নমস্তে Welcome خوش آمدید নমস্কার Hello

সতি স্ত্রী অকাল வணக்கம் ഹലോ ನಮಸ್ಕಾರ ನಮಸ್ಕಾರ নমস্কাৰ নমস্তে

# Movement Strategy
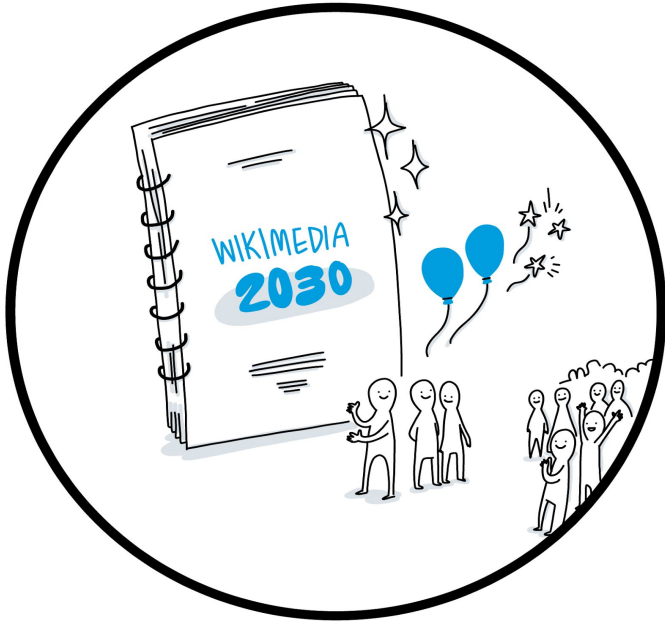# South Asia Regional Call

30 October 2020

# Agenda

- Greetings and introductions

- Ground rules

- Purpose of the meeting

- Notes from guests

- Where are we in the process?

- What does Movement Strategy mean for the region?

- Resources for Movement Strategy

- What are our needs?

- Q&A

# Purpose



- We have the recommendations for the future of our movement

- Together, we need to figure out how to make the recommended changes and actions or "initiatives" happen

# Goals for this meeting



- To introduce how we will transition to implement some of the recommendations

- To discuss the recommendations and principles at a level that is relevant

- To prepare people and organizations for global implementation discussions

Svenja Kirsch, Anna Lena Schiller, riesenspatz.de, CC BY-SA 4.0

# Why prioritize?

- There are 10 recommendations

- Each recommendation recommends multiple initiatives

- All together, there are close to 50 initiatives

- We can only implement some of the ideas at once, and must decide together which ones
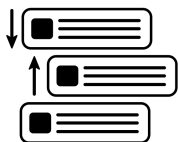
# Timeline and Events

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

# The transition to implementation
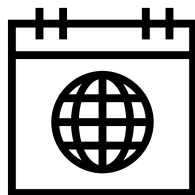
**Prioritization and preparations**



Created by Annette Spithoven
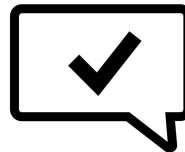from Noun Project

**Thematic discussions**



Created by Alice Design
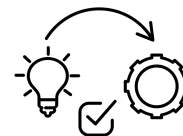from Noun Project

**Global events**



Created by DinosoftLab
from Noun Project

**Follow-up events**



Created by MRFA
from Noun Project

**Implementation**



Created by Artdabana@Design
from Noun Project

**September - October 2020**

**October**

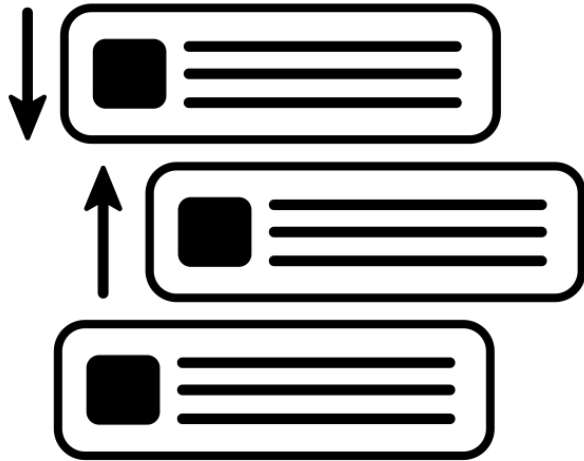**November**

**December - …**

**January 2021**



Created by Alfredo @ IconsAlfredo.com
from Noun Project

On-Wiki discussions
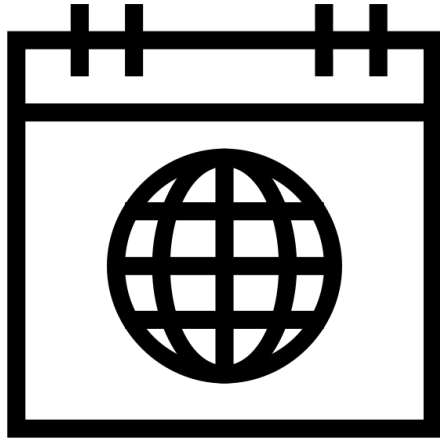
# Prioritization



Created by Annette Spithoven
from Noun Project

Online events led by affiliates and communities to share information and ideas, and to identify priorities for implementation.

- Prepare for joining global discussions

- Think about local priorities, regional collaborations, and partnerships

- Think about human capacity and resource needs for implementation

# Global events

**November 21 + 22**

The global events are for sharing results from local and regional prioritization discussions and for celebration.

The global events will be a forum for global prioritization and defining roles and responsibilities for implementation.

Created by DinosoftLab
from Noun Project

# On-wiki discussions

Continuous open discussions on wiki aiming for good information flows from virtual meetings to online spaces and back.

- With the principles of Transparency and Accountability at heart

# Implementation

Implementing the prioritized initiatives will begin in 2021.
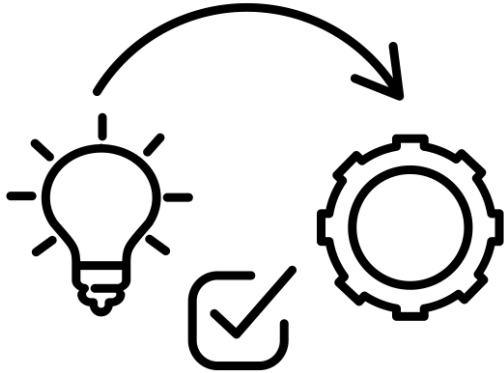
- Movement-wide **collaborations** connecting communities, affiliates, and the Wikimedia Foundation

- Some local **experiments,** some globally-coordinated initiatives

# Introducing 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

Image: Benh Lieu Song - Flickr, CC BY-SA 4.0

The Recommendations

# Overview of the recommendations

- Power-sharing, community leadership, inclusive decision-making

- Shared accountability in generating and allocating resources

- Addressing safety and security

- Prioritizing inclusivity and diversity - in content and contributions

- Improving UX, technology, and innovation

- New infrastructure for skills, learning, and training

- Improved communication, coordination, evaluation, and knowledge management

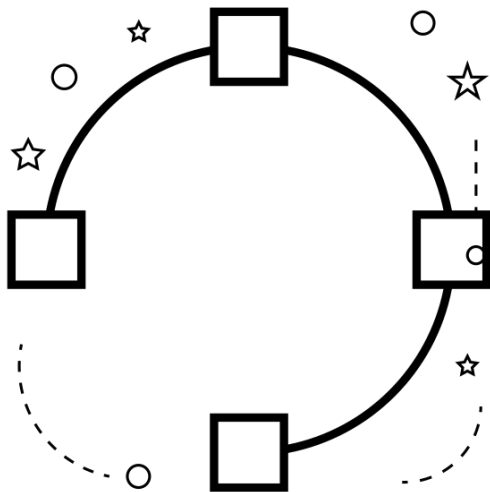- Understanding ourselves and our impact

**What's Next**

# What is the work ahead?

- Regional and thematic meetings are excellent for exchanging ideas

- Prioritization at the level of groups and affiliates - *What is something you'd like to do? What are things we should all do?*

- Encourage others to get involved

- Submit your priorities directly on Meta, in a survey, or by completing a simple template

- Join global discussions on November 21 + 22

# Stay connected, get in touch

Plenty of things to read, watch and listen to

- **https://meta.wikimedia.org/wiki/Wikimedia_2030**
- **2030.wikimedia.org**

Reach out to the Transition Support Team with any questions or comments

- **strategy2030@wikimedia.org**

Created by Scribble.liners
from Noun Project

2030.wikimedia.org

Thank You

# 1. Increase the sustainability of our movement
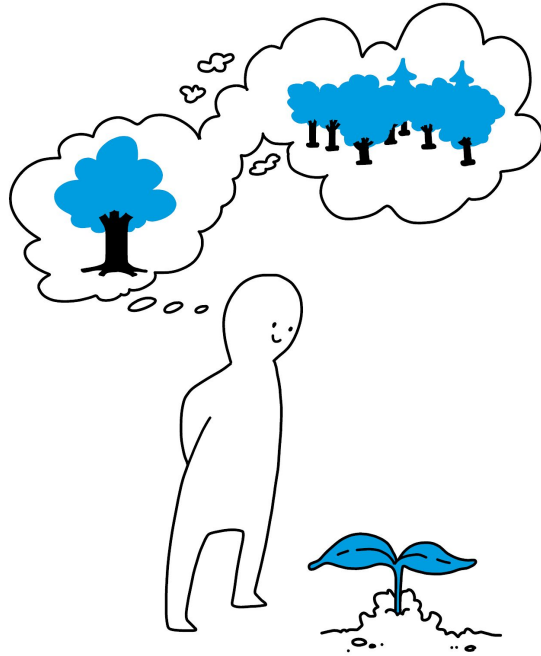
Being people-centered and increasing our movement's sustainability.

- Larger investment in emerging and underrepresented communities

- Recognizing volunteers - long-time contributors and newcomers - and increasing awareness about the movement

- Context-specific community support

- Developing local fundraising capacity - decentralized and diversified - and exploring new opportunities for revenue generation

# 2. Improve user experience
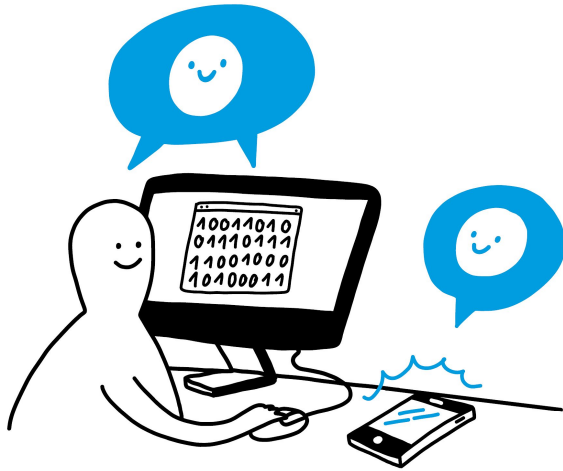
Addressing the usability and accessibility of our products to become more "people-centred" and exploring ways to continuously and inclusively improve our user experience.

- Better involvement of diverse contributors and developer communities in UX research, testing, and dissemination

- Testing for a wide range of user profiles and devices

- Resources for newcomers

- Accessibility standards

- Peer spaces, documentation standards, cross-project and cross-language tools

# 3. Provide for safety and inclusion

Addressing harassment and providing for safe and inclusive environments.

- Creation of a [universal] Code of Conduct

- Improved mechanisms for reporting and dealing with harassment

- A safety assessment and execution plan that includes rapid response infrastructure

- Local capacity for safety - privacy tools depending on contributor context

- Advocacy for free knowledge principles

# 4. Ensure equity in decision-making
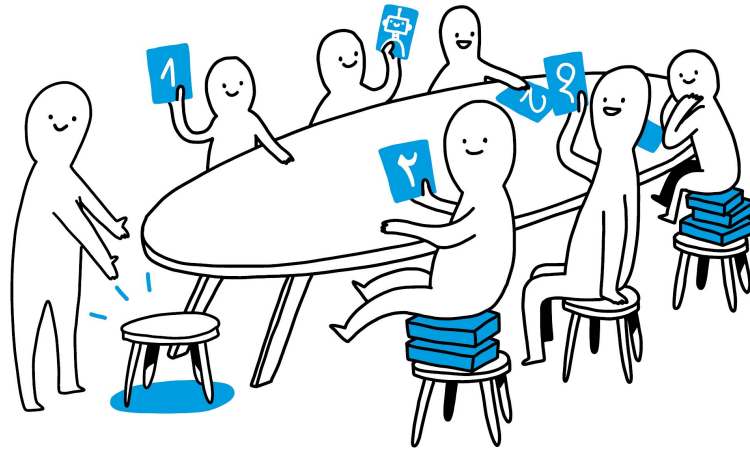
Establishing shared responsibility and accountability for decision-making and distribution of resources in the movement.

Enabling equitable representation in global decision-making and participatory resource allocation.

- Interim Global Council - temporary

- The Global Council

- Movement Charter

- Regional and Thematic Hubs

- Defined roles and responsibilities for all stakeholders

# 5. Coordinate across stakeholders

Creating spaces for improved communication and collaboration within the movement and with partners, technical contributors, and developer communities.

- Based on clearly defined roles and responsibilities for specific activities

- Creating spaces for communication and collaboration

- Comprehensive information exchange, improved learning and knowledge transfer

- Establishing a Technology Council for new functionalities, networking opportunities, and faster reaction

# 6. Invest in skills and leadership development
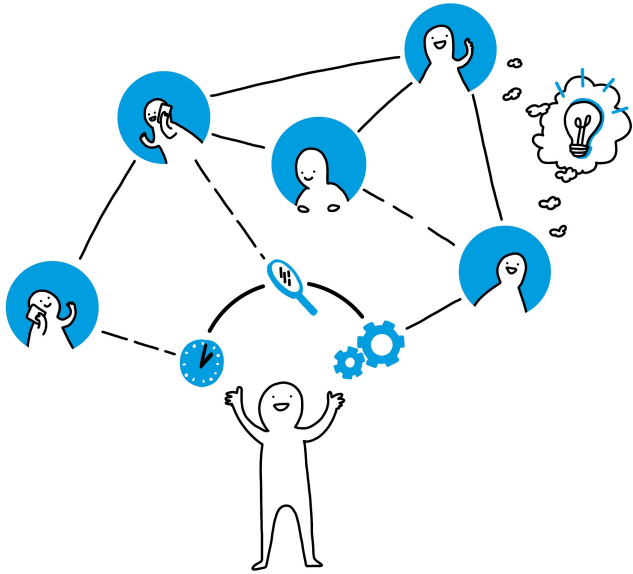
Developing technical and people skills in individuals and organizations.

- Globally systematized approaches based on real, locally-identified needs

- Initiatives for a wide range of skills needed for contributing and movement building

- A globally coordinated leadership development plan

- Online learning, peer networks, multiple languages

- Recognition and incentives for skill development

- Tapping into movement expertise and mentorship

# 7. Manage internal knowledge

Ensuring the movement's internal knowledge is user-friendly, participatory, and of high quality.

- Integral for scalability, transparency, and equitable opportunities for development

- An efficient culture of documentation

- A navigable knowledge base with access to learning assets for the whole movement

- Staff needed for this role - curation, updating, dissemination, etc.

# 8. Identify topics for impact

Understanding how our content impacts people and how it can be used (and misused) in the world.

- Without impacting the autonomy of volunteers or contributions, research how our content is used - coverage, quality, verifiability, the public's trust, access, etc.

- Ways to address content gaps and advocate for content creation

- Understand the significant harm of misinformation on our projects

- Prioritize resources relating to content that will have the greatest impact possible

- Work with specialized partners

- Measure the impact



Image: CC BY-SA 4.0 Riesenspatz / Svenja Kirsch, Anna Lena Schiller

# 9. Innovate in free knowledge
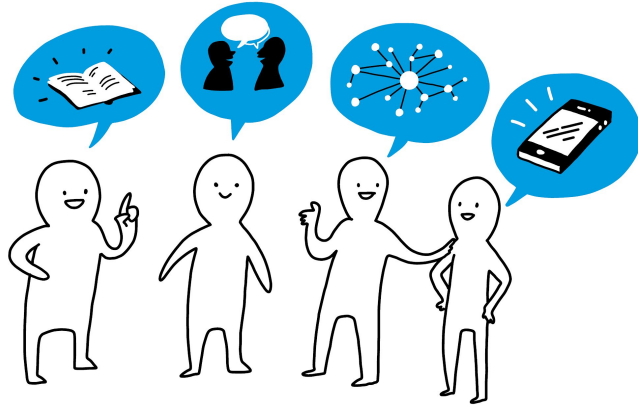
Exploring and expanding our range of free knowledge projects and content formats to stay relevant, grow diverse and resilient in line with our vision and Strategic Direction.

- In consultation with communities, identify barriers to address gaps in knowledge

- Create pathways to new projects, content from other knowledge bases, and policies for knowledge equity

- Develop tools and partnerships to make free knowledge accessible in various formats

# 10. Evaluate, iterate, and adapt
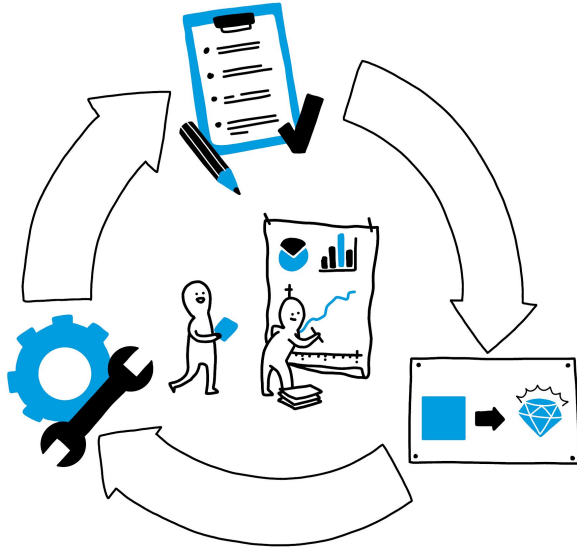
Develop self-awareness as a movement and efficiently implement Movement Strategy recommendations for 2030.

- Evaluate, monitor, analyze, and learn from our activities as a global movement

- Resources and expertise for evaluation

- Shared responsibility and mutual accountability for all movement actors

- Be able to monitor activities, evaluate, communicate progress, and facilitate learning

# Extra Slides for Reference and Background

# The Journey of The Recommendations

# Drafting the Recommendations

March to September 2019:

- 9 working groups discuss the scope of their thematic area, commission research, draft recommendations

- The working groups brought 100 Wikimedians together to collaborate

- The first rough draft of the recommendations released online and in-person at Wikimania

- September - draft recommendations are revised based on the input and a second draft is delivered - 89 recommendations
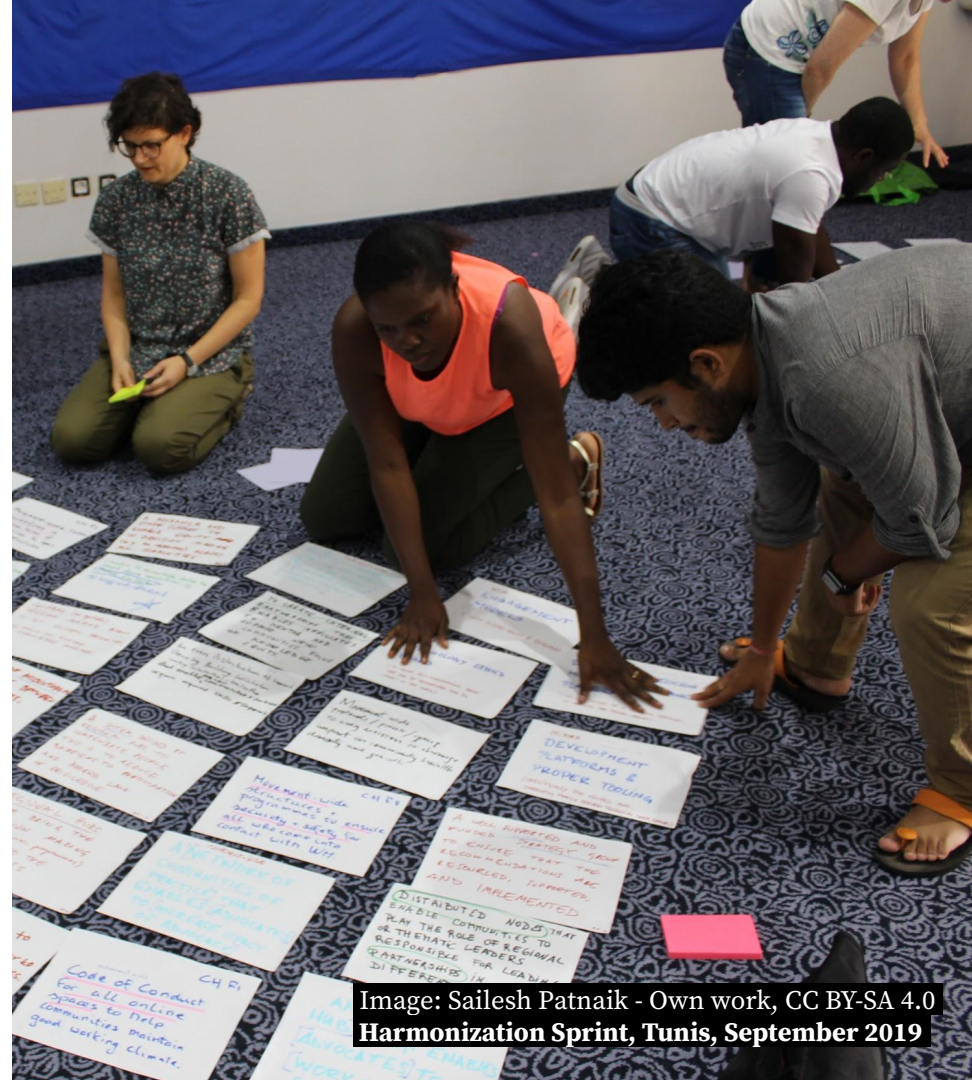


Image: Sailesh Patnaik - Own work, CC BY-SA 4.0
**Harmonization Sprint, Tunis, September 2019**

# Consolidating the Recommendations

October to December 2019:

- Working groups dissolved

- Volunteer writers and reviewers continued

- Co-design of the process ahead

- 89 recommendations consolidated to 13



Image: Abbad (WMF) - Own work, CC BY-SA 4.0
**Writers' Meeting, Berlin, December 2019**

# 2019 Community Conversations

April to September 2019:

- Wikimedia Summit 2019

- 7 community strategy liaisons

- Volunteer affiliate liaisons

- 48 salons in 29 countries
  (14 in Africa, 6 in Asia, 11 for youth)

- 2 regional summits (ESEAP, East Africa)

- Wikimania in Stockholm

# 2020 Movement Conversations

January 2020:

- Translations for 12 different language communities

- 6 dedicated strategy liaisons to facilitate conversation

- Strategy sessions held at various global community events

- 40+ events led by affiliates to discuss strategy recommendations

- Dedicated outreach with Africa and the ESEAP region



Image: Partynia - Own work, CC BY-SA 4.0
**AdminCon, Dortmund, February 2020**

# Strategy at Global Events

"*Engaging with community members in-person establishes context and helps ensure diverse voices and needs are represented in our movement's future.*" — *Jackie Koerner, event participant and contributor*

# 40+ Events Led by Affiliates

*"Our Strategy meetup about the recommendations was a captivating moment of exchange for our community." — Rency Inson Michel, Wikimedians of Haïti*

**Haïti strategy meetup, Port-au-Prince, February 2020**

# Emerging Opportunities

*"Having a strategy event helped us discover the movement in greater depth, understand our impact, and discuss our importance for the MENA region and Africa. Most importantly, it was a rare occasion for us to connect and meet in person to discuss strategy. " — Wikimedia Morocco community organizer*

# Movement Strategy Transition Design Group

**Yaroslav** (CEE)
**Kayode** (Indaba)
**Iván** (Iberocoop)
**Biyanto** (ESEAP)
**Rupika** (South Asia)
**Bachounda** (WikiFranca)

**Anass** (WikiArabia)
**Jenny** (EDs)
**Anna** (EDs)
**John** (EDs)
**Marc** (Writers Group)
**Philip** (Chairpersons)

**Delphine** (WMF)
**Ryan** (WMF)
**Jerrie** (WMF)
**Diane** (Core Team)
**Sherry** (North America)
**Netha** (Expert)

# Considerations for the Design

- Design for optimal participation
  - Online editors and tech communities
  - Underrepresented groups
  - Newer and smaller affiliates

- Unique dynamics to consider
  - Language and cultural diversity
  - Time zones
  - Access to technology
  - Decision-making + resource allocation needs



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