Movement Strategy: Welcome and Opening

15th August, Wikimania Pre-Conference

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What is "Movement Strategy"?

A **plan for structural change** in the Wikimedia movement, to define its future until at least 2030

A **collaborative process** for the Wikimedia Foundation, affiliates and communities to achieve this change

Why a "Movement Strategy"?

The Foundation, affiliates and communities work for a
common goal, but without a common strategy:

- ○ Limited **equity** in decision-making & resource
  allocation
- ○ Lack of **collaboration & power sharing** between the
  Foundation, affiliates & communities

Why does it matter to you?

Two-way exchange - learning from the **experiences and knowledge of Wikimedians everywhere**

The Movement Strategy encourages us to **build collaborations to help each other**

The Strategic Direction

"By 2030, Wikimedia will become the essential infrastructure of the ecosystem of free knowledge, and anyone who shares our vision will be able to join us."
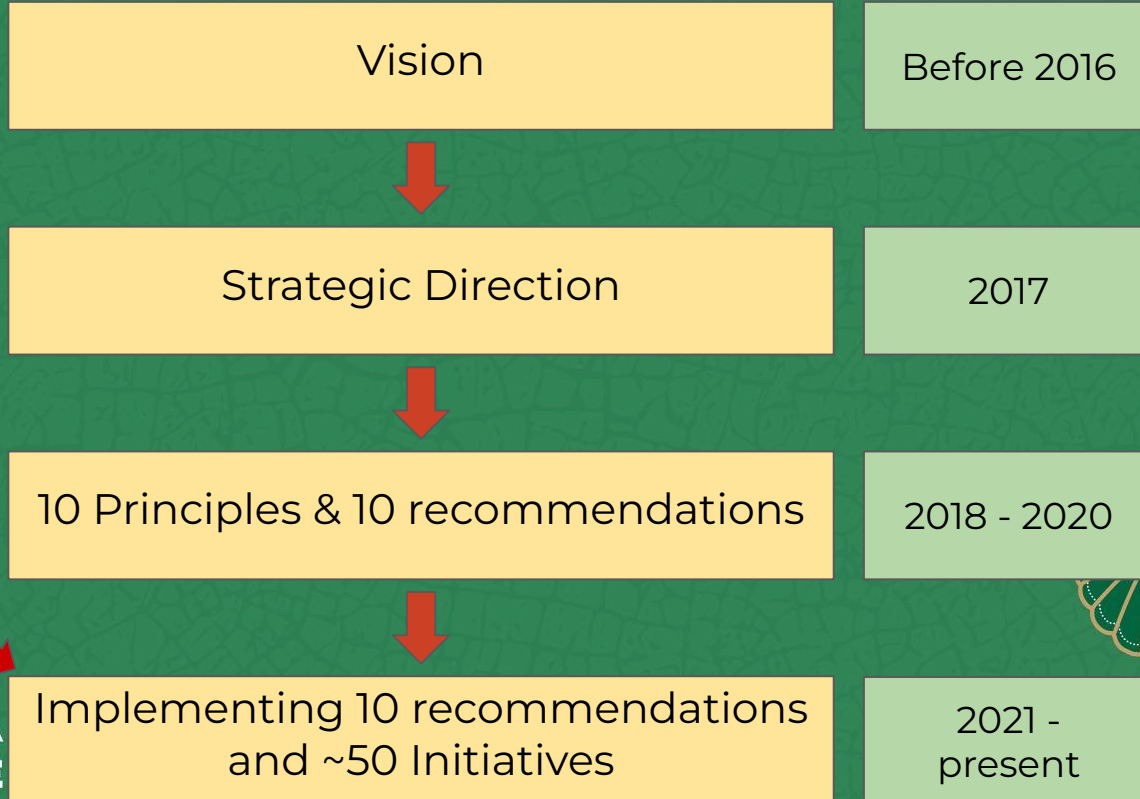
The Strategic Direction Twin Goals

Knowledge as a service: To serve our users, we will become a platform that serves open knowledge to the world across interfaces and communities.

Knowledge equity: As a social movement, we will focus our efforts on the knowledge and communities that have been left out by structures of power and privilege.
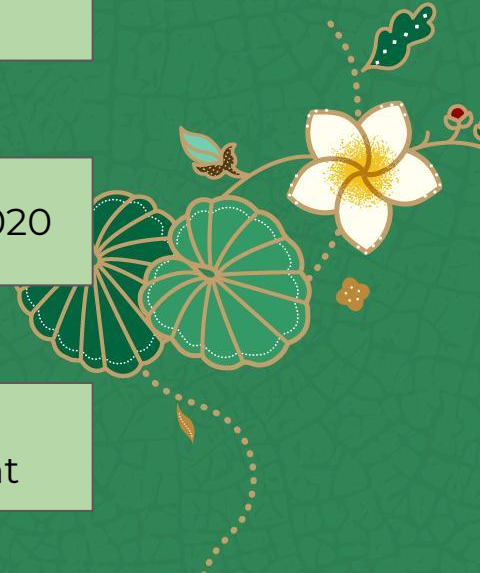
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Timeline of Movement Strategy

Vision	Before 2016
↓	
Strategic Direction	2017
↓	
10 Principles & 10 recommendations	2018 - 2020
↓	
Implementing 10 recommendations and ~50 Initiatives	2021 - present

We are here

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How is this relevant to you?

Supporting existing work: You may be already working on something connected to Movement Strategy.

Innovating in new work: Strategy is a opportunity to try your new ideas and turn them into projects

Global impact: Potential to collaborate with Wikimedians from around the globe in implementing Movement Strategy initiatives

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Breakout Discussion

- What projects are you and your community working on/have worked on?

- Which Movement Strategy recommendation(s) do your projects contribute to?

- What do you see as the achievements of your projects?

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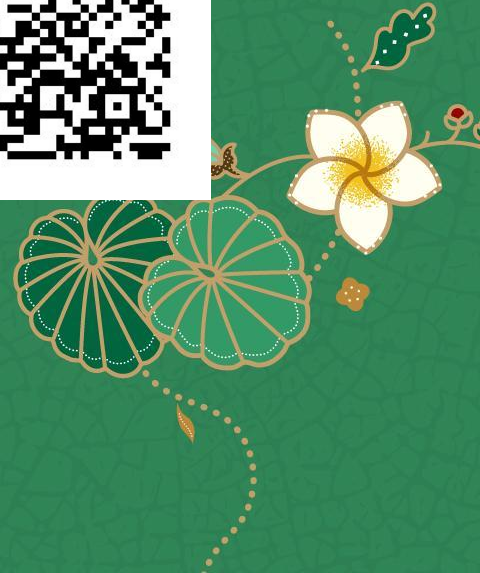# Breakout groups notes

Group 1

Group 2

Group 3

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10 Recommendations

1. Increase the Sustainability of Our Movement

2. Improve User Experience

3. Provide for Safety and Inclusion

4. Ensure Equity in Decision-making

5. Coordinate Across Stakeholders

6. Invest in Skills and Leadership Development

7. Manage Internal Knowledge

8. Identify Topics for Impact

9. Innovate in Free Knowledge

10. Evaluate, Iterate, and Adapt

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Stay connected, get in touch

For more, we invite you to:

Read the **Movement Strategy playbook**

Read and discuss ideas with other Wikimedians on the

Movement Strategy Telegram group

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