



**Summary of the registration form
answers for the
Wikimedia Conference 2016**

Wikimedia Conference 2016

- ~190 participants (78 organizations + groups)
- Program design process along the needs, wishes and experiences of the participants
- 11 open, program-related questions in the registration form
- Based on the answers: development of the program, together with the support of our Program Advisors

Wikimedia Conference 2016

“How to
move
forward”

Movement
Impact

Capacity
Building &
Learning

Facilitated social activities

Huge passion for free knowledge.

Please share one phrase which best describes your current understanding of impact in the broader Wikimedia context.

Free
knowledge for
everyone

Impact
on
society

Empower
people

Increase
recognition/
awareness/
reach

Increasing
our
commu-
nities

Improving
our content

[Formal
definitions
of Impact]

“Impact is when a person who was previously unaware of the possibility understands that he can contribute to the Wikimedia mission (and vision) and become active in doing so.”

Main focus on communities, volunteers,
and Wikipedia.

What is the current understanding of impact within your organization/group?

Free knowledge for everyone

Impact on society

Increase recognition/ awareness/ reach

Improving our content

Improving / increasing / satisfying communities

"Achieve our targets and measure them"

[Formal definitions of Impact]

We follow WMF's/ movement's goals

We don't know yet

Same as mine

“Our group is mostly centered around local Wikipedia and most important goal is reaching 100,000 articles (in natural way). This means other means of impact are considered secondary.”

Goals for the next 2 years:

More cooperations and partnerships,

especially in a local context with local impact.

What do you see as the most important change or impact your organization will make over the next 2 years?

More
(measurable)
impact on
society

Better
outreach
(any kind)

More
project/
more
programs

Increase our
membership/
amount of
volunteers

Increase our
editors and
readers

Improve our
(local)
structures

Improve
our
finances

*“Become a leading player in the
panorama of free knowledge in Spain.”*

*“Improve Young employment through their
engagement in Wikimedia projects.”*

What/who will help you achieve this change?

What are the barriers for this change?

Our volunteers / our community

Our (external) partners

Our board / our staff

WMF and other Wikimedia affiliates

Lack of resources (money, people)

Our society / our government

I don't know

(Internal) Governance Issues

(Internal) Community Issues

Lack of vision/will/goals

Conclusion

- Hugely diverse audience
- A lot of passion around, strong focus on Wikipedia
- “Communities” and volunteerism as main working field
- Most different understandings of Impact

How are we going to work on this?

4 different sessions in the Impact Track

- 12: **Impact Working Session**, today, 13:30
- 16: **Capturing Social Change Through Outcome Mapping**, Saturday, 14:30
- 31: **Create your own metrics: examples from Wikimedia France and Wikimedia UK**, Saturday, 17:00
- 15: **Global Metrics Retrospective and Revision**, Sunday 11:00

Thank you

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