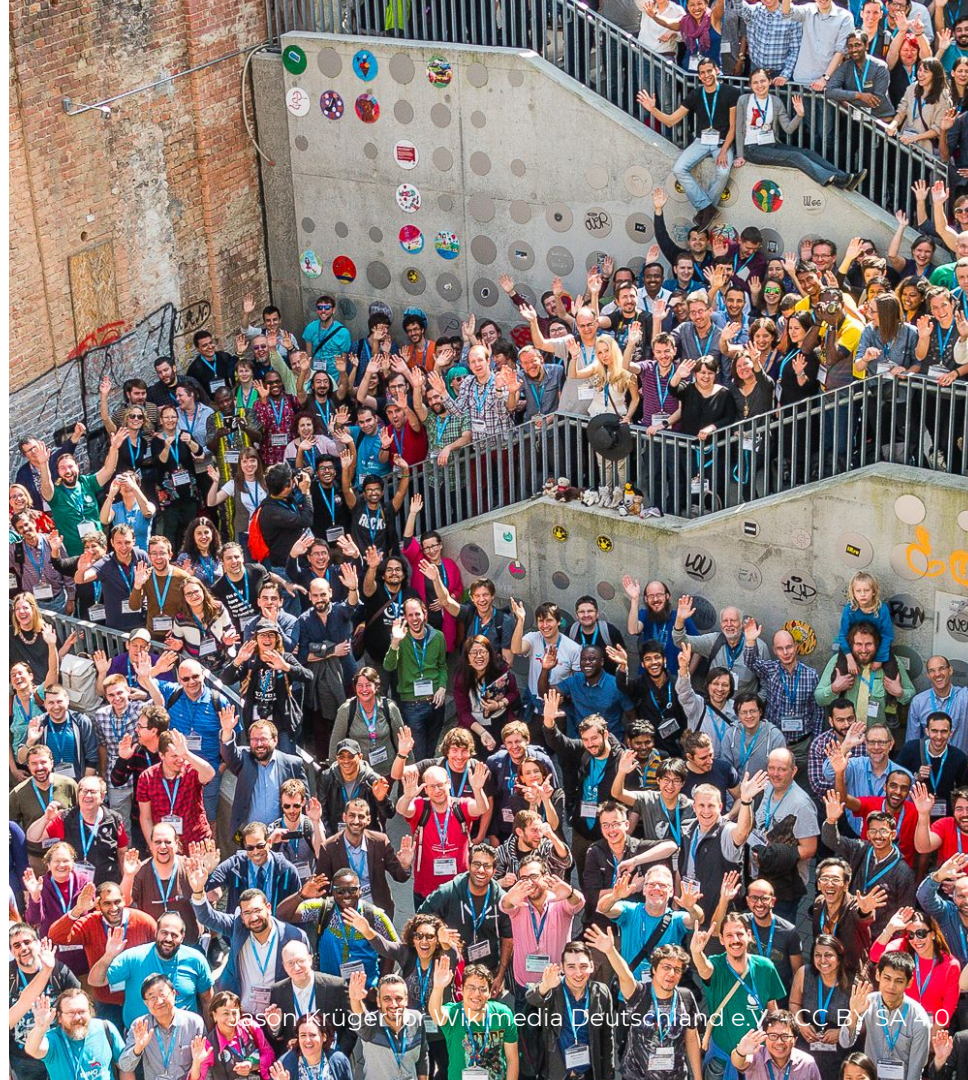
SKILLS TAKE HOME TO TECHNICAL

more impact together

NEW PARTNER

FOCUS ON HUMAN

We have a direction!



The strategic direction

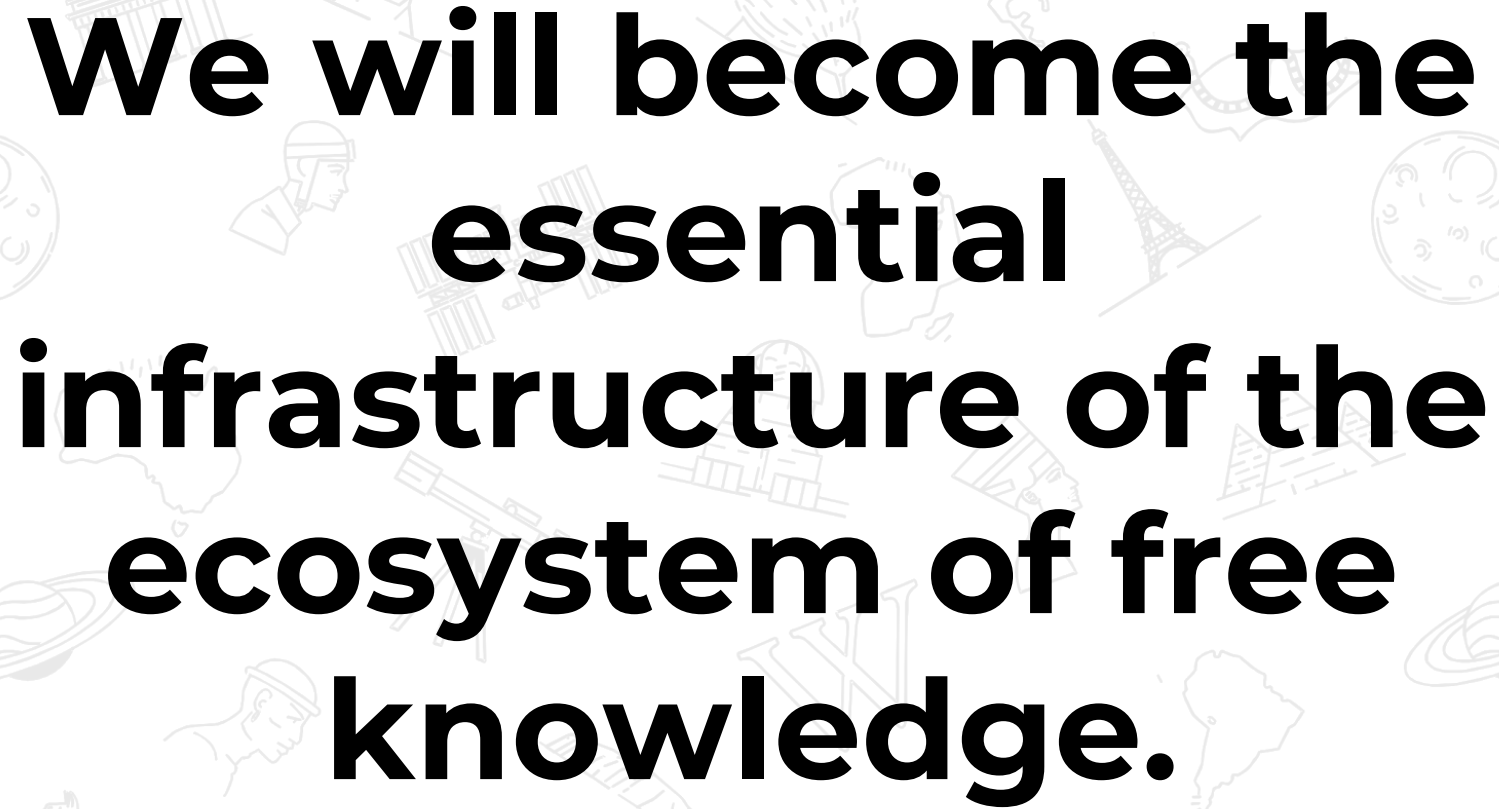
By 2030, Wikimedia will become the essential infrastructure of the ecosystem of free knowledge, and anyone who shares our vision will be able to join us.

We, the Wikimedia contributors, communities, and organizations, will advance our world by collecting knowledge that fully represents human diversity, and by building the services and structures that enable others to do the same.

We will carry on our mission of developing content as we have done in the past, and we will go further.

Knowledge as a service: To serve our users, we will become a platform that serves open knowledge to the world across interfaces and communities. We will build tools for allies and partners to organize and exchange free knowledge beyond Wikimedia. Our infrastructure will enable us and others to collect and use different forms of free, trusted knowledge.

Knowledge equity: As a social movement, we will focus our efforts on the knowledge and communities that have been left out by structures of power and privilege. We will welcome people from every background to build strong and diverse communities. We will break down the social, political, and technical barriers preventing people from accessing and contributing to free knowledge.



**We will become the
essential
infrastructure of the
ecosystem of free
knowledge.**

**Anyone who shares
our vision will be able
to join us.**

Knowledge as a service

- Evolve underlying infrastructure
- Become a platform to serve open knowledge
- Build tools for ourselves, our allies and partners
- Enable use of new forms of knowledge

**Now we determine
how we get there.**

The work ahead

- **Conceptual:** Change process for the next two years, to guide the movement towards becoming the essential infrastructure for free knowledge
- **Structural:** Discourse around roles, resources and responsibilities, resulting in recommendations as well as agreement and process for implementation
- **Programmatic:** Contextualizing of the direction and the creation of goals and plans on organizational levels, incl. support, coordination and innovation
- **Tactical:** Project and community oriented processes and development

Group work:

**What does this
direction mean for the
continent and its
affiliates and communities?**

(4 people; 10 minutes; one idea per post-it)



Share with the group:

**Stick your post-its to the wall
in the back of the room**

Group work:

**Which of the answers
resonate with you? What do
you think is most important?**

(4 people; 5 minutes)

What's next

- Talk to us!
- Talk to each other!
- Add your ideas to the post-it wall and +1 ideas that you like
- Carry the conversation forward in your affiliate and community
- Come to the Strategy Track @ Wikimedia Conference in Berlin, 20-22 April

Thank you!

