

Project plan

Introduction

The international Wikimedia movement supports free knowledge through a number of open and freely licensed, multilingual educational resources online. The most well known being Wikipedia, the fifth most used website in the world and the only top website which is non-commercial and run by volunteers. It is frequently hailed as one of the most important information sources available for the general public, and for young people in particular.

Even though Wikipedia contains a huge amount of information we are far away from reaching our goal of the sum of all human knowledge. New partnerships with different actors such as educational institutions, museums, research groups, authorities, other civil society organizations are needed. Currently, 90 % of editors are men and most are white and in their 30s-40s. We need to engage new groups of volunteers who can share knowledge and leadership for a diverse community with capacity to achieve the goals of our movement. Working with diversity issues presents a number of challenges for the volunteer and skills and support is needed.

A collaboration between the Nordic countries means we can share resources and solutions and offer volunteer leaders a stronger network and platform to back up their activities and leadership in the region.

Purpose

This project aims to create new volunteer leaders in the Wikimedia movement in the Nordic countries. Leaders who understand the importance of diversity, how to effectively work to support it and who, after the event, will have a strong network in the Nordic countries – so that lessons can be shared and joint projects can be organized and successfully carried out long term. The expectation is that these volunteer leaders will help create and support other initiatives organized by the Wikimedia organizations. Trainings in both online and offline environments will take place and a model for similar events will be developed together with material on how to support the participants in their further work.

What is included/not included

The focus is to engage volunteers, experienced and newcomers, willing to take on a role as volunteer leader after the project has ended. The main focus of the event itself is not to solve diversity issues in those few days but to give a selected group of volunteers the tools to take an active part in a long term solution to the gender gap challenge on Wikipedia.

With this project, we want to create a constructive space for an engaged group of individuals to learn as much as possible in a limited time and form a strong and long lasting network. The intention is not, with this project, to give as many as possible an introduction to diversity issues on Wikimedia platforms.

Implementation plan

The event is co-organized by Wikimedia Sverige, Wikimedia Norway and Wikimedia Finland with support from UiT Norges Arktiske Universitet in Norway.

Representatives (led by staff) from the three Wikimedia affiliates will be responsible for inviting and reaching participants, making decisions on selection criteria, planning the activities and preparing material.

The UiT-based project «Kjønn og skjønn» has established a women's Wikipedia network group that will contribute at the event as local support. They are 10 female UiT researchers from different academic fields who organized a Wikipedia seminar in 2017, generating several Wiki articles about North Norwegian women in the arts.

Schedule

December 2018: The project will start by forming a working group with representatives from each NGO. The group will establish communication and decide on shared tools for materials and planning.

Early 2019: The working group will coordinate tasks and divide workload for the first few months of 2019, which will involve communication outreach, program development and logistics. Online coordination meeting with UiT Norges Arktiske Universite.

Considerable efforts will be put into the program design, which will be outlined online, which will be produced prior to opening the call in March. Work will be initiated regarding teaching materials (tool kits, manuals and resource hubs). This will all be designed to be reusable for future events.

March 2019: The Wikipedia gender gap gains a lot of attention during March and International Women's day. The project will leverage gender gap related events and call for participants to apply for the Nordic Wiki Diversity Leaders Event.

May 2019: The final details of the program will be customized with the needs of the participants in mind. The activities include capacity building, train the trainers sessions, follow up activities.

June 2019: Nordic Wiki Diversity Leaders Event in Tromsø. Maximum capacity is 25 participants.

During the event

Day 1-2: The first days will focus on introducing participants get to know each other. Then we will mainly focus on platform specific (online) issues by using practical trainings and workshops, and discussions about different cases.

Day 3-4: The third and fourth day will focus on topics related to the work done offline by the NGOs. How to organize events, how to share knowledge effectively and inspiringly, how to design projects, how to initiate partnerships, what tools to use and when and suggestions on who to contact within the international Wikimedia movement for different issues.

August-December 2019: Post event survey, completing the documentation from discussions and activities so that the event model can be shared more broadly as a tool kit for diversity leaders in Wikimedia. There will be individual follow up check-ins with each participant and further planning to support their work. Participants will be invited to participate in the international Wikimania 2019 conference which will take place in Stockholm (with more than 1,000 participants).

Communication plan

The goal is not to reach as many people as possible, nor is this an event intended to focus primarily on outreach. However, through the existence of the event itself we raise awareness about the issue.

We will communicate the event over a period of months in advance to attract participants. All three NGOs have experience from hosting gender gap related events on or near International Women's day in March, which will be an important opportunity for outreach and identifying good candidates to attend. We also intended to send out a press release in advance of it (with a focus on local media in the area around Tromsø).

During the event we will share material on social media, but it is expected to be rather low key as the focus is on the group. After the event we will share blog posts, instruction material, learning patterns with analysis of what worked and what didn't, as well as reports about the outcome.

Risks

Not finding the best suited candidates – We compete with many other possible activities during summer and need to clearly explain the values and opportunities created for the individual. We also need to actively reach out through different channels and use our vast networks to make possible participants aware of the event.

Organizing a one-off event without continued value – We will put in efforts before the event to ensure we have people participating that are planning to be involved also in the future. During the event we will aim to create a strong network so that the participants supports each other and that we encourage and empower the participants so that they feel that they can achieve their goals. After the event the organizers will support the participants to ensure continued communication and exchange, e.g. through the creation of communication channels, follow-up events and activities.