

Advocacy Work in Wikimedia

Minority Languages

Anass Sedrati

Wikimedia 2030 Advocacy Working Group

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Agenda

- ▶ Wikimedia 2030 Strategy
- ▶ Advocacy Working Group
 - ▶ Wikimedia 2030 Advocacy: Scoping and situation
- ▶ Advocacy and minority Languages
- ▶ Conclusions

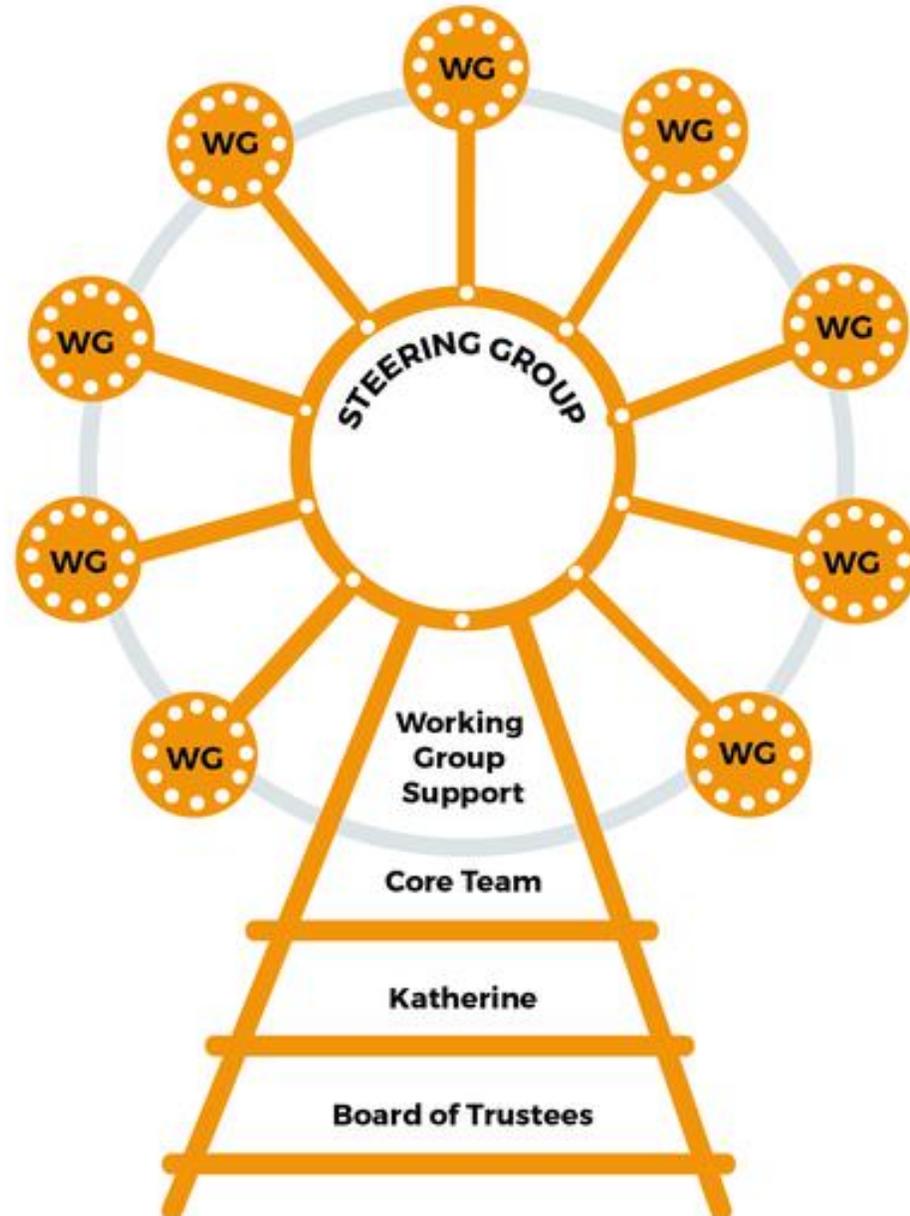
Wikimedia 2030 Strategic direction

- ▶ 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.
- ▶ 9 Working Groups (90 members total)
- ▶ Core Team - support of WMF and board of Trustees

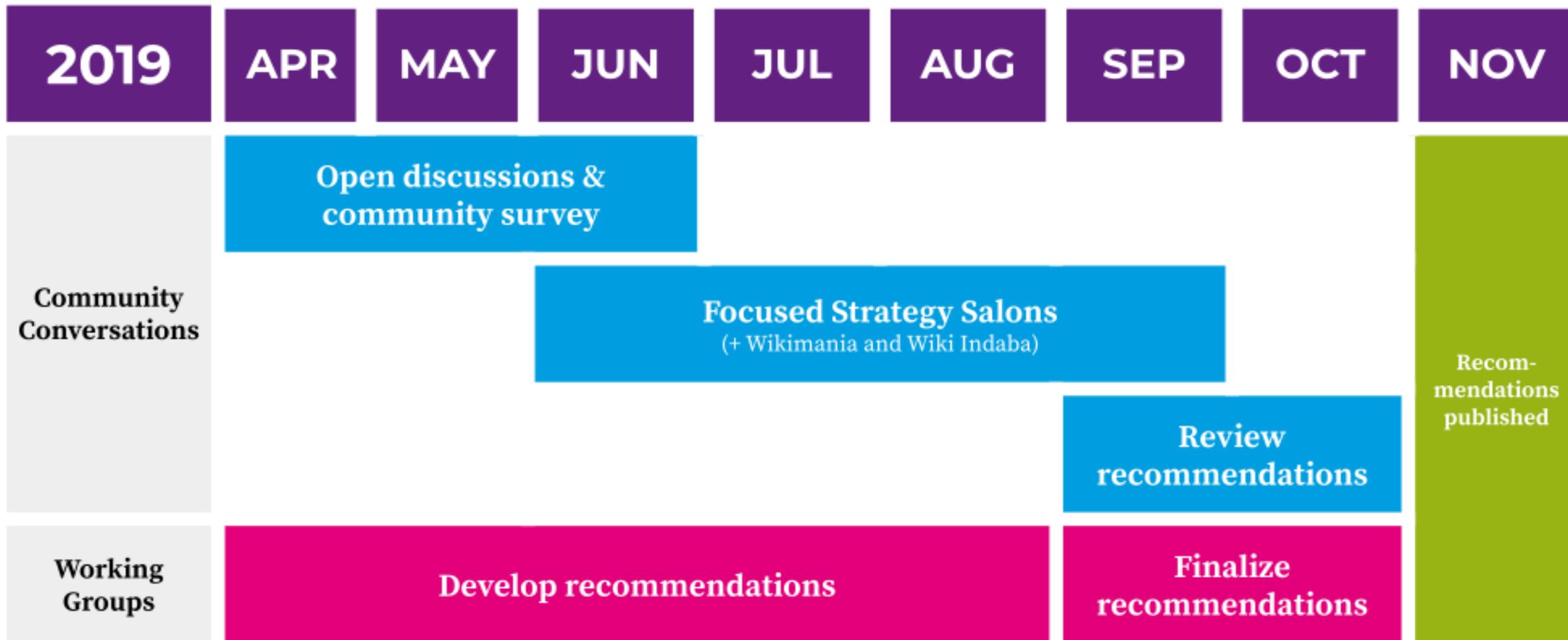
2030 Strategy Working Groups

Roles & Responsibilities	Capacity Building	Product & Technology
Revenue Streams	Partnerships	Community Health
Resource Allocation	Diversity	Advocacy





Movement Strategy Community Engagement Timeline



Working Groups (WG) Mission

- ▶ **Scope** - map the present situation of the thematic area, the obstacles and opportunities, using all the data already collected over the years and further research if needed. Identify the changes needed and build a case to explain why these changes help us progress in our Strategic Direction.
- ▶ **Recommendations** - identify possible strategies for making these changes and develop concrete recommendations for the movement on how to ratify and implement them.
- ▶ **Implementation** - advise on and iterate changes based on the recommendations.

Wikimedia 2030 Advocacy WG

▶ Vision:

- ▶ In 2030 everyone can access, use, transform and build on Wikimedia projects within the legal and functional environments which enable them to share the diversity of knowledge and express it freely. These environments nurture free knowledge that is created and maintained within and outside the Wikimedia movement.

▶ Work:

- ▶ legal frameworks, public policies and agendas to define areas where active advocacy and political engagement supports our mission and our Strategic Direction;
- ▶ build capacities to break down political barriers;
- ▶ identify partners for political impact.

Advocacy SWOT

- ▶ **Strengths:** Advocacy strengthens the image of Wikimedia as well as the community. It places the movement as part of a strong “free culture lobby” enabling to build tools and tactics applicable in various contexts.
- ▶ **Weaknesses:** Resistance to advocacy efforts. This work can be seen as non-inclusive and against neutrality.
- ▶ **Opportunities:** Wikimedia advocacy operates in an environment of increased interest, awareness, and enthusiasm for digital rights, human rights, and access to knowledge on both an individual and organizational scale. Additionally, increased connectivity and access are creating more diversity online and within the Wikimedia movement.
- ▶ **Threats:** Advocacy in the Wikimedia movement is threatened by adverse perceptions of the movement, including negative perceptions of tech in general, misunderstandings about the effectiveness of technological solutions, hostility to truth and media, and both implicit and explicit censorship. Additionally, a lack of resources and support, both internal and external, limit the scope of advocacy efforts. Finally, because of the ever-changing nature of advocacy, time and resources often need to be spent on defending previous gains, rather than advancing free knowledge further.

Advocacy – Necessary conditions

- ▶ Advocates have tools and support from Wikimedia movement to work.
- ▶ Practices of using free knowledge exist and expand in as many contexts/geographies as possible.
- ▶ Frameworks promote & support access to information and knowledge.
- ▶ Integrated open movement advocacy toolkits, training packages, strategies etc. developed and shared.
- ▶ The pervasive use of and contribution to Wikimedia projects expands reach and value of free knowledge.
- ▶ Wikimedia projects are accessible across formats, technology, languages, modalities (visual, verbal etc.).
- ▶ The Wikimedia community is inspired to drive advocacy through understanding and collective passion.

Advocacy WG scoping Questions

- 1- How do we ensure that our community's various contexts are represented through advocacy?
- 2- How do we advocate so that all people who want to access Wikimedia projects can do so, in the languages and ways they want?
- 3- How do we use advocacy to turn "adverse" or "unaware" environments into enabling environments?
- 4- How can we ensure that the movement's advocacy efforts are not harming the neutrality of the Wikimedia project's content?
- 5- What is needed to encourage and inspire advocates for the Wikimedia movement?
- 6- What sort of material, conceptual, resource and expert support do movement advocates need and where does it come from?
- 7- How do we safeguard and protect the efforts of advocates (and contributors) within "adverse" or "unaware" environments?
- 8- What external frameworks should we support and/or change to further ground contribution and access in free speech and free knowledge (e.g. legal frameworks or government departments)?
- 9- How do we incorporate existing and future aligned partners in our advocacy efforts?

Community Conversations

- ▶ Feedback related to the current Strategy work and to the Working Groups can be delivered through various ways.
 - ▶ Contacting Community Strategy Liaisons (in 7 languages).
 - ▶ Contacting the WGs directly.
 - ▶ Participating to Strategy Survey.
 - ▶ Participating to Strategy Salons organized in your regions.

Example of current Feedback - Advocacy

- ▶ Wikimedia Foundation (WMF) should create a **strong legal body** that can protect community members everywhere.
- ▶ Wikimedia should strive to have as **much legal representation** in as many countries as possible.
- ▶ WMF should **lobby in the media** to encourage writing more about women (and minorities in general).
- ▶ WMF should change its name to **Wikipedia Foundation** to make its recognition easier for all.

Missing voices - Minority languages

- ▶ Most of the feedback is collected from *loud voices* from the biggest communities, mainly men.
- ▶ Areas where minority languages are spoken present other challenges that needs to be explained to the Advocacy WG
 - ▶ Are these languages accepted in their states?
 - ▶ Are people free to advocate for/in these languages?
 - ▶ Does advocation for Wikipedia in a minority language present a danger?
 - ▶ What is advocacy in these specific context? What concrete actions will be considered as advocacy?
 - ▶ Advocating Wikimedia for minority languages has its own challenges
 - ▶ How to ensure neutrality of "small" Wikipedia?
 - ▶ How to ensure democracy enforcement in minority languages communities?

Why is this important?

- ▶ Recommendations Deadline - October 2019
- ▶ Presentation to Board of trustees - November 2019
- ▶ Implementation of the Strategy: 2020 - 2030

- ▶ Not giving input ->
 - ▶ Missing a group or a community in shaping the Strategy.
 - ▶ Missing the opportunity to tackle challenges **your groups** face currently.

References and contacts

- ▶ 2018-2020 Wikimedia Strategy homepage
 - ▶ https://meta.wikimedia.org/wiki/Strategy/Wikimedia_movement/2018-20
- ▶ Advocacy WG Meta Page
 - ▶ https://meta.wikimedia.org/wiki/Strategy/Wikimedia_movement/2018-20/2019_Community_Conversations/Advocacy
- ▶ Advocacy WG mailbox - wg2030-advocacy@wikimedia.org
- ▶ Movement Strategy Survey
 - ▶ https://wikimedia.qualtrics.com/jfe/form/SV_d718KRfJ5W30VYV

Thank you!

Questions?