What to do with this presentation!!!

There are slides here covering introduction and purpose, timeline and events, the Movement Strategy principles, the recommendations, and the next steps. There is also an appendix of additional slides covering history and design at the end.

- Please make a copy, this is the original.
- Adapt the slides to fit the purpose of your discussions.
- Keep things light and relevant. Delete slides you don’t need.
- Translate.
Movement Strategy

Prioritization Events

September - October, 2020
Hola, こんにちは, Ciao, Hello, سلام, Halo, Salut, 你好, Nnoo, হ্যালো, Hallo, स्वागत, Dzień dobry,  приветствие, שלום, Mholo, हैलो, γεια, Ahoj, హైలి, 여보세요, مرحبًا, سلام, Olá, Xin chào, Hallå,  здравствуйте, Sawubona, Здраво, Merhaba, Talofa, హల్లో
Purpose

- We have the recommendations for the future of our movement
- Together, we need to figure out how to make the recommended changes and actions or “initiatives” happen
- We need to decide which of the recommended initiatives should be prioritized for implementation in 2021
Goals for this meeting

- To introduce how we will transition to implement some of the recommendations
- To discuss the recommendations and principles at a level that is relevant for addressing “local” needs
- To prepare people and organizations for global implementation discussions
Why prioritize?

- There are 10 recommendations that the movement drafted over two years, from 2018 - 2020
- Each recommendation recommends multiple “initiatives” or changes + actions
- All together, there are close to 50 initiatives
- We can only implement some of the ideas
- Let’s decide as a movement which ones, starting with local discussions
Suggested agenda

Part 1

- Opening and introductions
- What are we doing here and what are the steps to implementation?
- Introducing the principles
- Introducing the recommendations
Part 2

- What are our needs and which recommendations can address them?
- From those recommendations, which initiatives should be prioritized?
- What are some initiatives that should be prioritized globally in 2021?
- What are our resource and capacity needs for implementation?
- Closing and next steps
Timeline and Events
The transition to implementation

Prioritization and preparations
Thematic discussions
Global events
Follow-up events
Implementation

September - October 2020
October
November
December - ...
January 2021

On-Wiki discussions
Prioritization

Online events led by affiliates and communities to share information and ideas, and to identify priorities for implementation.

- Look at both local and global priorities
- Prepare for joining global discussions
Planning for 2021

Prioritization can be helpful for planning activities for 2021.

- There is a lot to choose from - there are 10 recommendations and each has multiple changes and actions or initiatives

- Think about local priorities, regional collaborations, and partnerships

- Think about human capacity and financial needs to engage with Movement Strategy and implementation
Global events

November 2020

The global events are for sharing results from local and regional prioritization discussions and for celebration.

The global events will be a forum for global prioritization and defining roles and responsibilities for implementation.
Follow-up events

After the global events, we will meet again with community members.

- For sharing updates and decisions
- Combined with on-wiki updates and discussions
- To coordinate responsibilities for the next steps and for taking implementation work forward
On-wiki discussions
July 2020 onwards

Continuous open discussions on wiki aiming for good information flows from virtual meetings to online spaces and back.

- With the principles of Transparency and Accountability at heart
Implementing the prioritized initiatives from the recommendations will begin in 2021.

- Movement-wide collaborations connecting communities, affiliates, and the Wikimedia Foundation

- Some local experiments, some globally-coordinated initiatives
Introducing the Principles
The building blocks of our movement’s future

- 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
The Recommendations
Overview of the recommendations

- Building on our strengths, becoming resilient and sustainable
- Power-sharing, community leadership, inclusive decision-making
- Shared accountability in generating and allocating resources in the movement
- Addressing safety and security
- Prioritizing inclusivity and diversity - in content and contributions
- Improving UX, technology, and innovation
- New investments and infrastructure for skills, learning, and training
- Improved communication, coordination, evaluation, and knowledge management
- Understanding ourselves and our impact in today’s world and for the future
1. Increase the sustainability of our movement

Being people-centered and increasing our movement’s sustainability.

- Larger investment in emerging and underrepresented communities
- Recognizing volunteers - long-time contributors and newcomers - and increasing awareness about the movement
- Context-specific community support
- Developing local fundraising capacity - decentralized and diversified - and exploring new opportunities for revenue generation
2. Improve user experience

Addressing the usability and accessibility of our products to become more “people-centred” and exploring ways to continuously and inclusively improve our user experience.

- Better involvement of diverse contributors and developer communities in UX research, testing, and dissemination
- Testing for a wide range of user profiles and devices
- Resources for newcomers
- Accessibility standards
- Peer spaces, documentation standards, cross-project and cross-language tools
3. Provide for safety and inclusion

Addressing harassment and providing for safe and inclusive environments.

- Creation of a [universal] Code of Conduct
- Improved mechanisms for reporting and dealing with harassment
- A safety assessment and execution plan that includes rapid response infrastructure
- Local capacity for safety - privacy tools depending on contributor context
- Advocacy for free knowledge principles
4. Ensure equity in decision-making

Establishing shared responsibility and accountability for decision-making and distribution of resources in the movement.

Enabling equitable representation in global decision-making and participatory resource allocation.

- Interim Global Council - temporary
- The Global Council
- Movement Charter
- Regional and Thematic Hubs
- Defined roles and responsibilities for all stakeholders
5. Coordinate across stakeholders

Creating spaces for improved communication and collaboration within the movement and with partners, technical contributors, and developer communities.

- Based on clearly defined roles and responsibilities for specific activities
- Creating spaces for communication and collaboration
- Comprehensive information exchange, improved learning and knowledge transfer
- Establishing a Technology Council for new functionalities, networking opportunities, and faster reaction
6. Invest in skills and leadership development

Developing technical and people skills in individuals and organizations.

- Globally systematized approaches based on real, locally-identified needs
- Initiatives for a wide range of skills needed for contributing and movement building
- A globally coordinated leadership development plan
- Online learning, peer networks, multiple languages
- Recognition and incentives for skill development
- Tapping into movement expertise and mentorship
7. Manage internal knowledge

Ensuring the movement’s internal knowledge is user-friendly, participatory, and of high quality.

- Integral for scalability, transparency, and equitable opportunities for development
- An efficient culture of documentation
- A navigable knowledge base with access to learning assets for the whole movement
- Staff needed for this role - curation, updating, dissemination, etc.
8. Identify topics for impact

Understanding how our content impacts people and how it can be used (and misused) in the world.

- Without impacting the autonomy of volunteers or contributions, research how our content is used - coverage, quality, verifiability, the public’s trust, access, etc.
- Ways to address content gaps and advocate for content creation
- Understand the significant harm of misinformation on our projects
- Prioritize resources relating to content that will have the greatest impact possible
- Work with specialized partners
- Measure the impact
9. Innovate in free knowledge

Exploring and expanding our range of free knowledge projects and content formats to stay relevant, grow diverse and resilient in line with our vision and Strategic Direction.

- In consultation with communities, identify barriers to address gaps in knowledge
- Create pathways to new projects, content from other knowledge bases, and policies for knowledge equity
- Develop tools and partnerships to make free knowledge accessible in various formats
10. Evaluate, iterate, and adapt

Develop self-awareness as a movement and efficiently implement Movement Strategy recommendations for 2030.

- Evaluate, monitor, analyze, and learn from our activities as a global movement
- Resources and expertise for evaluation
- Shared responsibility and mutual accountability for all movement actors
- Be able to monitor activities, evaluate, communicate progress, and facilitate learning
What's Next
What is the work ahead?

- Regional and thematic meetings are excellent for sharing information and exchanging ideas
- Prioritization should be at the level of individual groups and affiliates
- Encourage others to organize prioritization calls as well
- Submit your priorities directly on Meta, in a survey, or by emailing a simple template to the Support Team
- Join global discussions in November!
The transition to implementation

Prioritization and preparations

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January 2021

On-Wiki discussions
Stay connected, get in touch

Plenty of things to read, watch and listen to
- [https://meta.wikimedia.org/wiki/Wiki media_2030](https://meta.wikimedia.org/wiki/Wiki media_2030)

Reach out to the Transition Support Team with any questions or comments
- strategy2030@wikimedia.org
Thank You
Extra Slides for Reference and Background
The Journey of The Recommendations
Drafting the Recommendations

March to September 2019:

- 9 working groups discuss the scope of their thematic area, commission research, draft recommendations
- The working groups brought 100 Wikimeidans together to collaborate
- The first rough draft of the recommendations released online and in-person at Wikimania
- September - draft recommendations are revised based on the input and a second draft is delivered - 89 recommendations
Consolidating the Recommendations

October to December 2019:

- Working groups dissolved
- Volunteer writers and reviewers continued
- Co-design of the process ahead
- 89 recommendations consolidated to 13
2019 Community Conversations

April to September 2019:

- Wikimedia Summit 2019
- 7 community strategy liaisons
- Volunteer affiliate liaisons
- 48 salons in 29 countries
  (14 in Africa, 6 in Asia, 11 for youth)
- 2 regional summits (ESEAP, East Africa)
- Wikimania in Stockholm
2020 Movement Conversations

January 2020:

- Translations for 12 different language communities
- 6 dedicated strategy liaisons to facilitate conversation
- Strategy sessions held at various global community events
- 40+ events led by affiliates to discuss strategy recommendations
- Dedicated outreach with Africa and the ESEAP region
Strategy at Global Events

“Engaging with community members in-person establishes context and helps ensure diverse voices and needs are represented in our movement’s future.” — Jackie Koerner, event participant and contributor
Our Strategy meetup about the recommendations was a captivating moment of exchange for our community. — Rency Inson Michel, Wikimedians of Haïti
“Having a strategy event helped us discover the movement in greater depth, understand our impact, and discuss our importance for the MENA region and Africa. Most importantly, it was a rare occasion for us to connect and meet in person to discuss strategy. ” — Wikimedia Morocco community organizer
Considerations for the Design

- **Design for optimal participation**
  - Online editors and tech communities
  - Underrepresented groups
  - Newer and smaller affiliates

- **Unique dynamics to consider**
  - Language and cultural diversity
  - Time zones
  - Access to technology
  - Decision-making + resource allocation needs