

HOW TO USE THIS DECK

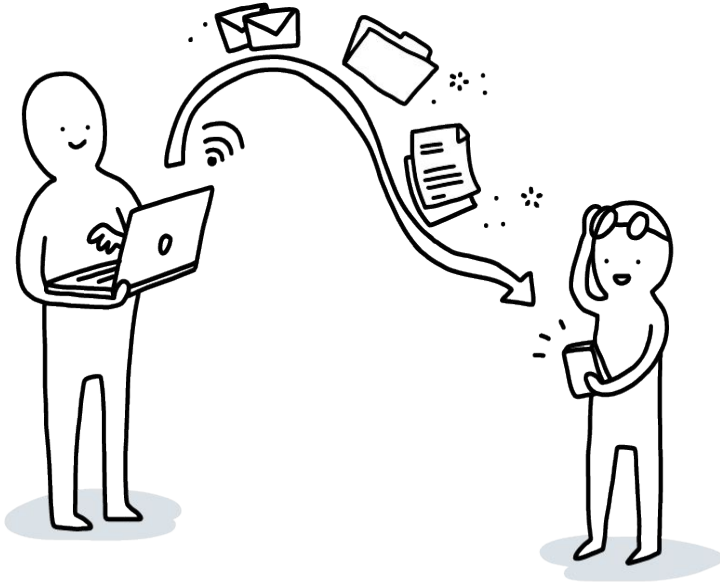
1. **Adapt** the slides to fit the purpose of your discussions.
 - a. Keep things light: delete slides you don't need, and keep an eye on the [optional] content
 - b. Fill in highlighted boxes in later slides
 - c. Numbers of **slides to be adapted**
2. **Translate** the content to your language.
3. **Delete this slide** from your copy .

A Beginner's Guide to Movement Strategy

[EVENT NAME/DATE/PRESENTER(S)]



Agenda

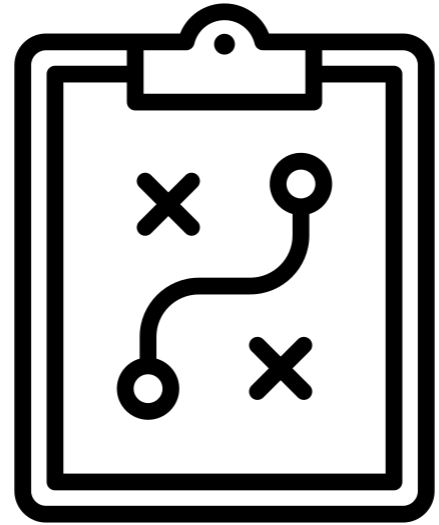


- Overview
- Basics of Movement Strategy
- Current state of Movement Strategy
- Opportunities for [YOUR COMMUNITY]
- Questions & comments

01 What is Movement Strategy?

What is “Movement Strategy”?

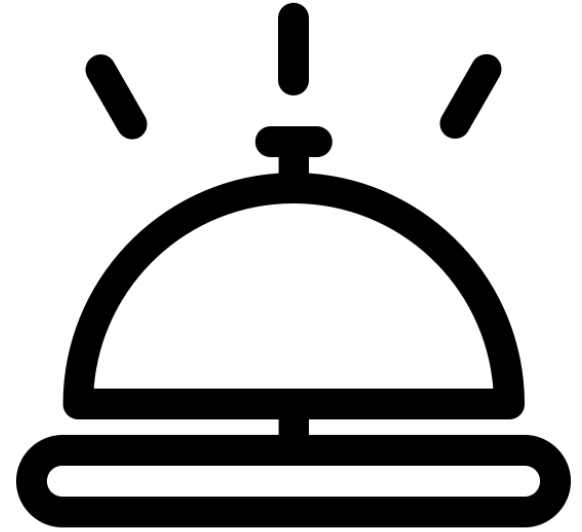
- A **plan for structural change** in the Wikimedia movement, to define its future until at least 2030
- A **collaborative process** for the Wikimedia Foundation, affiliates and communities to achieve this change



Created by Eko Purnomo
from the Noun Project

What makes it special?

- **First process of its kind** in the Wikimedia Movement
- **Led by and for** the Wikimedia communities, affiliates and Foundation **together**, regardless of where they are based



Created by Arthur Shlain
from Noun Project

Why a “Movement Strategy”?

- The Foundation, affiliates and communities work for a **common goal**, but without a common strategy:
 - Limited **equity** in decision-making & resource allocation
 - Lack of **collaboration & power sharing** between the Foundation, affiliates & communities



Why a “Movement Strategy”?

- The **world is changing**, and the Wikimedia Movement needs to adapt rapidly:
 - **Demographically:** Booms in African & MENA users, aging population, increased literacy
 - **Technologically:** Shifts to mobile devices, audio & visual content, AI and more
 - **Misinformation:** New technological & political challenges



Created by Musmellow
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Why does it matter to you?

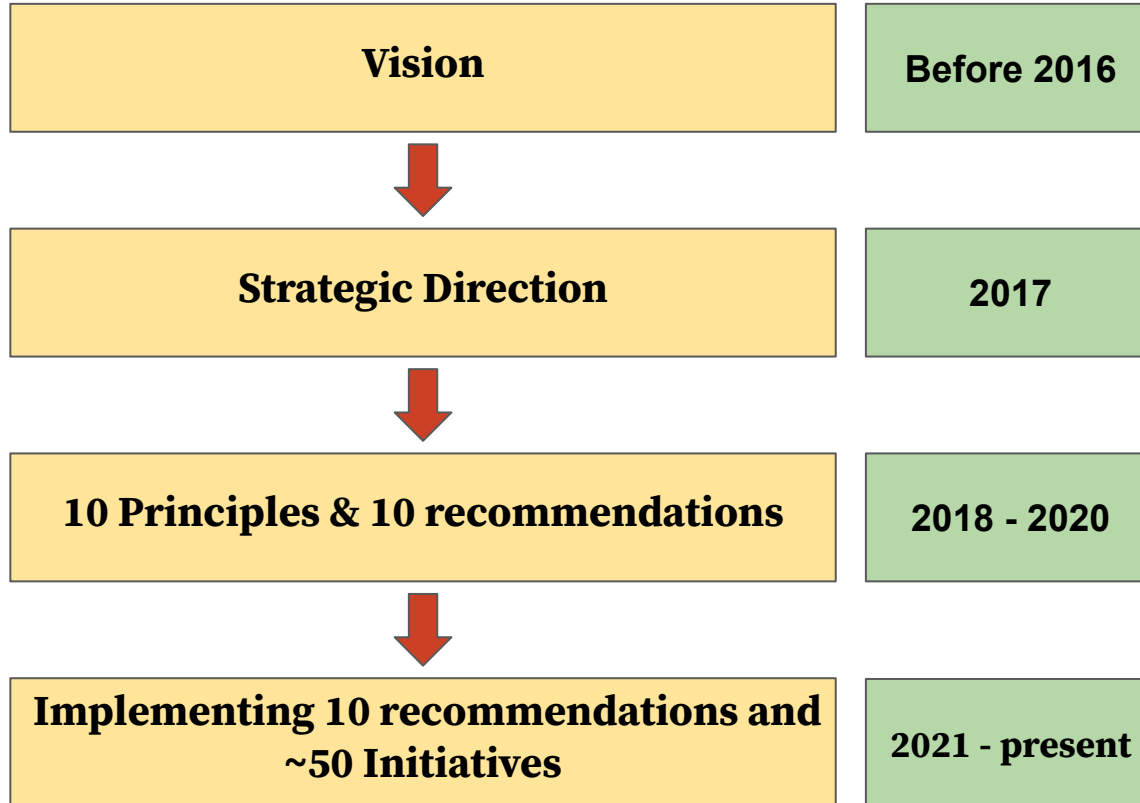
- Two-way exchange - learning from the **experiences and knowledge of Wikimedians everywhere**
- The Movement Strategy encourages us to **build collaborations to help each other**
- Wikimedia Foundation facilitators are bringing **your community's unique perspective** to Wikimedians everywhere



Created by Adrien Coquet
from the Noun Project

02 Basics of Movement Strategy

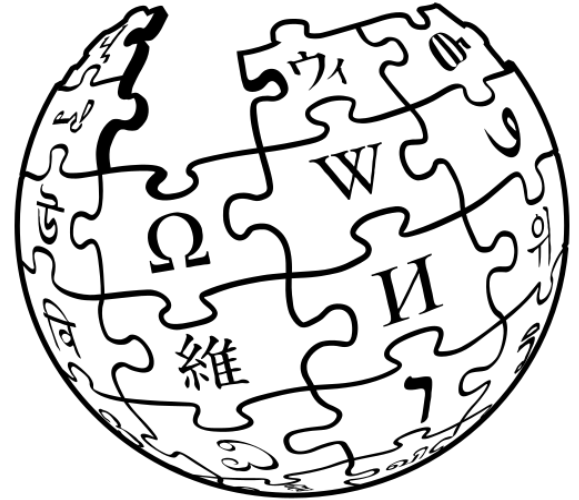
Timeline of Movement Strategy



We are here →

Vision

“Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment.”



The need for a Strategy

In 2016, the Board of Trustees of the Wikimedia Foundation asked:

- What does the Wikimedia movement need to fulfill our “vision”?
- What does it mean to be a “movement”?

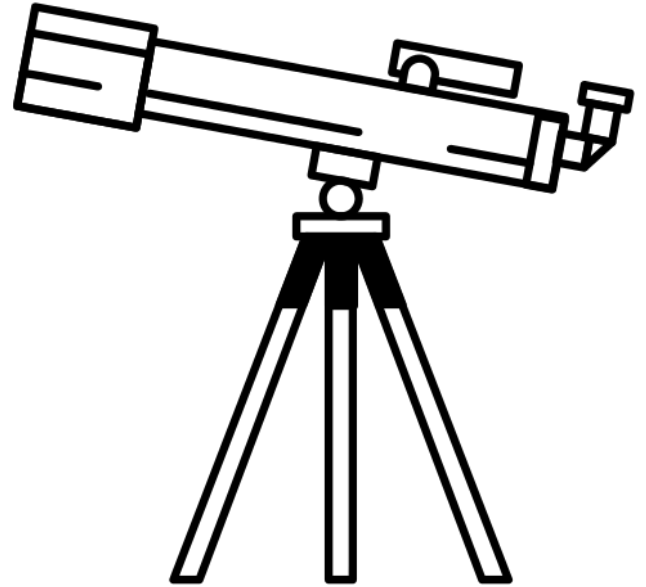


Image: Outstandy- Own work, CC BY-SA 1.0

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.”



The Strategic Direction Twin Goals

Knowledge as a service: To serve our users, we will become a platform that serves open knowledge to the world across interfaces and communities.

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.

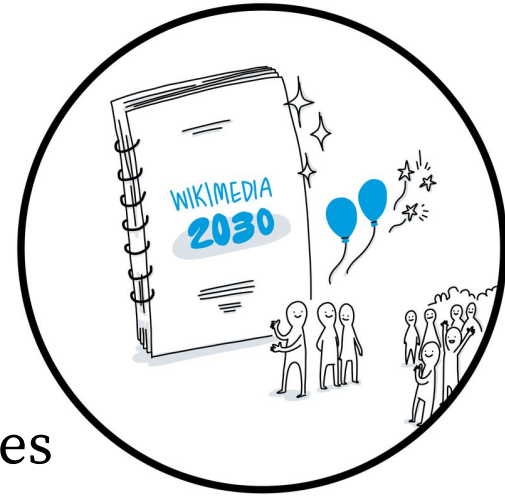
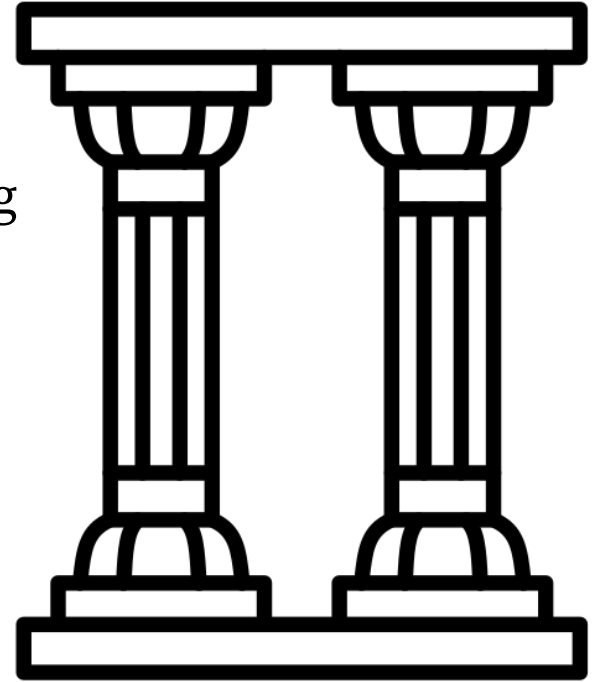


Image: Svenja Kirsch, Anna Lena Schiller, CC BY-SA 4.0

The Principles

- People-centredness
- Safety and Security
- Inclusivity and Participatory Decision-Making
- Equity and Empowerment
- Subsidiarity and Self-Management
- Contextualization
- Collaboration and Cooperation
- Transparency and Accountability
- Efficiency & Resilience



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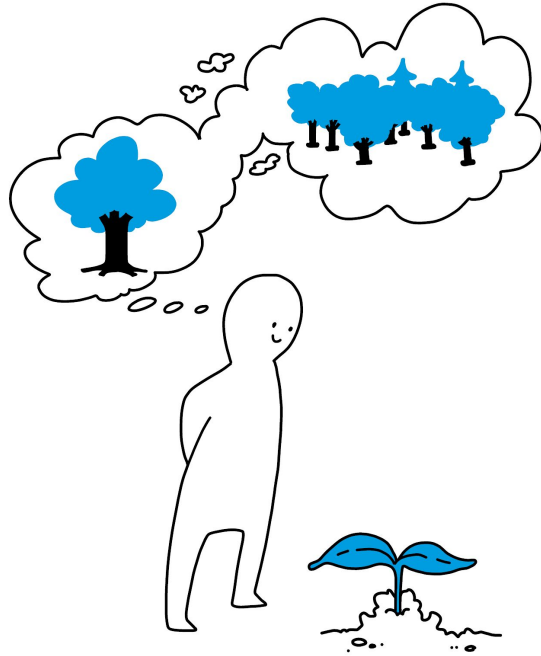
The Recommendations

1. Increase the Sustainability of Our Movement
2. Improve User Experience
3. Provide for Safety and Inclusion
4. Ensure Equity in Decision-making
5. Coordinate Across Stakeholders
6. Invest in Skills and Leadership Development
7. Manage Internal Knowledge
8. Identify Topics for Impact
9. Innovate in Free Knowledge
10. Evaluate, Iterate, and Adapt



Image: CC BY-SA 4.0 Riesenspatz / Svenja Kirsch, Anna Lena Schiller

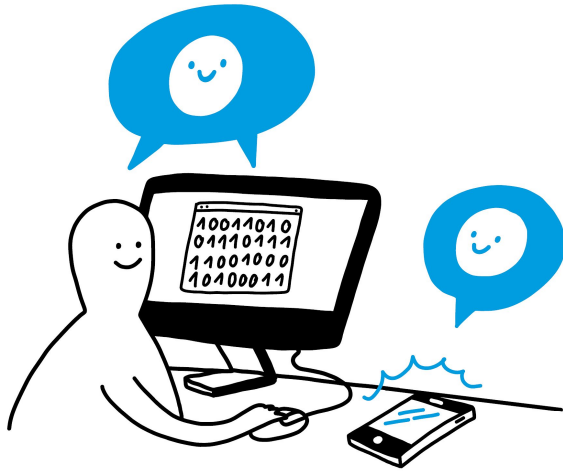
1. Increase the Sustainability of Our Movement



Increasing our movement's sustainability:

- Focus on underrepresented communities
- Recognizing volunteers
- Awareness about Wikimedia
- Local fundraising capacity
- Environmental sustainability

2. Improve User Experience



Addressing the usability and accessibility of our products:

- UX research, testing, and dissemination
- Adaptability to various devices
- Resources for newcomers
- Peer spaces
- Cross-language tools

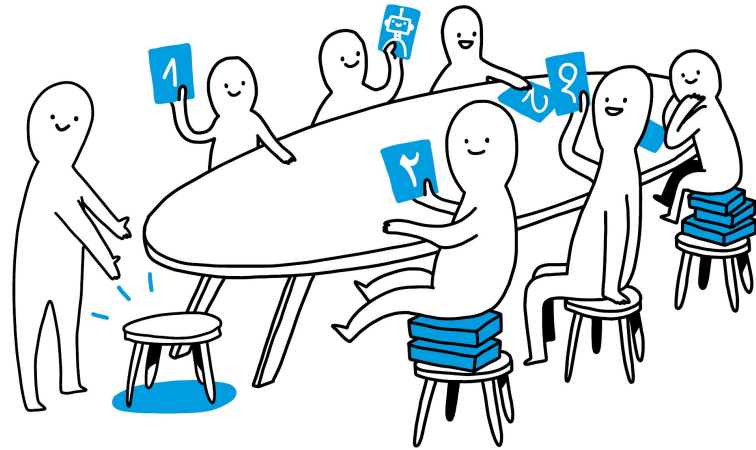
3. Provide for Safety and Inclusion



Addressing harassment and providing for safety:

- Universal Code of Conduct
- Reporting harassment
- A safety assessment and execution plan
- Privacy tools
- Advocacy for free knowledge

4. Ensure equity in decision-making



Equitable representation in decision-making & resourcing:

- Movement Charter
- The Global Council
- Regional and Thematic Hubs
- Resource allocation framework
- Good practice guidelines for governance bodies / boards

5. Coordinate Across Stakeholders



Creating spaces for improved collaboration:

- Clearly defined roles and responsibilities
- Spaces for communication with partners, technical developers & others
- Technology Council

6. Invest in Skills and Leadership Development

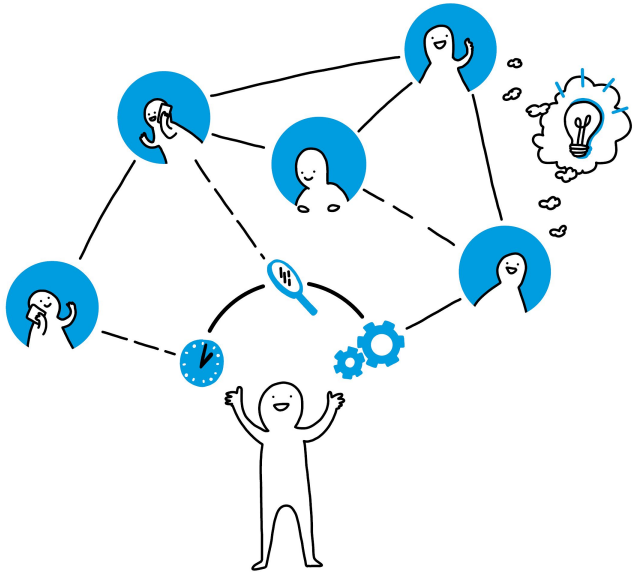


Image: CC BY-SA 4.0 Riesenspatz / Svenja Kirsch, Anna Lena Schiller

Developing skills in individuals and organizations:

- Systematic approach to skill development
- Leadership development plan
- Online learning
- Peer networks & mentorship
- Recognition and incentives

7. Manage Internal Knowledge



Preserving the movement's internal knowledge:

- A culture of documentation
- A navigable knowledge base with access to learning assets for the whole movement
- Staff for curation, updating, dissemination, etc.

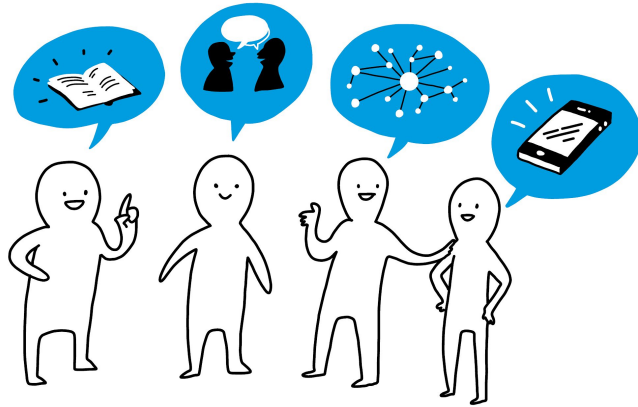
8. Identify Topics for Impact



Understanding how our content impacts people:

- Research how our content is used - coverage, quality, verifiability, etc.
- Mitigations for misinformation
- Addressing gaps in high-impact content

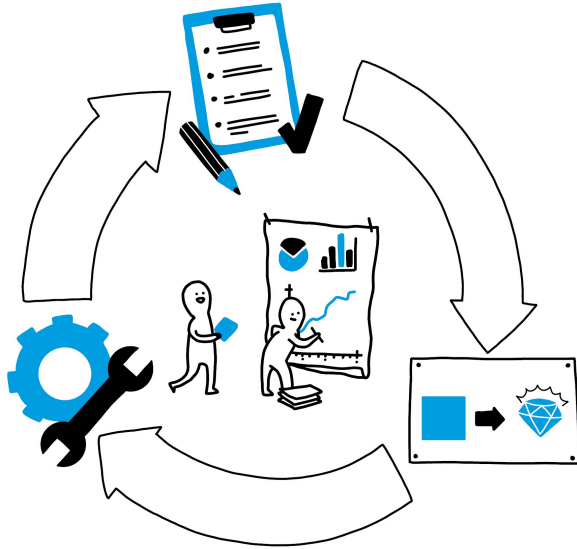
9. Innovate in Free Knowledge



Keeping our knowledge projects relevant, diverse and resilient:

- Identify barriers to address gaps in knowledge
- New projects and policies for knowledge equity
- Tools and partnerships for innovation

10. Evaluate, Iterate, and Adapt



Continuous improvement and evaluation of our work:

- Evaluate, monitor, analyze, and learn from activities
- Mutual accountability
- Evaluate and reiterate the Movement Strategy implementation

03 [OPTIONAL]

Current status of Movement Strategy

Movement Charter

(Updates on Meta)

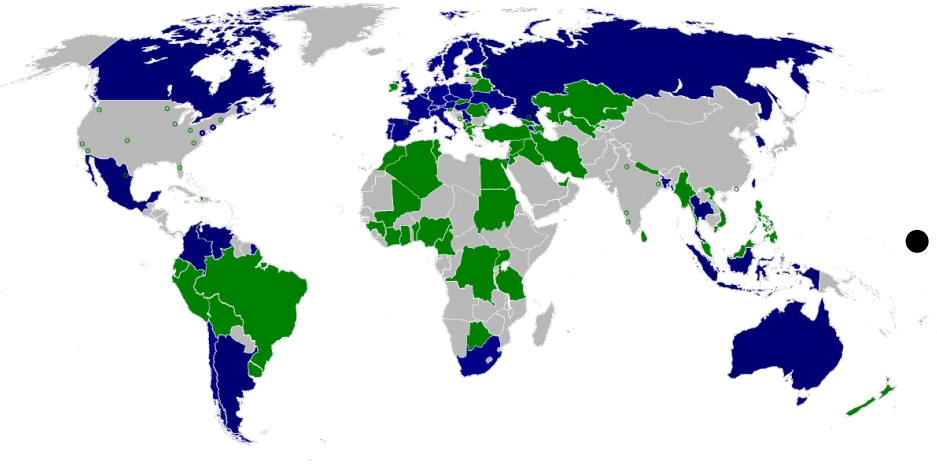


Image: CC BY-SA 4.0 stefano corradetti

- A document defining the **roles and responsibilities** in the Wikimedia movement, like:
 - The Global Council: A global body representative of the Movement
 - Hubs: Regional and thematic networks for collaboration
- The **Movement Charter Drafting Committee** was formed in November 2021, is expected to work until 2023

Hubs

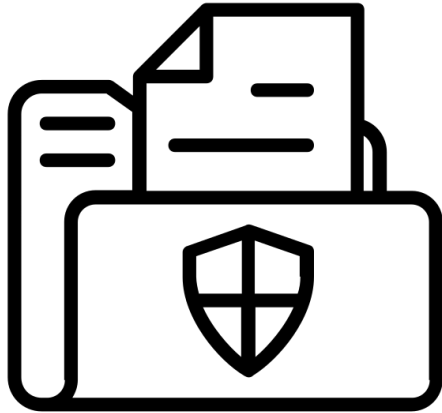
[\(Meta page\)](#)



- There are about [15-20 hub projects](#) **in-planning or early research stages**
- The Movement Strategy & Governance team held basic **research interviews in what is called “[the Hubs Dialogue](#)”** (see the [findings summary](#))
- Follow the [Movement Strategy updates](#) for **upcoming workshops & events**

Universal Code of Conduct

[\(Meta page\)](#)

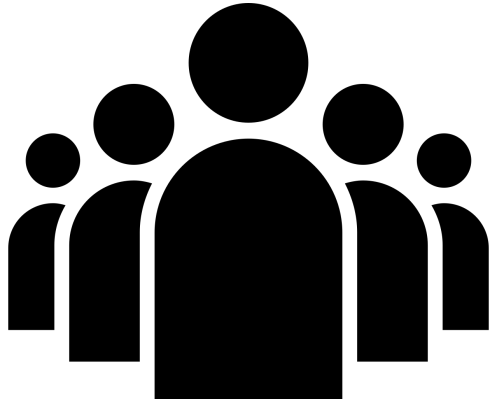


Created by ProSymbols

- The Wikimedia Foundation Board of Trustees **approved** [the Universal Code of Conduct](#) on December 2020
- The community voted on its [Enforcement Guidelines](#) in March 2022
- A [volunteer-led Revisions Committee](#) is currently improving the Enforcement Guidelines based on a first ratification vote, and subsequent community consultation round and vote.

Leadership Development

[\(Meta page\)](#)

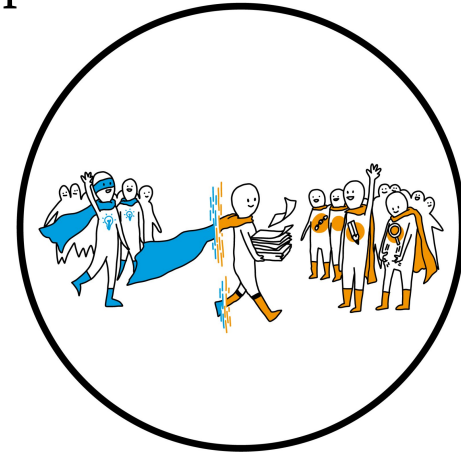


- The **Leadership Development Working Group** was formed with 15 members in May 2022
- A volunteer group to **advise leadership development work by:**
 - Drafting a shared definition of leadership
 - Creating a Leadership Development Plan
 - Guiding the implementation of leadership development

04 Why & how you can join?

How is this relevant to you?

- **Supporting existing work:** You may be already working on something connected to Movement Strategy. Consider talking to your community facilitator to get support!
- **Innovating in new work:** Strategy is a opportunity to try your new ideas and turn them into projects
- **Global impact:** Potential to collaborate with Wikimedians from around the globe in implementing Movement Strategy initiatives



Where to start?

Suggested initiatives for [YOUR COMMUNITY]:

- **Regional hub:** Research the possible benefits of a regional collaboration with like-minded communities
- **Skill Development:** Identify the gaps in community skills and develop learning materials for them
- **Topics for Impact:** Investigate which topics on Wikipedia & other projects have the most impact for your community

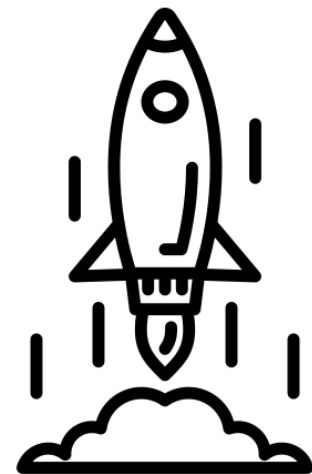


Image: Edwin PM, Noun Project

Implementation Grants



- Supporting projects that directly **push a specific initiative forward**
- Focusing on projects that directly **push a specific initiative forward**
- **See examples** of [funded grants](#) and of [other grant ideas](#)
- **Connect, collaborate and ask questions** [on the MS Forum](#) or Telegram ([join](#))

Interested in engaging?



Image: CC BY-SA 4.0 Riesenspatz / Svenja Kirsch, Anna Lena Schiller

- Not sure how to start? **Read and discuss ideas with other Wikimedians** on the [Movement Strategy Forum](#) (you can have conversations there in your own language!)
- **Learn about events and discussions** by following the [Movement Strategy Updates](#) on Meta

04 Summary

Summary about Movement Strategy

- Movement Strategy is an effort to **deal with the upcoming challenges** in the Wikimedia movement and the world **until 2030**
- It includes a broad **Strategic Direction & principles**, and detailed actions for change in the **recommendations & initiatives**
- Movement Strategy implementation **is a collaborative effort for all Wikimedians**: You can implement it locally in your community with the support of grant funds, or globally through discussions and engagement

Stay connected, get in touch



For more, we invite you to read the [Movement Strategy](#) [playbook](#).

Need assistance? Reach out to the [Movement Strategy & Governance Team multilingual facilitators](#) or email:

[**msg@wikimedia.org**](mailto:msg@wikimedia.org)