



# The Big Picture



# (Re-)Connecting to the movement



# The Big Picture

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- **(Re-)connecting** with each other
  - Getting on the same page
  - A mix of **discussion and movement**
  - More clarity on where to put our energy during the conference.
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- Being together is a unique opportunity to connect in a different way – we will be moving during this session.
  - Everything is optional!

# Creating the space...

- **Working**, thinking, learning
- First group activity - we need to STACK the chairs against the walls of the room... and place bags at the edge as well
- Pick up your chair and take it to the edge of the room...
- Once you've stacked your chair, form one large circle around the edge of the room

# Creating the space...

- Who do you recognise?
- Which faces are new to you?
- Who is not here?
- For a couple of minutes, share with someone next to you about your journey to get here today...
  - 'journey' means whatever you want it to mean.

# Where we are today...

- We have heard about past and future
- Now we will look at the present
- Starting with the **Strategic Direction...**

**Em 2030 Wikimedia converter-se-á na infra-estrutura essencial do ecossistema do conhecimento livre, e qualquer pessoa que compartilhe a nossa visão poderá unir-se a nós.**



سنُطوّر معاً - نحنُ أعضاء منظمات ومجتمعات ويكيبيديا -  
المعرفة في عالمنا من خلال جمع كمية من المعرفة تُمثل كلَّ  
أطياف الإنسانية بصورة متساوية، ويوضع أسس لخدماتٍ  
وأنظمة مهمة لتُمكن غيرنا من أن يحذو حذونا.





हम सामग्री बनाने के हमारे मिशन को जारी रखेंगे जैसा हमने पहले किया है, और इससे आगे भी कार्य करेंगे।



**Conocimiento como servicio: Para servir a nuestros usuarios y usuarias, haremos evolucionar nuestra infraestructura subyacente para convertirnos en una plataforma que entregue conocimiento libre en todas las interfaces y a todas las comunidades.**



**Ми розроблятимемо інструменти для союзників і партнерів, щоб організовувати та обмінюватися вільними знаннями за межами Вікімедіа.**



**Dzięki naszej infrastrukturze my i inni będziemy zbierali i korzystali z różnych form wolnej, godnej zaufania wiedzy.**



**Равенство знаний: будучи социальным движением, мы сосредоточим свои усилия на знаниях и сообществах, которые были проигнорированы структурами силы и привилегии.**



**נקדם בברכה אנשים מכל סוגי הרקע על  
מנת ליצור קהילות חזקות ומגוונות.**



**Romperemo le barriere sociali, politiche e tecniche  
che impediscono alle persone di accedere e  
contribuire alla conoscenza libera.**



**2030**





**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.**

We, the Wikimedia contributors, communities, and organizations, will advance our world by collecting knowledge that fully represents human diversity, and by building the services and structures that enable others to do the same.

We will carry on our mission of developing content as we have done in the past, and we will go further.

**Knowledge as a service:** To serve our users, we will become a platform that serves open knowledge to the world across interfaces and communities. We will build tools for allies and partners to organize and exchange free knowledge beyond Wikimedia. Our infrastructure will enable us and others to collect and use different forms of free, trusted knowledge.

**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. We will welcome people from every background to build strong and diverse communities. We will break down the social, political, and technical barriers preventing people from accessing and contributing to free knowledge.

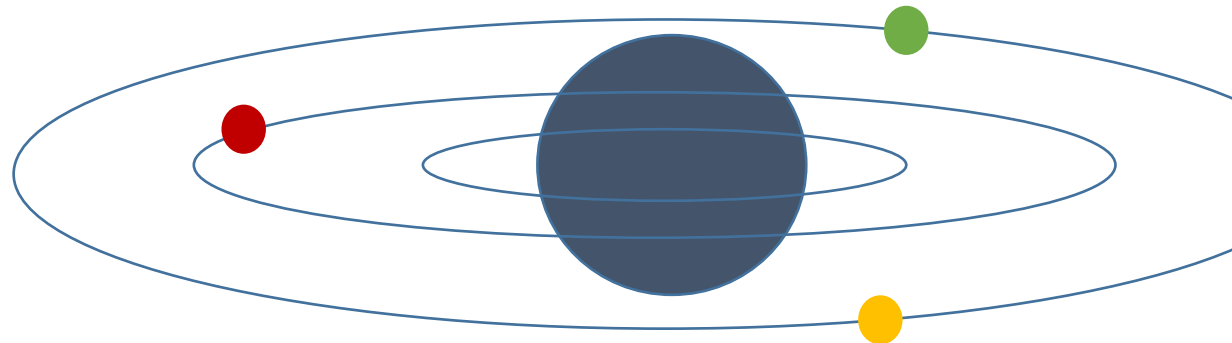
# **The attraction of the SD**

# The attraction of the SD

- The words of the Strategic Direction are **decided!**
- Now we are moving to the next step – what will this Strategic Direction look like in reality?
- Our feeling about the Strategic Direction is relevant to the next step...

# The attraction of the SD

- How strongly does the Strategic Direction attract you?
  - ... even if you are seeing it for the first time.
- **Move closer to the centre if the attraction is stronger, stay closer to the edge if the attraction is weaker...**



# The attraction of the SD

- Maybe you have been involved **a lot** with the strategy process...
- Maybe you have been involved **a little** with the strategy process...
- Find someone who is further away from you and form a group of **two** (2).
- Share your experiences of the strategy process so far, and why you stood where you did.

# Contextualising the SD

- Thoughts from the group...

# Contextualising the SD

A group of people at a conference. In the foreground, a man with short dark hair is smiling and looking towards the camera. He is wearing a blue t-shirt, a white jacket, and a blue lanyard with a name tag that reads "Andrew Lih". To his left, a woman with glasses and a blue lanyard is looking towards him. In the background, other people are visible, some wearing lanyards. The scene is brightly lit, suggesting an indoor event space.

- Start walking around...
- Introduce yourself / say hello to at least 5 new people who you don't know or haven't seen for a long time.
- Form groups of **three (3)**.

# Contextualising the SD

- Many of you answered **two** questions before coming to the conference...
  - What does **knowledge as service** mean for your organisation/group/community and its future activities?
  - What does **knowledge equity** mean for your organisation/group/community and its future activities?
  - ... if you answered, it is written in your badge.
- If you didn't answer the question, no problem.



# Contextualising the SD

- Share in your groups your perspective on one or both of the questions:
  - What does **knowledge as service** mean for your organisation/group/community and its future activities?
  - What does **knowledge equity** mean for your organisation/group/community and its future activities?
- Discuss how you imagine the Wikimedia Movement might look in 2030 in your context.

# Representing the movement

- Last year – mannequin challenge...



# Representing the movement

- This year – **the next level...**
- In your groups, 2 MINUTES to **create a human statue (frozen scenario)** that represents the strategic direction for your group...
- The strategic direction will be on the screen
- Then we will move to the next step.

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# Representing the movement

- Implementing the strategy means keeping some things, evolving some things, dropping some things;
- We will now blend these statues into one movement representation...
- Everybody move to the edge of the room again

# Representing the movement

- One group to volunteer...
- Another group come and integrate...
  
- Now... we will start at one other point as well
- Another group to volunteer...

# Representing the movement

- Once your group can see how to integrate yourselves to the group statute, go for it!
- More than one group can add at the same time
- Please be considerate to the first group in how long you take!!!
- We will film it once all groups are in place
- ... and we will play the video back later in the conference.
- Let's start!



# Questions

- What is one question I would like to have more clarity on by the end of the conference?
- If I put the whole room inside me, how would I have to be...
- Please take your belongings with you

# After the lunch break..

- The tracks begin at 13h30

