WIKIMEDIA EUROPE
2024 Annual Work Plan

Quarter of 2024	Q1	Q2	Q3	Q4
Operational objectives	**stabilising the organisation**	**closings and openings**	**reinforcement of capacity**	**full operational speed**
Strategizing for impact	**bracing for the impact shift:** ● strategy check for the year ● adoption of the annual plan ● adoption of ext. comms plan to support strategic objectives in 2024 ● sync with the Movement strategy implementation: the role of WMEU in regional to global relationships	**maintaining strategic focus:** ● building connections with strategic partners and thought leaders ● conceptual developments in the Future of Democracy Lab	**new approaches:** ● ensuring sync of strategy with a changing political landscape ● ensuring intake of our key objectives among key stakeholders	**strategy implementation**: ● revising operational objectives for 2024 ● creation of 2025 annual plan
Proactive Policy Agenda: free knowledge as a European objective	**closing the term of EP & EC:** ● closing of EU dossiers ● supporting the DSA implementation with WMF ● agenda setting for the new European Commission and Parliament ● preparation of materials supporting the pre-election effort	**pre-election effort:** ● European elections - working towards inclusion of our agenda in political plans ● working with EU members on activities related to elections ● working w. non-EU members ● a hearts-and-minds event on Public Digital Infrastructure (at Wikimania)	**EP elections aftermath:** ● reassessment of the strategy and approach after EU elections ● profiling new MEPs and EC - strategizing the approach & plan ● an agenda-setting event (collaboration with EDRi)	**operating in the new environment**: ● building relationships with MEPs and EC ● plan for connecting our communities with relevant people and topics in the new term ● defining priorities for 2025 ● Event: annual risk assessment press meetup
Engaged Communities structurally supported by WMEU	**framework for cooperation:** ● decisions on Board elections ● ensuring proper documentation of members' representation for votes and formal decisions ● online GA ● working towards a structured membership offer related to EU fundraising	**working together:** ● implementing membership offer for 2024 starts ● Global policy event in Chile ● GA in Prague ● launch of online presence ● Wikimania 2024 - leading the policy track	**supporting the network and the members:** ● Big Fat Brussels Meeting - onboarding to the new EP & EC ● Including members in strategic conversations around any changes in political landscape post-elections	**planning for next periods:** ● syncing membership plans and offer with any relevant developments in 2025 fundraising and team growth plans ● shifting the members' support from ad hoc to systemic '25

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Motivated Team at its full potential	**ensuring adequate working environment:** ● moving payroll to WMEU ● adopting office rules ● adopting feedback and performance review plan ● recruitment of admin support incl. support to achieve a diverse candidate pool	**support systems in place:** ● onboarding of administrative assistant ● assessment of training needs for Board & team ● Implementation of employee benefit plan ● revision of opportunities and needs for any new roles for the next periods (network manager, research coordinator/HE etc.)	**reinforcing the teamwork**: ● review of workload and adjusting the planning for the new EP/EC term & events ● planning for any team growth in the next periods	**Looking forward**: ● performance reviews ● planning for any adjustment of roles ● review and adjustments of salaries and benefits for 2025 ● structuring team growth plans for 2025 ● team retreat
Sustainability and Growth	**closing the transition:** ● adoption: 2024 financial plan and fundraising plan ● transfer of assets from DE ● submitting HE application ● drafting the priorities of financial/fundraising strategy ● donor mapping & outreach plan (current+potential d.) ● collection of members' pledged contributions	**investing for the future:** ● fin./fundr. strategic direction ready for GA discussion ● donor cultivation for programming, team growth and member support (old & new = at least 1) ● any new EU funding opportunities (for WMEU & members)	**fundraising strategy at work:** ● assessment and revisions of fundraising plan ● planning fundraising and budget for 2025 ● securing members' pledges for 2025	**towards diversification of funds:** ● review of 2024 spending ● 2025 financial plan ● 2025 fundraising plan ● donor event
Robust and Lean Operational Backbone	**preparing for autonomous operations:** ● preparing the frameworks and setups for systems ● executing a plan of transfer of all assets from WMDE ● ensuring coverage of necessary tasks across existing team	**systems in place:** ● ensuring adequate transfer of tasks to administrative support ● organisation of systems and internal knowledge management ● creating framework for M&E	**reinforcing the capacity:** ● all systems and admin work within new division of roles	**preparing the new programmatic period:** ● assessment of operations, necessary improvements ● review of (cost) efficiency of services and contractors ● planning for 2025