International Wikimedia Movement Strategy:

Opportunities for CEE Communities

**CEE Meeting 2021, November
Asaf Bartov (Wikimedia Foundation)**

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What is Movement Strategy?

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Let's **very briefly** catch up on what Movement Strategy is, where we are right now, and how we got here:

Movement Strategy

- The Movement Strategy is a years-long process aiming to provide **the entire Wikimedia movement** with **a strategy** -- a set of **high-impact goals** and **suggested implementation steps** to achieve them.

- Our movement is truly **global** and **diverse**; the needs and capacities differ greatly; the Strategy is accordingly both **comprehensive** and **ambitious**.

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The Strategic Direction

- To come closer to achieving our Vision, the **Strategic Direction** (2017) emphasizes:

  - A more inclusive and people-centered approach

  - Improving the user experience in the main platform and in tools

  - Becoming the essential infrastructure for the whole free knowledge ecosystem

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Strategic Recommendations

- More specifically, the movement strategy process came up with **strategic recommendations** (2019) – 10 **recommendations** + **suggested initiatives** to achieve each. Most are focused on:

  - structural changes, roles and responsibilities, decentralization.
  - creating structures for cooperation and coordination.

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Strategic Initiatives

- During the **transition** phase, the recommendations were discussed and the specific **initiatives were prioritized** (2020–2021).

- Of them: Some are already actively being implemented with significant Wikimedia Foundation investment. For example:

  Code of Conduct

  Private incident reporting

  Developing enterprise-level API

  Movement Charter

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Strategic Initiatives

- Other initiatives don't yet have active implementation efforts. For

  example:

  [Resources for newcomers](#) (but note the *software features* in **[Growth](#)**)

  [Identifying policies that hinder knowledge equity](#)

  [Identifying high-impact topics](#)

- **All** initiatives are eligible for **[Movement Strategy Grants](#)**. "The projects

  supported by these grants can be big or small, but all of them must make a case to

  advance one initiative."

What the Strategy is not

Let's dispel some misconceptions:

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What the Strategy is NOT

- It is not **Something Done By Other People!**

- It is not some obscure process that would **only be relevant to you when it's over!**

- It is not **a distraction from your existing work and interests!**

The way ahead

What's coming up in Movement Strategy?

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Next steps

These major initiatives are being **proactively facilitated** by the Wikimedia Foundation:

    a.   **Movement Charter**

    b.   **Universal Code of Conduct**

    c.   **Hubs**

    d.   **Peer networks for capacity development**

They are all iterative processes, where concrete implementation plans are being developed together with key stakeholders and communities. (<-- this means you!)
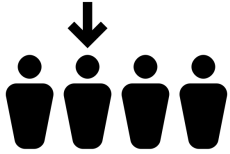
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Movement Charter

- Defining the roles and responsibilities and mutual accountability of movement actors.
- Needed to provide structure for increasing appetite of wider cross-project and cross-organizational collaboration.
- The charter will be drafted by a Drafting Committee, yet the process will be open for wide community input.
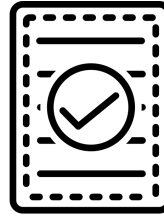
Next step:
- Drafting Committee begins work!
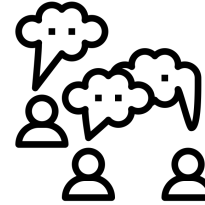
Movement Charter - tentative timeline

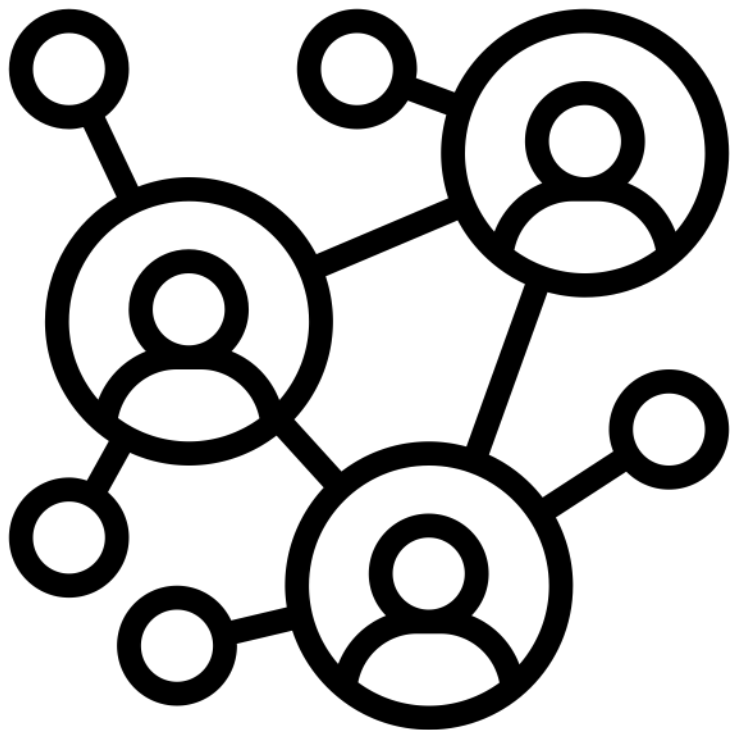| May - November 2021	November 2021 - March 2022	April - June 2022	April - June 2022	June 2022
Setting up the Movement Charter Drafting Committee	Drafting the first draft of the Charter in consultation with communities	Amendments and ratification process for the Movement Charter	Conversations regarding the set up of the Global Council	Kicking off the set up process for the Global Council

On-wiki discussions

Hubs

- Connectors between the local and global level of Wikimedia movement.
- Implementing the principles of **subsidiarity**, **self-management**, and **contextualization**.
- Creating coordination and collaboration structures where helpful.
- The exact scope and roles of hubs needs to be defined.

Next steps:
- Conversations with key stakeholders late in 2021.

George Chernilevsky, Public domain

Created by Becris
from Noun Project

Capacity Development

- The main idea is to create **peer support networks** and **communities of practice**.
- Will take a bottom-up approach with communities and organizations suggesting initiatives.
- Is supported by Movement Strategy implementation grants

Next step:
- [Implementation grants](#) now available!
- The [Community Development team](#) is available to partner with your initiatives.

Okay, but how is it **relevant to us**?

Is any of this relevant to my wiki, my community, my country, my language?

(Spoiler: **yes!**)

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Three types of relevance

I suggest at least three types of relevance to CEE communities and the CEE network (and future hub?)

1. New **resourcing** for existing work (given proper framing of how it advances an initiative and measurable project plans)
2. New work: **innovation, experimentation** (we have always been able to do that (e.g. CEE Spring), but there's more (dedicated!) resources and WMF attention and support now!)
3. Influence global work: **strategize**, **design** programs/structures, **facilitate** conversations or working groups

Hmm, do you have **some** **examples?**

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I do!

Example 1: Combat Misinformation

The [Identify_Topics_for_Impact](#) recommendation includes an initiative focused on **combating misinformation**, a phenomenon present in several CEE countries and affecting wikis in several CEE languages.

How?

1. Do research on what misinformation exists or is attempted on your wiki.
2. Innovate tools or processes to effectively combat misinformation, especially in wikis shared by more than one country, or on geopolitically-sensitive topics.

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Example 2: Hubs

The [Regional & thematic hubs](#) initiative can be advanced by designing and preparing a **CEE Hub**.

How?

1. Continue/join the planning already-begun (talk to Wikimedia Poland or Wikimedia Austria if you are not already aware of it).
2. There is a global event dedicated to Hubs brainstorming planned for later this month!
3. An example of [grant-funded research from the Arabic communities](#).

Example 3: Knowledge management

The [Manage Internal Knowledge](#) recommendation calls for establishing a movement-wide knowledge base, and for facilitating a culture of documentation. Most existing resources are not created by, or adapted for, CEE! What if you *export* some CEE knowledge to the movement?

How?

1. Identify existing resources and foster translations or update sprints.

2. Encourage creation of missing resources, focusing on accessibility.

3. Design ways to discover, access, and share these resources.

Example 4: Cross-project tool development and reuse

[Cross-project tool development and reuse](#) is an initiative seeking to spread technological impact (tools and features) more evenly across the movement.

How?

1. Contribute code, documentation, translation, trainings, mentoring…
2. Create a regional Technical Committee to help all CEE communities make the most of available tech and have their technical needs heard.

Thank you
for your attention.

Enjoy the conference!

✉ **strategy2030@wikimedia.org**