



Wikimedia communities Movement strategy 2030, Africa Great lakes region

Thematic

Skills development and community engagement

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2. Appreciation

This is an opportunity to appreciate the community's members of Wikimedia movement from Rwanda, Burundi and Democratic Republic of Congo, who from the start were committed to promote the skills in their respective communities and are dedicated to regional integration in vital free and open movement; their contribution to this strategy is most invaluable.

We appreciate the global movement strategy team especially Yop Rwang Pam for strong leadership and guidance , Zita Ursula for reviews and guidance , Nicki Zuenna for guidance in strategy drafting and Pablo Aragon for invaluable contributions they made to accomplish this work.

We appreciate the East African regional Wikimedia movement support we received through Katterega Geoffrey, Anthony Mtagamvu and the work they are doing to have a more regional integration in the movement activities through regional thematic hubs.

We appreciate, Ndahiro Derrick, the research coordinator, Bahire Kabeja Boris, project coordinator and Nyirahabihirwe Clementine, who were in charge of finance and logistics for their leadership in the whole process from the start in March 2022.

We appreciate the community leaders of Wikimedia DRC and Burundi for their collaboration in the field activities and coordination across their respective countries.

This work is a result of the Wikimedia strategy implementation grant and we are grateful for this for financially enabling to put together our ambitions, our goals and our commitment to develop the individual skills and empower the communities in Africa Great lakes region.

3. Introduction and Background

- The first movement strategy we attended as Wikimedia Rwanda was organized in Kampala Uganda in September 2019, by attending these workshops we resolved to initiate the Wikimedia User community in Rwanda which is growing today with clear vision and promising 2030 Movement strategies.
- The Wikimedia Burundi community started also in September 2019 and has been growing faster participating in various global movement activities
- The Wikimedia community in DRC has been in existence since 2013.
- Our three communities had been collaborating on a small scale and based on individual's relationship, it's after agreeing to conduct together this strategy that we are more than inter-linked with various projects we conduct together.
- This initiative started as a grant project as a part of movement strategy implementation grants : https://meta.wikimedia.org/wiki/Grants:Project/MSIG/Nyinawumuntu/MSIG_in_Africa_great_lakes_region
- We are inspired by the global movement strategy recommendation 6; Invest in skills and leadership development which is also the priority theme for this strategy.
- We will follow the Global approach for local skill development - gathering data, matching peers, mentorship, and recognition. Skill development as a priority for our communities.
- We have responsibility to invest in individuals and regional communities' empowerment in order to develop the technical and people skills crucial for growth. We will do this by combining local skill development with global coordination so that communities can learn from each other, build upon existing expertise, and increase local skills for online and offline activities.
- We envision our communities to be built by committed, well-trained, socially- and technically-skilled individuals from different backgrounds that reflect the diversity of Africa great lakes region. Collaborating as The East Africans and with a wide African integration vision.
- Invest in new or existing technological infrastructure which facilitates learning of skills through functional, collaborative, real-time tools and quality content with procedures to evaluate the quality of learning , all these will be part of our priorities
- We are committed to the innovation in free and open knowledge concepts and we will achieve all these by doing regular evaluation, using iterative processes and adapting wherever and whenever it's in our communities' best interests.

This strategy is a result of the aforementioned various initiatives and is informed by results from figures, statistics, opinions collected from the Survey conducted in 2022 in the Great lakes region.

The survey made assessment of detailed needs of great lakes communities in terms of skills gaps and organization and have been conducted contributing to the initiative: 31.Global approach for local skills development . This have been achieved through collaboration and networking from the regional communities.

As Wikimedia community in Rwanda , since we started in 2018 we have been characterized by a fast development as evidenced on our meta page [Wikimedia_User_Group_Rwanda](#) by the projects conducted so far (More than 20 projects) and members contributions which continue to rise, The community in Burundi have grown and have so far participated in more than 5 projects , the Community DRC as well have grown participating in various parts of the country to more than 20 projects.

There was a gap at a regional collaboration and integration, we had not yet managed to comprehensively go beyond and make needs assessment frameworks on great lakes region.

The Community Capacity and Needs Survey in the African Great Lakes Region were conducted from June 16th to July 20th in 2022. Data collection was done by 12 field enumerators based in Goma and Bukavu in the Democratic Republic of Congo (5 people); across Rwanda (5 people) and across Burundi (2 people). In total, 433 completed responses were collected.

The results show evidence to suggest that there is a gap in skills for subject or domain knowledge, offline research, and communication. A regression analysis was conducted to determine the reasons that would most likely motivate a respondent to become a Wikimedia contributor, further studies are needed to determine with exactitude all these parameters.

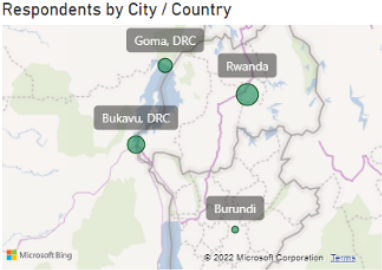
Wikimedia Survey

Community Capacity and Needs Survey in the African Great Lakes Region

Introduction:
The purpose of this dashboard is to provide a baseline for needs assessments of Great Lakes communities in terms of skills gaps and organizations contributing to: [31.Global approach for local skills development](#).

Methodology:
The Community Capacity and Needs Survey in the African Great Lakes Region was conducted from June 16th to July 20th. Data collection was done by 12 field enumerators based in Goma and Bukavu in the Democratic Republic of Congo (5); across Rwanda (5) and across Burundi (2). In total, 433 completed responses were collected. We estimate the population of 15 to 64-year-olds in the Great Lakes Region to be 15.9 million people. This yields a margin of error of ±5% at the 95% confidence interval.

About the dashboard:
This dashboard provides a visual summary of the results of the survey. Please use the page navigation buttons below to navigate to topics of interest. The accompanying report will contain the detailed results of the statistical analysis.



Respondents by City / Country

Page Navigation

Welcome	Demographic	Industry	Language Abilities	How often do you visit Wiki?
Have you ever contributed to Wiki?	How long have you been a contributor?	Contributors' experience	Reasons for contributing	How do you contribute?
The last time you contributed	Why have you become less active?	Frequency of contribution	Perceived skills gap	Willingness to train others
Training reasons	Experienced discrimination	Would you consider contributing?	What would motivate you to contribute?	Reason for not contributing

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Draft Wikimedia communities Movement strategy 2030, Africa Great lakes region

4. Vision statement:

Towards a skilled and integrated community in Wikimedia communities in Africa great lakes region.

5. Mission statement:

Skills development and community engagement in Wikimedia communities in Africa great lakes region.

6. Objectives:

The main objectives are the skills development and community engagement as inspired by the global movement strategy recommendation six to invest in skills development

The following key points are the priorities:

- Skills development, Community development plan, Community empowerment plan,
- Strategic organizational setup,
- Collaboration and partnerships

7. Principles

This strategy has followed the global Movement Strategy principles and will have an emphasis on the following:

- Open and participatory process where more than 20 wikimedians and collaborators participated for a period of around six months in the preparation of this strategy, the diverse perspectives and collaborative spirit each person brought with them helped to surface innovative ideas and future-oriented solutions.
- The thematic area of skills development and community engagement was deliberately chosen to be strategic focus in our communities in great lakes region in order to have a scope of activities related only to these theme without forgetting other areas of equally importance
- The strategy will be people-centred to address the needs of all communities in the region. Anyone who shares our vision will be able to join us as we offer engaging, adaptable, and flexible experiences of the Wikimedia ecosystem. Wikimedia reminds us that the 'greatest thing we will ever build is the thing that we build together'
- Our aims and activities will strive to be innovative, inclusive and participatory, following equity and empowerment, collaboration and cooperation as well as transparency and accountability as values.

8. Baseline and recommendations

The Situation analysis is based on mainly on the results of the survey and recommendations of the survey. The following are recommendation based on situation analysis as it was reported in the survey

1. A continued and sustained research on community skills and community engagement Action: Continue the survey annually to establish a benchmark.

2. A more inclusive community in all regions with equity on vulnerable communities

Action: Focus on challenges of those in rural areas.

3. Bridge the Gender gap, although there were less female respondents in the survey , the level of participation was still higher than expected

Action: We will follow the movement principle of 50% male and 50 female equity and where possible we will initiate the 30% affirmative action depending on opportunities available.

4. More sustained community engagement and involvement based on cultural values , volunteering as respondents stated that' money is not the main motivating factor to contribute but more important to respondents was the opportunity to improve their skills' and Many people believe in open, accessible information.

5. There is a gap in awareness of different movement initiatives an example as it was highlighted in the survey Commons and Wiki Data was not as well-known as Wikipedia

6. Needs for special skills development: while there are regional differences, support contributors in the following area: Offline research, communications, and helping them realize their subject/ domain knowledge

7. More public campaigns to be introduced: Many people want to contribute but they just don't know how to get started.

8. Decentralized training approach as a strategy: community of trainers and trainees, many people who are contributing and are open to training others.

9. Reach out to the 300+ people who have expressed interest to learn more and shared their contact info, by doing this **we will make a sustainable mechanism to reach out even others who participate regularly in our activities.**

9. Action plan

Based on the recommendations from the survey we may categorize them in 3 categories

	More community engagement initiatives	More skills development initiatives	Inclusiveness and equity
Short term initiatives (3 months period, From January 2023)	<p>Reach out to the 300+ people who have expressed interest to learn more and shared their contact info.</p> <p>Action: Reach out and make more engagement with those who have expressed interest</p>	<p>A continued and sustained research on community skills and community engagement</p> <p>Action: Continue the survey annually to establish a benchmark.</p>	<p>A more inclusive community in all regions with equity on vulnerable communities</p> <p>Action: Focus on challenges of those in rural areas.</p>
Medium term initiatives (2 years period, From January 2023)	<p>More public campaigns to be introduced: Many people want to contribute but they just don't know how to get started.</p> <p>Action: Organise dedicated campaigns.</p>	<p>There is a gap in awareness of different movement initiatives an example as it was highlighted in the survey Commons and Wiki Data was not as well-known as Wikipedia</p> <p>Action: Engage more the communities in multimedia data</p>	<p>Bridge the Gender gap, although there were less female respondents in the survey, the level of participation was still higher than expected</p> <p>Action: We will follow the movement principle of 50% male and 50 female equity and where possible we will initiate the 30% affirmative action depending on opportunities available.</p>
Long term initiatives (Up to 2030, 8 years period)	<p>More sustained community engagement and involvement based on cultural values, volunteering as respondents</p> <p>Action: Prepare long term project with intention to respond to specific cultural values and needs</p>	<p>Needs for special skills development: while there are regional differences, support contributors in the following area: Offline research, communications, and helping them realize their subject/domain knowledge</p> <p>Action: Decentralized training approach as a strategy: community of trainers and trainees,</p>	<p>Strong institutional set up in order to respond to equity challenges expressed</p> <p>Action: Prepare long terms projects and plans to sustain the inclusiveness journey</p>

10. SWOT analysis

Strength Weakness, Opportunities, Threat analysis

	Helpful	Harmful
Internal to community	Strength : <ul style="list-style-type: none">• A more engaged community• The culture and languages are common• A supportive Global movement	Weakness : <ul style="list-style-type: none">• Coordination gaps based on organisation setup
External to community	Opportunities: <ul style="list-style-type: none">• Skills development• Various integration initiatives initiated• A supportive global Wikimedia movement• Need for reliable sources of information and knowledge	Threats: <ul style="list-style-type: none">• Uncertainty in the region• Hazards and pandemics

11. Conclusion

The Africa great lakes Wikimedia communities have resolved to collaborate and engage the members for a common goal to contribute to skills development and community engagement across the region as inspired by the global movement strategy recommendation six to invest in skills development. This strategy is a result of the various initiatives and is informed by results from figures, statistics, opinions collected from the Survey conducted in from March to August 2022 in the Great lakes region under the Movement strategy implementation grant.

The vision, mission, objectives and principles which will guide the implementation of this strategy have been elaborated and the action plan to achieve these objectives by 2030 are detailed in this strategy action logic model, communication plan and their indicators.

12. Annexes

1. Action logic model
2. Staircase logic model
3. Indicators
4. Evaluation communication plan

1. Action Logic model

SITUATION	PRIORITIES	INPUTS	OUTPUTS			OUTCOMES		
			Participants	Activities	Direct Products	Short-term	Intermediate	Long-term
		<i>What do we invest?</i>	<i>Who do we reach?</i>	<i>What to we do?</i>	<i>What do we create?</i>	<i>Results in terms of knowledge, awareness, or attitudes</i>	<i>Results in terms of changes in behavior</i>	<i>Results in terms of changed conditions</i>
Africa great lakes communities have grown since their start with more than 50 projects complete. members contributions continue to rise, with the MSIG project we managed to comprehensively go beyond and make needs assessment on great lakes region. There is a gap in skills for subject or domain knowledge, offline research, and communication	Skills development , community development plan ,Community empowerment plan, Strategic organizationnal setup , collaboration and partnerships	Time rressources	Volunteer community(Existing , New recruited , professional photographers)	Needs assesement Survey	Draft implementation plan	A shared working planning platform	Volunteer community engaged	Regional programs implemented
		Volunteer community(developpers, editors , community mobilizers	Trainers (Special editing skills, Tools applications)	Edit-a-thon, Meetings	Survey results	Skills developments need documented	Number of articles increased	Sustainable organizational setup
		Financial rressources , Prizes , Awards , Travel allowances , Internet	Mentors (Technical skills, Leadership skills)	Collaboration on capacity building	Content and articles	Awereness of wikimedia activities in the community	Professional photographs engaged	Lower gender gap
		Communication Partners (Socio media, mainstream media)	Partner organizations	Translations	Prizes and awards winners	Improved confidence and editing skills for the communities	Events organization decentralized	Inclusive and sustained movement
		ICT tools and equipments	Media personalities and social influencers involved	Dissemmination of the initiatives on a broader audience	Well organized awareness events	Organizational structure and Legal compliance	Community empowerment	Innovative and decentralized community initiatives introduced

2. Staircase logic model

Program Name or Goal: Skills development and community growth		Please Specify for your Program	Ideas for Evaluation
Impact	<i>Changes beyond the target group</i>	Developed Free and open knoweldge Communitis in the region	Number of articles contributed , Number of events and projects participated in , organizational structure
Long-term Outcome	<i>Change in condition/ situation of the target group</i>	Developped Community in the region	Number of active contributors
Intermediate Outcomes	<i>Change in action</i>	Working strategic document shared	Shared documentation
Short-term Outcomes	<i>Change in skills, knowledge or motivation</i>	Skills developped , engaged community	quality articles published
Outputs	<i>Products from the activity and participation</i>	Quality Articles produced	Peers reviewed articles
	<i>Satisfaction with the activity and participation</i>	Strategic implemententation drafted	Shared documentation
INPUTS	<i>Participation</i>	Volunteer community	Number of volunteers
	<i>Activity</i>	Planning activities	Numbers of events
	<i>Inputs/ Resources</i>	Time , human and financial rressources	Budget , Volunteer hours
Target group: Wiki Communities			

3. Evaluation communication plan

	SUMMARY	<u>INDICATORS</u>	MEANS OF VERIFICATION	FREQUENCY	COMM S PLAN NEEDE D?	AUDIENCE	WHO/ RESOURCES NEEDED
Goal	Community growth	Increased number of volunteer community	Online platform verification n	Twice a year	Yes	Communities	Volunteers , budget
Outcomes	Contribution increased	Increased number of articles contributed	Online platform verification n	Twice a year	Yes	Communities	Volunteers , budget
Outputs	Number of participants inc	Evidence based	Shared reports	Twice a year	Yes	Communities	Volunteers , budget
Activities	Events organized and artic	Evidence based	Shared reports	Twice a year	Yes	Communities	Volunteers , budget

4. Indicators

Indicator	Indicator Name	Increased number of volunteer community	Increased number of articles contributed	Increased editing skills
Definition	<i>Define what it is specifically</i>	Number of active participants in the community	Number of contributed articles	Quality articles produced
Purpose	<i>Explain its intended use</i>	To measure the quantitative community growth	To measure the engagement level	To measure the skills development of the community
Baseline	<i>What is the current measurement?</i>	300	10,000	500
Target	<i>What is the target measurement?</i>	3000	100,000	5,000
Data Collection	<i>What data will be collected?</i>	Number of active participants in the community	Number of contributed articles	Number of reviewed articles
Tool	<i>How will you collect the measurements?</i>	Online registration check up	Online tools to be developed	Online tools
Frequency	<i>At what frequency will the collection take place?</i>	Twice a year	4 times a year	twice a year
Responsible	<i>Who will do the collection?</i>	Community Engagement director	Community engagement director	Projects coordinator
Reporting	<i>Who will do the reporting?</i>	Community Engagement director	Community engagement director	Projects coordinator
Quality Control	<i>How will data quality be ensured?</i>	Cross checked by the director	Cross checked by the director	Cross checked by the director

