

**Movement Strategy:
Implementation
Lightning Talks #2**
North and South America

August 12, Wikimania 2022

Movement Strategy: Implementation!

- Movement Strategy recommendations published in 2020
- First initiatives being implemented
- Here at Wikimania:
 - 1 Lightning Talk session on each regional day,
 - 3 speakers from each region showcasing their work
- Source for inspiration and collaboration!



Lucas Piantá

Wiki Movimento Brasil

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What challenges you are facing or trying to address?

- Lack of participation of Brazilian community members in the Movement Strategy process
- Building a strategic process by and within the Brazilian community
- Foment a culture and a practice around Movement Strategy within the Brazilian community



CICLO DE ENCONTROS

A Estratégia do Movimento 2030 na comunidade lusófona



13/11 • 14h | Via Google Meet _____

Vamos debater juntos o futuro do movimento Wikimedia!

Tema: **Desenvolvimento da Estratégia 2030**

Apresentação: **Lucas Piantá (WMB)**

Inscrições: <https://w.wiki/4MPQ>

Grupo de trabalho
WMB
Wiki Movimento Brasil

Call for one of the consultation meetings with the Brazilian community, during the research, in 2021.. By Artur Torres, CC BY-SA 4.0, via, Wikimedia Commons

What have you learned?

- Mapping and identifying of interests within their context, potentials, and challenges may be the key for our capacity building plan;
- There is interest in topics and initiatives around Movement Strategy among community members!
- We need to share a common basis of knowledge about Movement Strategy



Conversation round at recent WikiCon Brasil about Movement Strategy in Brazil
By Donatas Dabravolskas, CC BY-SA 4.0, via Wikimedia Commons

What are your project and MS future goals?

- Building a structure for strategic discussions
- Create and publish the capacity building plan
- Train community members on Movement Strategy and how to implement it
- Enable/support new grant proposals for implementation from the Brazilian community



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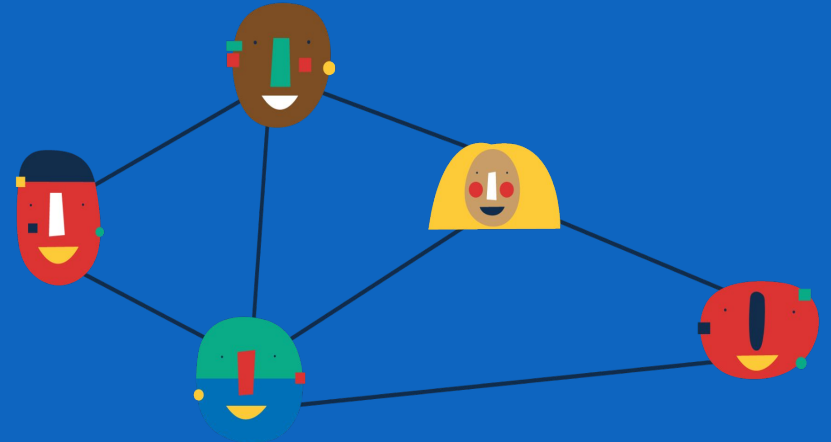
What challenges you are facing or trying to address?

- Promote human connections and mutual support.
- Horizontal, non-formal and flexible way of sharing knowledge amongst colleagues (peers)
- Open, safe and multiple learning spaces for any Wikimedian connected to organised groups to share and/or learn skills with other peers.



What have you learned?

- There's untapped potential and skills from the Movement.
- There's a need to connect challenges or skill gaps to needs within the movement.
- Let's connect can help the growth, expansion, and awareness of the Wikimedia Movement.



What are your project and MS future goals?

- Connect with Similar initiatives e.g Capacity x Pilot
- Share resources and skills directory database
- Evaluate, Iterate and Adapt



**LET'S
CONNECT**

Flavia Doria

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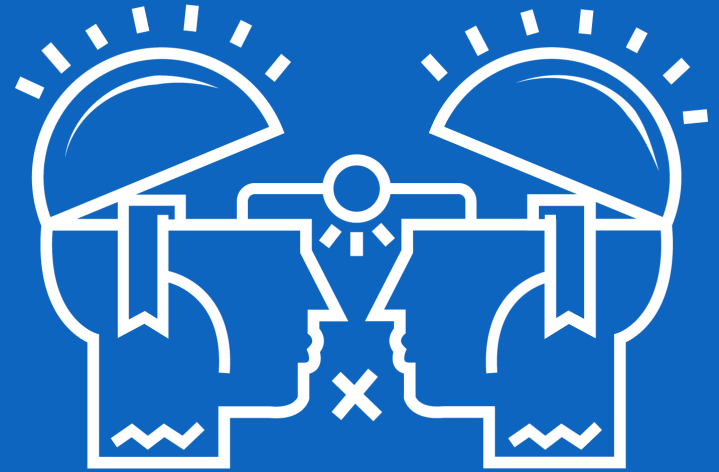
What challenges you are facing or trying to address?

- There's a lack of accessibility and inclusion of underrepresented language communities in the Movement.
- There's a lack of knowledge about the Movement itself, Movement Strategy, and the available resources.
- Lack of knowledge about the Movement, resources and possibilities leads to inequalities within the lusophone community.



What have you learned?

- Translations alone don't solve the existing communication/information gap.
- At the same time, not providing translations increases inequalities within the language community itself
- People communicate differently, and therefore need different communication channels and approaches. Meta does not work for everyone.
- More targeted/adapted communication means also providing the same information, but adapted to the different degrees of familiarity.



I found that I couldn't talk to the community about hubs, or leadership development, if they didn't even know what the Movement Strategy was yet. I understand that we have to go back to the basics in certain communities so that they can keep pace with the global Movement.

What are your project and MS future goals?

- Translation of existing material and creation of new materials about Movement Strategy. Specifically focused at the lusophone community, and those with few knowledge of the Movement.
- Translation of the newly created material into English; for eventual use by the other communities.
- Goal: Increase the accessibility and access to information and resources to marginalized groups in the lusophone community.



Colaboração



- Clarificar papéis e responsabilidades
- Explicitar dinâmicas de poder e tomada de decisões
- Estabelecer acordos de trabalho claros
- Ajudar novatos a se estabelecerem
- Usar as ferramentas de colaboração corretas

Slide about the ways of collaboration in the Movement, based on the Movement Strategy Playbook. Content presented in Portuguese and in a more appealing way, as well as adapted specifically for a newcomer audience.

Suitable also for other presentations!, can be used in any kind of introduction into Movement Strategy.

Thank you!

See you at
Wikimania
2022!

- **Next Lightning Talk**
 - Saturday: August 13, 19:10-20:00 UTC
- **Interest in implementation grants?
Looking for ideas?**
 - On meta: [[Grants:MSIG/About]]
- **Questions? Advice needed?**
 - strategy2030@wikimedia.org