

# Wikimedia GLAMs + Advocacy Strategy Event

December 12, 2020



Hola, こんにちは, Ciao, Hello, سلام, Halo, Salut, 你好, Nnoo, ह्यालो,  
Hallo, স্বাঁসর্দী, Dzień dobry, வணக்கம், приветствие, ρίλσ,  
Mholo, हैलौ, γεια, Ahoj, ഹലോ, 여보세요, مرحبًا, Рухтл 2тq, Olá,  
Xin chào, Hallå, ಹಲೋಲಿ, Sawubona, Здраво, Merhaba, Talofa,  
హలో

# Welcome



**OPEN HERITAGE  
FOUNDATION**



**WIKIMEDIA  
FOUNDATION**

# Agenda



- Opening and introductions
- Movement Strategy
  - Background and introduction
  - Key areas
- Global events results and update
- Breakout discussions
- Report back presentations
- Q&A
- Wrap-up and closing

# Friendly Space Policy

The organisation team is dedicated to providing a harassment-free space and conference experience for everyone, regardless of gender, sexual orientation, gender identity or expression, disability, physical appearance, age, race, ethnicity, political affiliation, national origin, or religion—and not limited to these aspects. We do not tolerate any form of harassment of conference participants. Sexual language and imagery is not appropriate for any conference space or talks. Any participants violating these rules may be sanctioned or expelled from the conference at the discretion of the conference organisers.

If you have questions or need to report an issue, please contact on private chat **Anass Sedrati** or **Rupika Sharma**, both present in this Zoom call and the Telegram group. You can message both on Zoom privately because they are co-hosts. If you need support while in your breakout room discussions, please ask for help by clicking “Ask for Help”



**Guest Speaker - Ryan Merkley**

**Chief of Staff - Wikimedia  
Foundation**



**Guest Speaker - Fiona Romeo**

**Senior Manager - GLAM and  
Culture - WMF**





# Background



# The Strategic Direction



Image: Jernej Furman, CC BY-SA 2.0



# 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.”***

# Drafting the Recommendations

2018 - 2020

- 9 working groups brought together 100 Wikimedians
- The first rough draft of the recommendations released online and in-person at Wikimania
- Second draft, 89 recommendations!
- 89 recommendations consolidated to 13 by writers, connectors and reviewers
- 13 recommendations refined to 10, published in May 2020



Image: Sailesh Patnaik - Own work, CC BY-SA 4.0  
Harmonization Sprint, Tunis, September 2019

# Community Conversations

- Two large consultations - August 2019, January 2020
- Wikimedia Summit and Wikimania
- Strategy liaisons
- 48 salons in 29 countries (14 in Africa, 6 in Asia, 11 for youth)
- 2 regional summits (ESEAP, East Africa)
- Translations into 20 different languages
- 40+ events led by affiliates to discuss strategy recommendations



Image: Vanjpadilla - Own work, CC BY-SA 4.0  
ESEAP Strategy Summit, Bangkok, June 2019



# The Principles

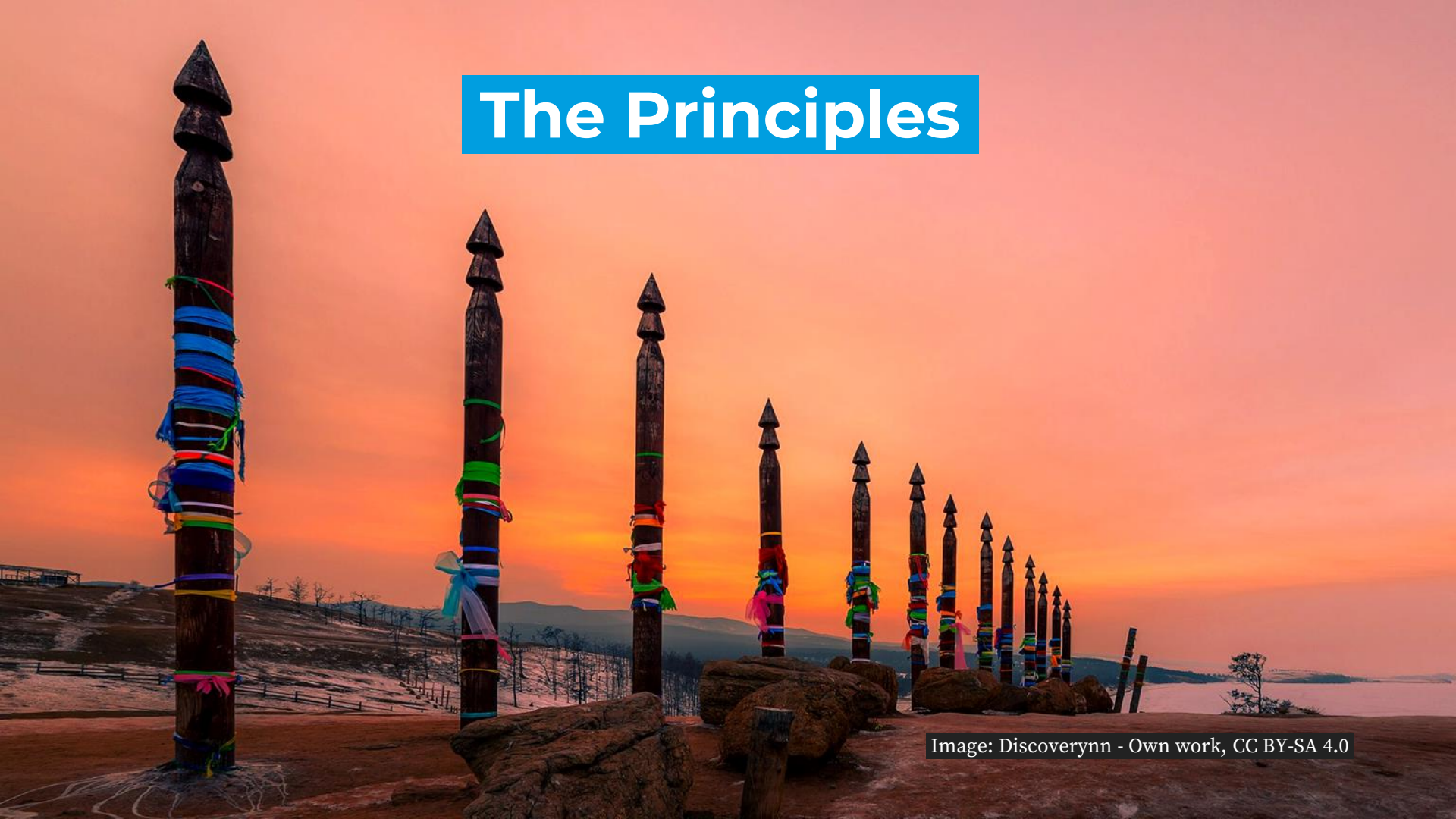


Image: Discoverynn - Own work, CC BY-SA 4.0



# The building blocks of our movement

- People-centredness
- Safety and Security
- Inclusivity and Participatory Decision-Making
- Equity and Empowerment
- Subsidiarity and Self-Management
- Contextualization
- Collaboration and Cooperation
- Transparency and Accountability
- Efficiency
- Resilience



# The Recommendations







# Overview of the 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

<b>1. Increase movement sustainability</b>	<b>2. Improve user experience</b>	<b>3. Provide safety and inclusion</b>	<b>4. Ensure equity in decision making</b>	<b>5. Coordinate across stakeholders</b>	<b>7. Manage internal knowledge</b>	<b>9. Innovate in free knowledge</b>
1. Support volunteers	9(a). Platform UX methodology	16. Code of Conduct	22. Movement Charter	28. Living documents to define responsibilities	34. Culture of documentation	39. Identify policy barriers to knowledge equity (notability)
2. Underrepresented communities	9(b). Community engagement for UX	17. Private incident reporting	23. Interim Global Council	29. Better communication & collaboration capacities	35. Movement wide knowledge base	40. Promote experimentation for knowledge equity
3. Increase movement awareness	9(c). Adaptable UX for various devices	18. Baseline of community responsibilities	24. Global Council	30. Technology Council	<b>8. Identify topics for impact</b>	41. Technology, partnerships, formats, devices
4. Revenue and fundraising strategy	10.. Accessibility	19. Safety assessment and execution plan	25. Regional and thematic hubs	<b>6. Skills and leadership development</b>	36(a). Identify impact of Wikimedia projects	<b>10. Evaluate, iterate, adapt</b>
5. Enterprise-level API	11. Newcomer resources	20. Develop local capacity for legal/regulatory advocacy	26. Flexible resource allocation framework	31. Global approach for local skills development	36(b). Identify and track high impact topics	42. Learn and evaluate progress towards strategy
6. Third party ecosystems	12. Peer communication and collaboration spaces	21. Platform mechanisms for safety (anonymization)	27. Guidelines for board functions/governance	32. Leadership development plan	36(c). Misinformation	43. Develop a comprehensive evaluation system
7. Revenue generation for movement	13. Platform functionality and documentation			33. Skills development infrastructure	37. Bridge content gaps	44. Iterate change processes
8. Environmental sustainability	14. Cross-project tool development & reuse				38. Initiatives for underrepresented communities	45. Adaptive policies for structures, budgeting, et al

## Wikimedia Movement Strategy

# Summary of recommendations & initiatives

Derived from: [https://meta.wikimedia.org/wiki/Strategy/Wikimedia\\_movement/2018-20/Transition/List\\_of\\_Initiatives](https://meta.wikimedia.org/wiki/Strategy/Wikimedia_movement/2018-20/Transition/List_of_Initiatives)

15. Partnerships to develop Wikimedia API





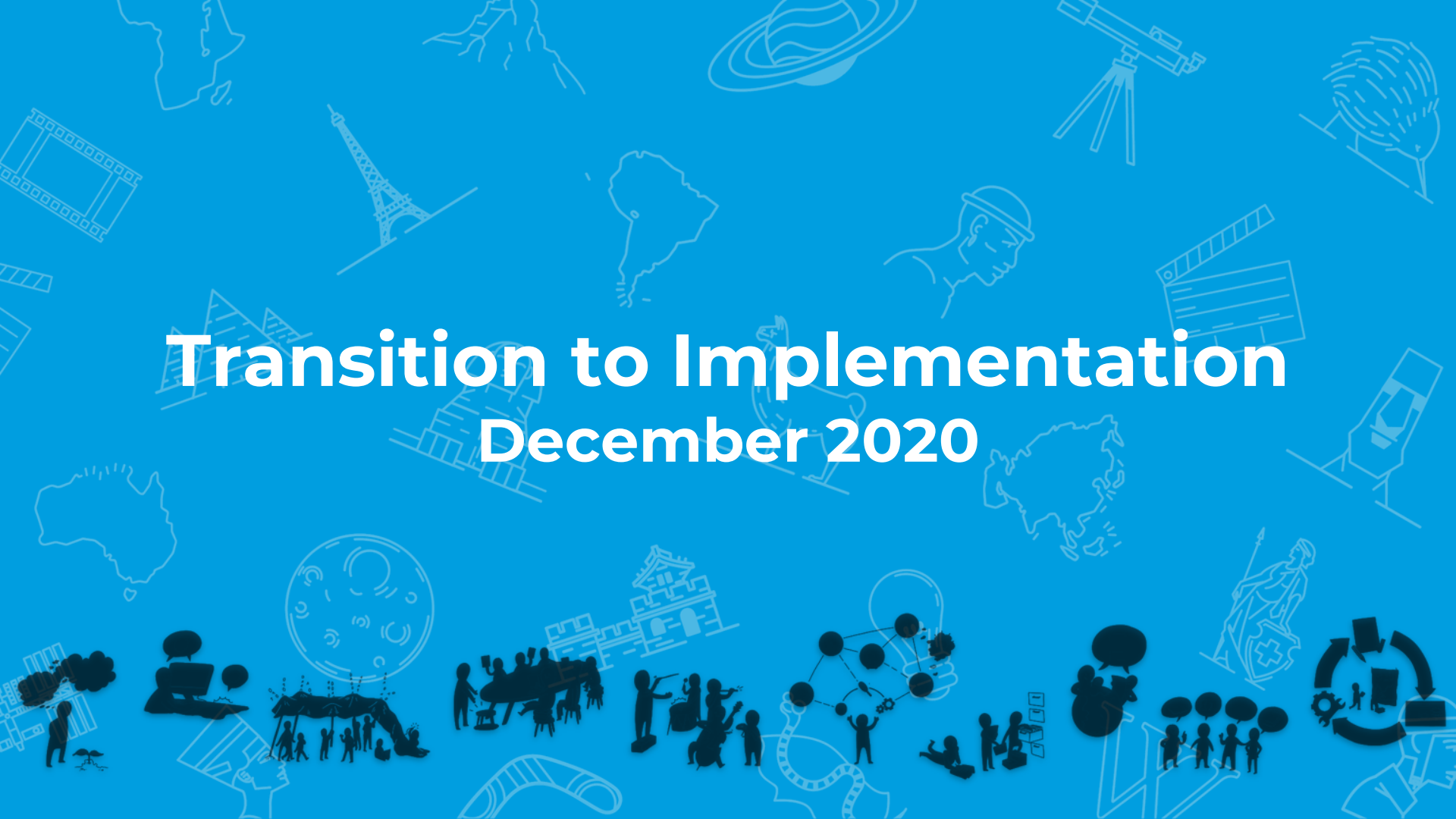
# GLAM - Advocacy

## Key Areas

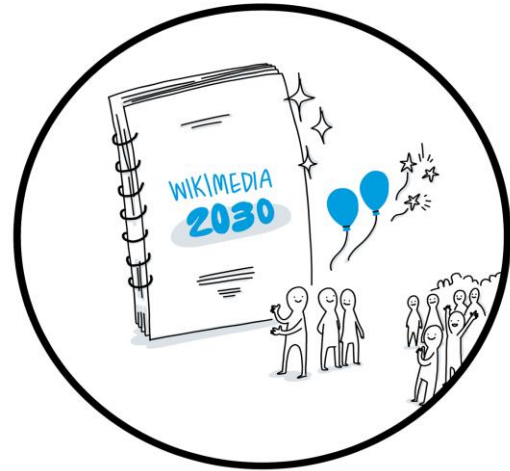
- Increased awareness about the Wikimedia Movement (#3)
- User Experience (#9)
- Resources for newcomers (#11)
- Capacity development for advocacy (#20)
- Regional & thematic hubs (#25)
- Enhance communication and collaboration capacity with partners (#29)
- Bridging content gaps (#37)
- Experimentation, technology, and partnerships - *Innovate in Free Knowledge* (#41)

# Transition to Implementation

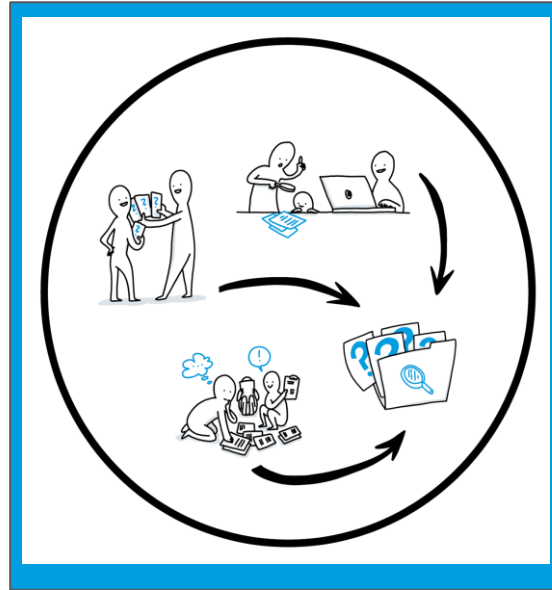
## December 2020



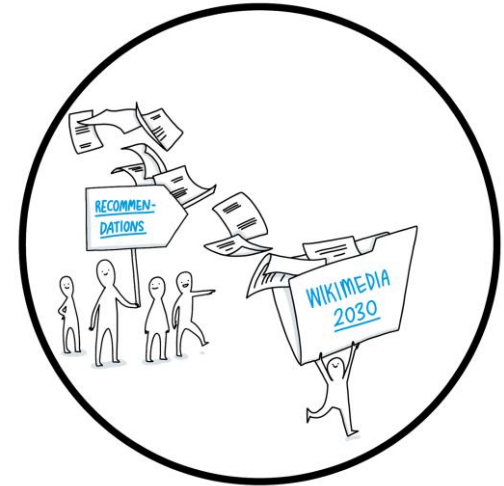
# Transition



**Recommendations  
published**

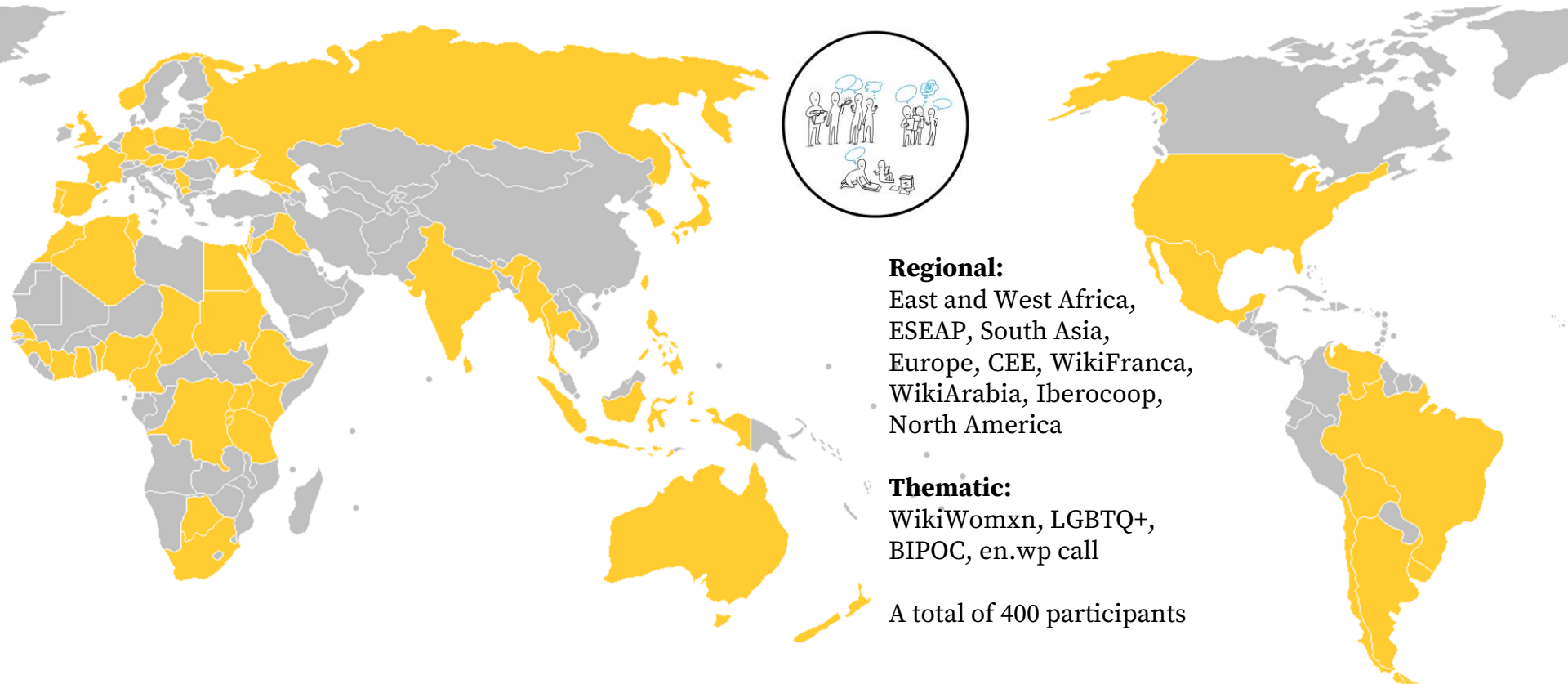


**Define the priorities  
Define the actions**



**Implementation  
plan**

# Movement Engagement



## **Regional:**

East and West Africa,  
ESEAP, South Asia,  
Europe, CEE, WikiFranca,  
WikiArabia, Iberocoop,  
North America

## **Thematic:**

WikiWomxn, LGBTQ+,  
BIPOC, en.wp call

A total of 400 participants

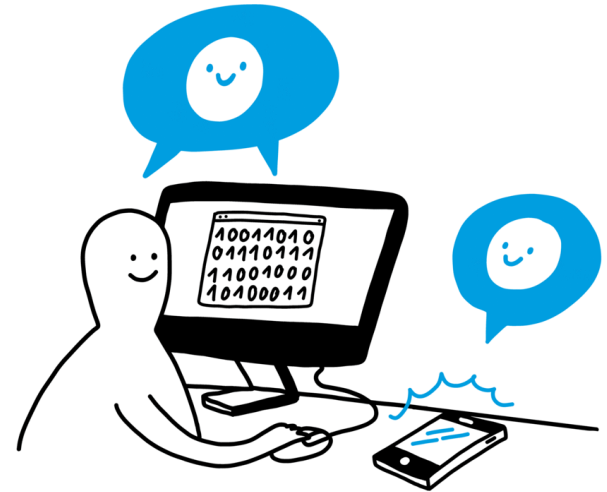


# Movement Prioritization



# Top Community Priorities

1.	<b>Increase the Sustainability of our Movement (Rec. 1)</b>
2.	<b>Improve User Experience (Recommendation 2)</b>
3.	<b>Ensure Equity in Decision-Making (Rec. 4)</b>
4.	<b>Provide for Safety and Inclusion (Rec. 3)</b>
5.	<b>Invest in Skills and Leadership Development (Rec. 6)</b>





# Top Community Initiatives



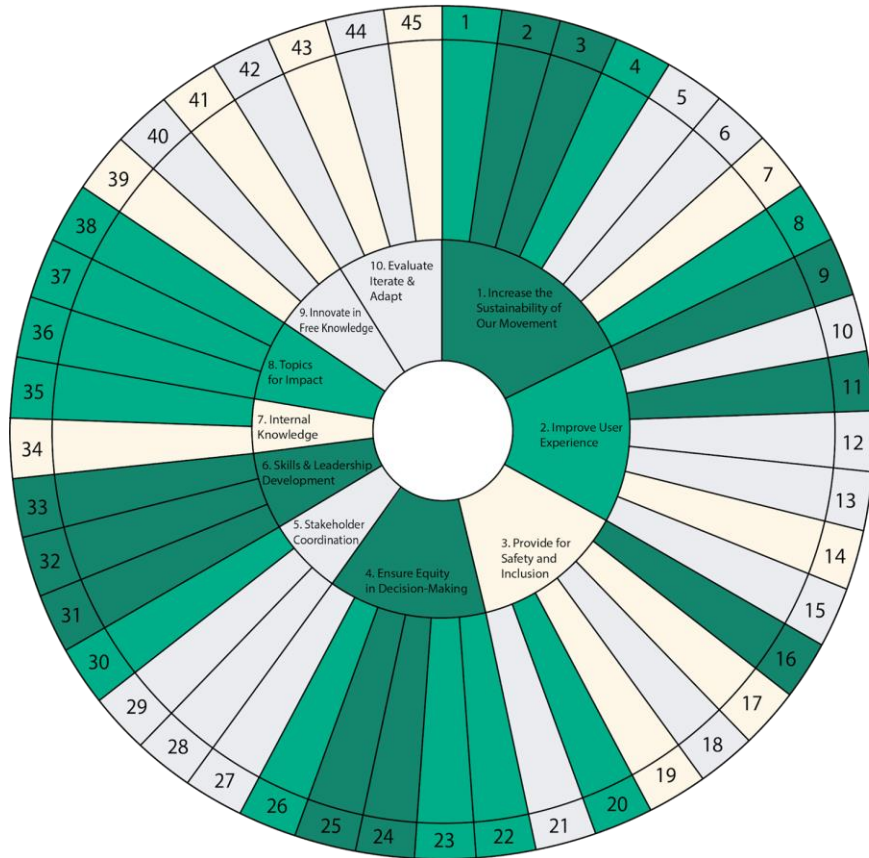
1.	<b>Resources for newcomers (#11)</b>
2.	<b>Funding for underrepresented communities (#2)</b>
	<b>Improve Wikimedia platform user experience (#9)</b>
3.	<b>Skill building and leadership (#s 31-33)</b>
4	<b>Regional and thematic hubs (#25)</b>
	<b>Code of conduct (#16)</b>
	<b>Increase awareness about the movement (#3)</b>
	<b>Bridging content gaps (#37)</b>
5	<b>The Global Council (#24)</b>
	<b>Improve satisfaction in the movement (#1)</b>



**250 people, more than 100 organizations**  
**One movement.**

Image: By CKibelka (WMF) - Own work, CC BY-SA 4.0

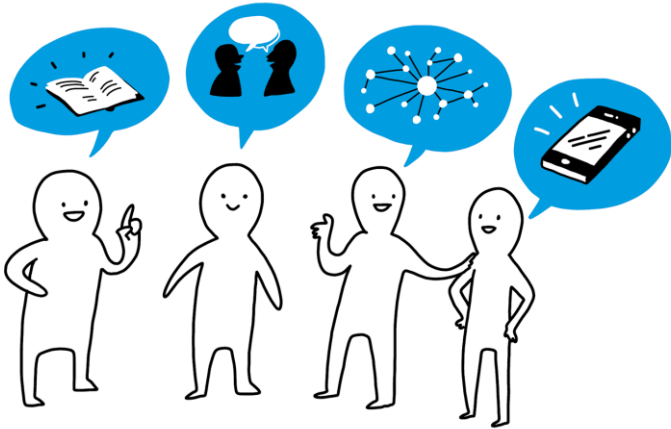
# Global Priorities



- Global Council / Interim Global Council
- Regional / Thematic Hubs
- Funding for underrepresented communities
- Resources for newcomers (UX)
- Increased awareness about Wikimedia movement
- Code of Conduct
- Recommendation: Invest in Skills and Leadership Development

Chart: By Georges Deilrieu - InsightPact Team - facilitating vendor of the Movement Strategy Global Conversations, CC BY-SA 4.0

# Top Global Priorities



**23. Interim Global Council + 22. Movement Charter +  
24. Global Council**

**9. Methodology to improve the Wikimedia platform UX  
+ 11. Resources for newcomers**

**31-33: Invest in Skills and Leadership Development**

**25. Regional & thematic hubs**

**2. Funding for underrepresented communities**

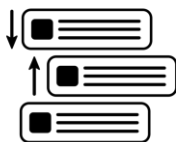
**3. Increased awareness about the movement**

**8. Align with environmental sustainability initiatives**

**36-38: Identify Topics for Impact**

# Timeline

Regional and local prioritization



Created by Arnette Spithoven  
from Noun Project

Global conversations



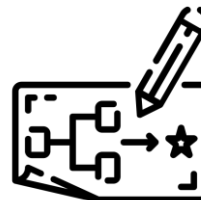
Created by DinosoftLab  
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Follow-up focus discussions



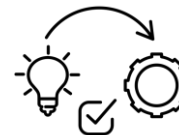
Created by Alice Design  
from Noun Project

Draft plan for implementation



Created by HAMEL KHALED  
from Noun Project

Implementation



Created by ArtDabana@Design  
from Noun Project

**September - November  
2020**

**November -  
December  
2020**

**January -  
February  
2021**

**February  
2021**

**March 2021  
and onwards**

Wiki discussions



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# Suggested Initiatives

- A. Regional & thematic hubs (#25)
- A. Enhance communication and collaboration capacity with partners (#29)
- A. Increased awareness about the Wikimedia Movement (#3)
- A. ... you choose

# Vote for the 4th!

1. User Experience (#9)
1. Resources for newcomers (#11)
1. Capacity development for advocacy (#20)
1. Bridging content gaps (#37)
1. Experimentation, technology, and partnerships -  
*Innovate in Free Knowledge* (#41)



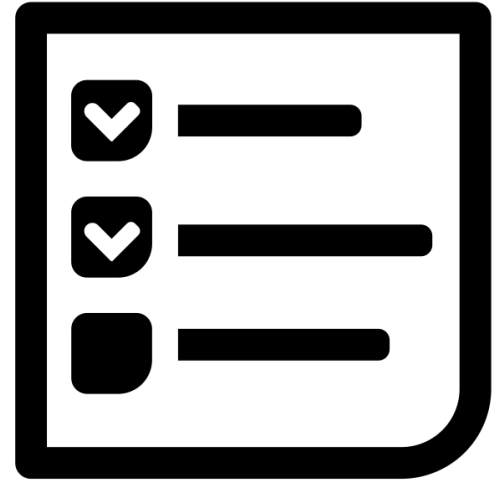
# Suggested Initiatives

- A. Regional & thematic hubs (#25)
- A. Enhance communication and collaboration capacity with partners (#29)
- A. Increased awareness about the Wikimedia Movement (#3)
- A. Capacity development for advocacy (#20)

# We need to define

**What** do we want to achieve in 18 months?

**What** are the immediate steps we need to take?



Created by Swen-Peter Ekkebus  
from Noun Project

A high-angle photograph of a person riding a bicycle on a paved street. The person is wearing a brown shirt and dark shorts. On their back, they are carrying a large, rectangular wooden crate made of thin slats. The crate is balanced on a wooden frame that extends over the bicycle's handlebars and seat. The person's shadow and the shadow of the bicycle and crate are cast onto the pavement below. The scene is brightly lit, suggesting a sunny day.

**Time for a 10 minute break!**

Wiki Loves Africa 2020, 2nd prize winner  
Image: By Abdo tagoon - Own work, CC BY-SA 4.0



# Report Back





# Q & A



**Guest Speaker - Katherine Maher**  
**Chief Executive Officer and**  
**Executive Director, WMF**

