

Wikimedia Movement Strategy Process

Gereon Kalkuhl, Nicole Ebber

Pre-Wikimania meeting Berlin, June 10, 2017



WIKIMEDIA
DEUTSCHLAND

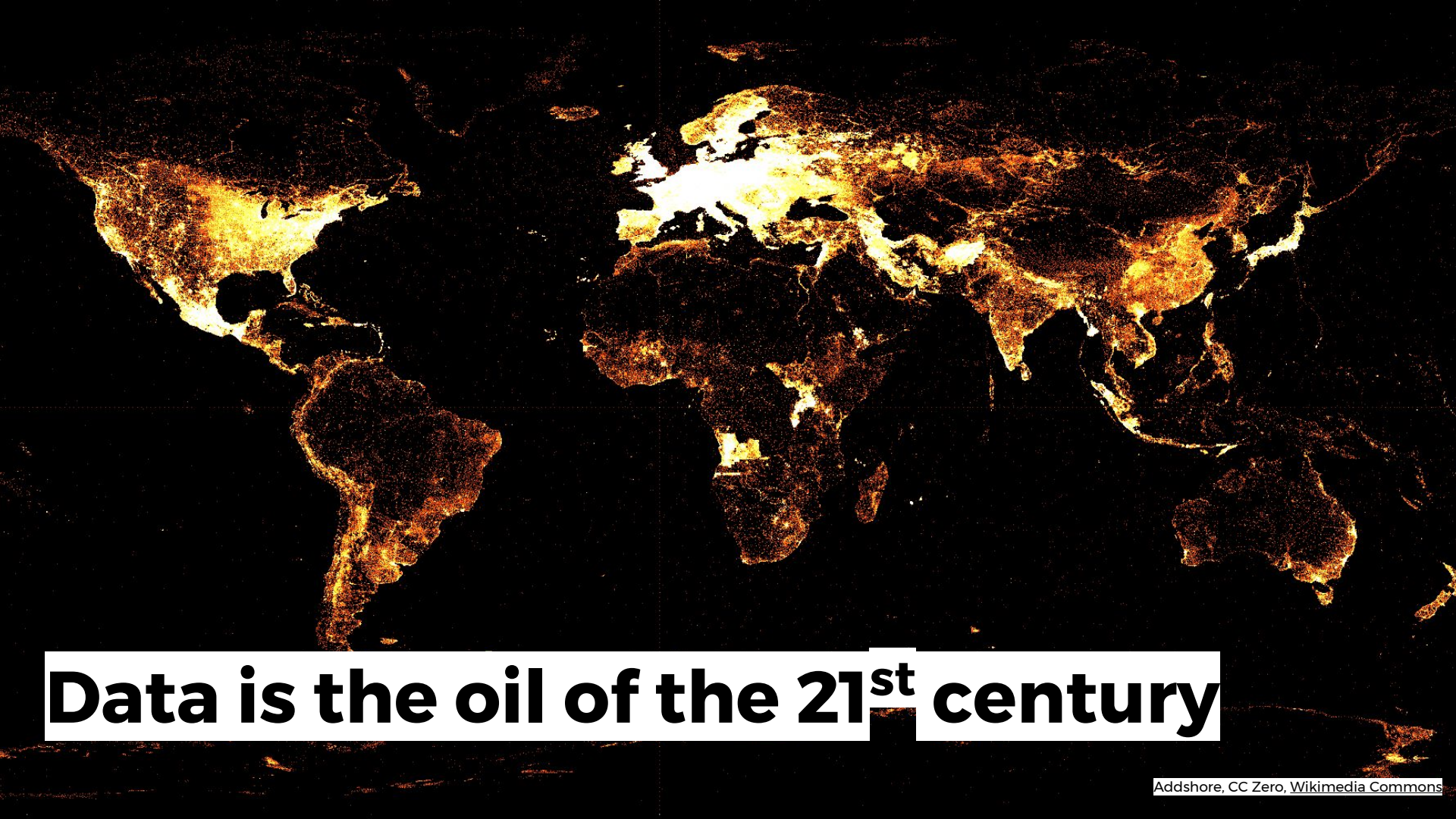
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**The most notable source of
knowledge in the world**

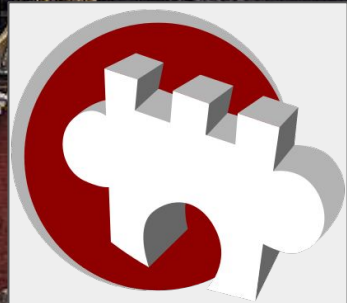


10 thousands of volunteers



Data is the oil of the 21st century

Conserving the past: Wiki loves monuments



WIKI loves
monuments



Shaping copyright



Changing society Together with GLAMs



We've come a long way.

But where do we go from here?

What do we want to build or achieve together over the next 15 years?

Wikimania 2016 in Esino Lario

A photograph of Katherine Maher speaking at a podium during Wikimania 2016 in Esino Lario. She is holding a microphone and gesturing with her hands. The background features a green banner with the text 'ESINO 2016 LARIO' and a blue banner with the text 'Outdoor'.

Katherine Maher new WMF ED
Wikimedia Movement Strategy

Timeline

Before Wikimania

Develop Wikimedia's global strategic direction;
“Which mountain do we want to climb?”

After Wikimania

How can we fill this direction with life? (roles, responsibilities, resources, goals); “How do we climb this mountain?”



Goals for this process

As a movement, **identify a cohesive direction** that aligns and inspires us all on our path to 2030.

Build trust within our movement through participation in an open process based on shared power.

Better understand the people and institutions that form our movement, those we are not yet reaching, and how their needs may change over the next 13 years.

Build a shared understanding of what it means to be a movement, how others outside of us can take part, and what it will take to increase our movement's impact.

Build relationships to expand and enrich our movement and prospective partners.



3 audience groups

- 1) Individual Contributors
- 2) Organized Groups
- 3) New Voices

3 cycles

- 1) Generate
1800 statements, clustered into 5 Themes
- 2) Debate
5 Themes: discuss impact, focus, improve
- 3) Refine
Strategic direction draft

Healthy, inclusive communities

By 2030, the Wikimedia volunteer culture will be fun, rewarding, and inclusive for both existing contributors and newcomers. We will welcome new volunteers to our movement and mentor them to ensure that they have a great experience and continue to participate in the projects. People from every background will feel part of a network of groups and organizations with deep relationships. As a result, our movement will grow both in size and in nature, as our projects flourish under our collective care.

The augmented age

(Advancing with technology)

By 2030, the Wikimedia movement will actively use technological innovations to help volunteers be much more creative and productive. We will use machine learning and design to make knowledge easy to access and easy to use. To greatly increase the quality and quantity of content in more languages, volunteers will, for example, have access to better machine translations. We will present and organize knowledge in ways that improve the way people learn and contribute – beyond the browser, the app, and the encyclopedia.

A truly global movement

By 2030, we will be a truly global movement. In particular, we will turn our attention toward regions we have not yet served well enough: Asia, the Middle East, Africa, and Latin America. We will work with communities of readers, contributors, and partners in these parts of the world. We will make space for new forms of contributions that reflect these regions (references, citations, and more). We will build awareness of the power of free knowledge and overcome barriers to access. We will build products adapted to the needs of these new members of our movement.

The most respected source of knowledge

We will work toward ever more accurate and verifiable content. By 2030, Wikimedia projects will be seen as the most high-quality, neutral, and relevant source of knowledge. We will increase the depth of knowledge available and maintain our standards for verifiable and neutral content. We will invite experts to join us. We will help people understand how our processes make us reliable. We will show the most relevant information to people when and where they need it.

Participating in the knowledge network

We will build relationships with a wide variety of organizations dedicated to the ideals of free knowledge. Wikimedia communities will work with allies that they didn't know they had. Our content and technology will become a central part of formal and informal education around the world. We will partner with leading institutions in education, arts, entertainment, civil society, government, science, and technology. Together, we will invite a new generation of people who learn, create, and care for a growing library of free knowledge for all.

Cycle 3

June 22–July 11, 2017

Discuss the initial draft of the strategic direction and edit it collaboratively to come to a shared decision regarding the future of our movement.

Understand the readiness for official endorsement starting July 13.

Wikimania 2017

Collect endorsements

Celebrate our strategic direction

Discuss what will happen in phase 2

Wikimania 2017 – Strategy sessions

- Keynote: Wikimedia 2030 (Katherine Maher & Christophe Henner)
- How Wikimedia organizations, affiliates, and organized groups imagine and shape the future of our movement
- What Does the Movement Strategy Mean for Individual Contributors?
- What should we know for the future? Global trends that will impact the next 15 years of Wikimedia
- Bringing all the voices to the conversation: what the Wikimedia movement has learned from lower awareness regions.
- Movement strategy Q&A: Learn more about the process and new strategic direction

Wikimania 2017 – Strategy clinics

Thursday, Friday, Saturday, Sunday

A place to celebrate, recover, and discuss the implications of the new strategic direction.

Sessions, workshops, open space, chill-out, sticky notes

Thank you. Questions?

Nicole Ebber (nicole.ebber@wikimedia.de)
Movement Strategy Track Lead: Organized Groups

Gereon Kalkuhl (gereon.kalkuhl@wikipedia.de)
German Language Specialist Strategy Coordinator



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Links

2030.wikimedia.org

General Movement Strategy page

https://de.wikipedia.org/wiki/Wikipedia:Wiki_2030
Discussion in the German-speaking Wikipedia