Annual Plan 2019-2020

Global Metrics

Grantee metrics

Education:
- Diversity: % of content improved and created to narrow the existing gaps as gender, LGBTIQ+, local history etc.
- Impact: number of new voices (organizations, communities etc.) from outside the movement and that address new topics (beyond education), that become partners of the program.

Culture & Open Knowledge Program:
- Diversity: create and release diverse and locally relevant content - content currently missing from cultural and historical excluded communities
- Impact: Number of people involved in our cultural (trained, leading projects in different organizations etc) program from diverse and local cultural communities.

Community Building Program:
- Diversity: Number new women and LGTBIQ+ members involved as volunteers in the WMAR community.
- Impact: Number of new leaders (new profiles beyond being editors) engaged as part of the Wikimedia movement.

Total metrics	Participants	Newly registered	Content pages	Diversity	Impact
Education & Rights Program	1300	960	1200	70% of content edited	30 new partners involved
Culture & Open Knowledge Program	1100	500	400 books. 18000 pages on Wikimedia projects (meaning 80000 pages of content)	60% of content create and released	300 new cultural leaders involved in our cultural program.
Community Building Program	650	140	4000 improved/created.	30 new women and LGTBIQ+ involved	25 new leaders involved.

Programmes 2019

Education & Rights Program 2019

Context & Challenges

A great educational conflict has taken place in Argentina this year. Educators are key players in the educational conflict, both in schools and universities. This situation made us reflect and design new ways to approach our work, especially regarding our bond with the local educational community and how to better attend their demands.

We have designed activities that could be carried out both online and offline in the classrooms and developed remote training programs as a way to respond to teacher's needs and interests. However, this year has also meant a year to learn that our education program goes beyond using Wikipedia since fosters digital literacy and opens up the discussion and awareness regarding digital rights in the classrooms. This, added to our work in Human Rights that has scaled up to Chile, Venezuela, Mexico, Uruguay, and also in countries with very small communities as Colombia and Paraguay, has had a direct impact to our program that has been re-defined as Education & Rights Program to better represent what we are doing and what we want to do and why in the future.

We will continue working in defining the program in 2019 and in our new strategic planning for the next years. However and specifically in 2019 we have designed our educational & rights projects to face the following challenges and opportunities:

- Will be fundamental to define and adapt our projects according to teachers' interests to keep them motivated and avoid our context.
- By adapting the program to the teachers and students' interests we have the opportunity to introduce new and diverse topics and position Wikimedia Argentina as a leading organization regarding open educational resources, free culture and digital rights.
- Our Human Rights project is also allowing us to reach and work with historically excluded communities as LGBTIQ +, indigenous peoples, etc This is a great opportunity to continue to bridge the content gaps and involve new voices in the movement in 2019, along with Iberocoop too.

What do we want to do in 2019?

Knowledge as a service:Providing training spaces, access to information and resources regarding free culture and education, at a local and regional scale		
Objective 2019	Metrics	Activities
Getting educators and students engaged in the creation of locally relevant knowledge that improves the existing content gaps.	1000 articles (70% high quality) 70% of the girls and women involved as new editors feel comfortable editing Wikipedia. 600 teachers 500 students 25 institutions involved	**Editing Clubs** ● 10 Editing workshops with high school educators and students in order to improve local content and addressing content gaps. Development of offline proposals to work in schools. **Wikipedia at the University** ● 10 Editing workshops in universities at a national scale. **Wikipuentes** ● Argentina: 1 online course for university professors, to continue promoting the use of Wikipedia in universities' educational proposals. ● LATAM: Developing the Wikipuentes online course in 2 countries of the region: Venezuela and México.
Promoting a learning community for educators to foster exchange, share and create knowledge in topics	At least 300 educators participate in our learning community.	**Lectures about Education and Free Culture** ● Development of 5 lectures, aimed at educators and people related to the educational world, to address different topics related to open knowledge and digital culture

related to education and digital rights & literacy.		● Alliance with local organizations: Amnesty, Pent FLACSO, Faro Digital, WMAR, Human Rights, Gender, MINU- **Academic Research** ● Offering training courses aimed at generating awareness on the use of Wikimedia projects in academic fields. ● Working with educators to produce high-level papers/academic research regarding the impact of working with Wikipedia in the classroom. **Website of Open Educational Resources LATAM** ● Creation of a website of open educational resources at a regional scale, with the aim of disseminating resources on different topics, both by WMAR and by the allies with which we work.
Knowledge as equity: Promoting in the academia the access and production of knowledge regarding the memory of historically excluded communities, both at a local and regional level.		
Consolidating and broaden the WikiDDHH project as an educational proposal, strengthening the alliances created during 2018 and generating new allies at a local and regional level.	200 articles edited. At least 300 participants in Argentina and LATAM. 1ST Human Rights Conference At least 100 participants from the region.	**WikiDDHH at a national level** ● 4 WikiDDHH edit-a-thons (in the provinces of Córdoba, Santa Fe, Mendoza and Tucuman) to continue improving and creating content related to Human Rights violations and LGBTIQ+ in Argentina. **Series of Human Rights and Digital Rights Webinars in LATAM.** ● 5 Webinars on the experiences of digital rights related to Human Rights, in LATAM and the Caribbean. ● Training of activists and leaders of social organizations that work on Human Rights and digital rights. **WikiDDHH LATAM.**

		● 2 WikiDDHH fostered regionally (Brazil and Paraguay). ● Development of training courses and edit-a-thons on Human Rights violations and LGBTIQ+ in LATAM. **Human Rights and Digital Rights:** First conference on Human and Digital Rights in LATAM.

Outcomes

- Positioning the Education Program as a benchmark of free culture for the local educational community.
- Consolidating the leadership of the Education Program at a regional scale.
- Positioning Wikipedia as a tool for the democratization of knowledge on Human Rights, LGBTQ+ content and excluded communities at a local and regional scale.

To understand our learnings, new projects, our grantee metrics and the risk assessment, please review our full report here.

Culture & Open Knowledge Program 2019

Context

2018 has been a year of changes for the culture projects. Even though we continue working with important cultural institutions -digitization project-, redefining our GLAM program to the Culture & Open Knowledge Program has offered the possibility to articulate new strategic alliances and to introduce new topics and disciplines that respond to the demands of Argentine society.

Wikimedia Argentina believes culture is a social construct and it must be functional to the society to which it responds. In this sense, we have focused our work in 4 large areas: *local culture, gender & diversity, current issues & access to information, and support & empowerment of cultural communities.* Understanding the context has allowed us to not only build and engage new communities but position Wikimedia Argentina as an organization of knowledge and reliable information.

During 2019, we will continue promoting these lines of work, which we will keep open and flexible to adapt them to our context, as an answer to the following challenges:

- Argentina's traditional media are in crisis and Argentine society demands new digital media in order to gain access to reliable and current information.
- Culture is constructed through non-traditional channels and through atypical and diverse referents and cultural communities -themed communities, organizations, civil society-, to whom Wikimedia's projects are a means to an end.
- Culture is under-funded in Argentina: the Ministry of Culture ceased to exist as of August 2018. This situation, despite its difficulties, can be an opportunity to work with cultural and governmental institutions that guarantee local cultural heritage.

What do we want to do in 2019?

Knowledge as a service: Strengthening, consolidating and positioning the work and development of diverse cultural communities in Argentina.		
Objective 2019	**Indicators**	**Project**
Train, mentor and accompany 300 new cultural leaders from diverse cultural communities to strengthen the positioning and dissemination of their work through the Wikimedia projects.	5 cultural communities. 300 cultural referents trained. 10 organizations release material.	**Fostering Cultural Community:** Online and offline training in governamental spaces, librarians, emerging communities, civil societies and traditional partners. ● **Mentorship**: Accompany and institutionalize Wikimedia projects. ● **Training**: expand the scope and diversity of the program through diverse cultural training programs. ● **Tailor-made activities**: online-offline activities and campaigns with the different cultural communities, according to their possibilities and needs.

Knowledge as equity: The LATAM societies access to reliable information and create open quality knowledge that represents the sum of their diversity.		
Objective 2019	**Indicators**	**Project**
Consolidating the role of Wikimedia projects as a source of quality and reliable information in Argentine society.	200 people trained in digital rights, data analysis, fact-checking. Involve at least 5 new strategic communities, beyond GLAMers. 30 volunteers involved in the program - specifically during *Wikipedia in debate* media coverage. 3M audience	**Wikipedia in debate** To promote a critical use of Wikipedia as a fact-checker of topical issues. We will get involve our current and new community as an active part of this project. **Share Data** Train and foster our work with gubernamental institutions and third sector organizations to build, share and socialize data for strengthening citizenship, using Wikidata as a main project. **Wikipedia informa** Online and offline trainings about fact-checking, data analysis and digital rights in Argentina and in Latin America.

Reduce existing content gaps guaranteeing the access and creation of diverse quality knowledge -specifically from excluded cultural communities- on Argentine and Latin American cultural heritage.	+80,000 content pages release, create or improve - mainly from Argentina and LATAM. 700 editors. 300 women.	**Digitizing project:** We will continue working with the Argentine Academy of Letters, the National Museum of Fine Arts, the Library of the Legislature of Buenos Aires Province and the Book Direction and Reading Promotion. We will add at least 2 new partners in this project. **WikiCampaigns:** Drive regional and global campaigns involving active and new editors to develop diverse and plural content (La mujer que nunca conociste, #1bib1ref, others). **The pioneers:** To promote the access to the cultural heritage of excluded cultural communities.

Outcomes

- Consolidating the role of Wikimedia projects in the construction of an open, informed and democratic society.
- Promoting diverse cultural communities as allies of the Wikimedia projects.
- Wikimedia projects represent the cultural diversity of the Global South.

Iberocoop 2019 and Strategic Direction

Within the frame of the Culture & Open Knowledge Program, during 2019 Wikimedia Argentina will continue working with Iberocoop in the following way:

Knowledge as a service: Supporting the construction of an open and inclusive regional network, according to the needs and demands of current and new members.	
Objective 2019	**Project**
Supporting, defining and developing the new strategic direction of Iberocoop to build a more inclusive network and according to the new ED.	**Iberocoop & DE**: Generation of spaces for exchange and discussions among referents of the Iberocoop network, addressing the following: ● Main lines of work of the movement - results of the WG ● Long and mid-term objectives related to the strategic direction.
Supporting the growth of chapters and user groups and mentoring new emerging communities to involve new leaders in the movement.	**Development of Iberocoop:** Support of the development and growth in the following way: ● Development of resources ● Training spaces ● Mentoring.
Knowledge as equity: Positioning Iberocoop as an organization that advocates for free knowledge in LATAM	
Consolidating the regional alliance in matters of promotion and influence on public policies related to copyright and free culture.	**Iberocoop & Public Policies**: Creating a regional network for the analysis, observation and promotion of public policies related to copyright, free licenses and open knowledge.

To understand our learnings, new projects, our grantee metrics and the risk assessment, please review our full report here

Community Building Program

Context

During 2018 the objectives and activities of our program have focused on the development and growth of diverse communities that are allies of the work of WMAR. This does not mean that we do not support our long-standing community. On the contrary, we have designed projects according to their schedule and interests. This has allowed us to expand the outreach and diversify our work with the aim of integrating new participants in their expertise areas. Also, organizing the community in smaller and specific groups has helped us to better define the objectives and activities for each group and also establish which are their challenges, needs and opportunities.

In 2019 we want to continue strengthening and generating these networks, deepening our work with new communities that address topical issues according to the demands of our local context, that presents the following challenges:

- Our long-standing community became established as a community of mentors. We will continue including new volunteers without losing sight of the objective of building an inclusive and healthy community that integrates our long-standing community and our counterparts.
- Argentine society has a strong tradition in collective construction. We have proven that promoting encounters among volunteers who share interests and supporting them in the construction of thematic communities fosters their engagement.
- Our community uses Wikimedia as a space to build knowledge that reflects regarding topical issues. In order to continue expanding the community we must pay attention to the integration of new profiles according to the context.

What are our plans for 2019?

Knowledge as a service: Developing and strengthening a diverse local community that represents Argentine culture and idiosyncrasy, and which guarantees participation on equal terms for all its members.

2019 Objective	Indicators	Project
Established communities: Strengthening and expanding WMAR's 3 established themed communities in the role of promotion, dissemination and creation of free knowledge.	40 engaged volunteers. At least 15 of them women or as of LGBTI's collectives 4000 improved/created articles 80% feels supported and describe WMAR as an inclusive organization where is easy to participate.	**Established communities (Gender, photographers and long-standing community):** The project aims to generate co-working spaces for small thematic communities according their specific interests. For 2019 we will work to expand the existing communities (Gender, photographers and long-standing community). **Workshops:** Working meetings for the themed communities, around topics such as: open data, gender, photography, with the aim of improving content and learning new skills. **Grants and movility:** Support financially the projects of our community as well as their participation in our activities.

		Offline meetings: Meetings to strengthen and expand the community and to integrate our partners with those who are active editors
New communities: Consolidating the constitution of 2 new themed communities that incorporate new volunteer profiles and allow us to establish alliances with strategic local organizations.	30 new members. At least 15 are women or as of LGBTIQ+. 5 new alliances	**New communities (litoral, journalists, Wikidata or others):** Building new thematic communities as of interest of our current and potential community, also to engage new volunteers as part of WMAR. For this purpose, we will offer: **Mentoring:** The program seeks to bring together emerging leaders (mentees) with established leaders (mentors), in order to transfer skills and create a support network to make new members become part of the community. **Offline meetings and lectures:** Local meetings to consolidate and expand the communities; lectures to disseminate Wikimedia projects to the inland provinces. **Financial support:** Support financially at least 3 projects driven by our community to improve local content.

Knowledge as equity: WMAR is recognized as an open and inclusive community that promotes the participation of citizens and diverse social actors as editors of locally relevant knowledge.		
Diversifying our local community by strengthening our work with diverse communities and new social actors, designing new trainings and volunteer opportunities, according to their needs	250 people from outside the Wikimedia movement trained or participating in our community activities. 65% women/LGBTIQ+. 25 people get involved in new volunteer opportunities. 80% of the participants consider that the Wikimedia projects are a fundamental tool of citizen construction and / or the projects of the program respond to their needs and interests.	**Huellas digitales project:** promote the Wikimedia projects to strengthening the local citizens and diverse social actors: ● Online and offline trainings about Wikimedia projects and its use for citizenship development. ● Designing a new a strategy to incorporate new volunteers and reating new volunteer opportunities ● Financial support for projects that address topical issues leaded by new volunteers. **Barra Libre:** Thematic encounters involving people and organizations that work on the construction and dissemination of knowledge.

Outcomes:

- WMAR's community is diverse, themed, inclusive and has a strong sense of belonging.
- The Wikimedia movement reflects the incorporation of knowledge by a global and diverse community
- Argentine society defines Wikimedia projects as a tool for civic construction.

To understand our learnings, new projects, our grantee metrics and the risk assessment, please review our full report [here](#)

Wikimedia Argentina & Strategic Process

One of the priorities of Wikimedia Argentina in 2019 is to support, accompany and help to define, together with the rest of the Wikimedia movement, the new strategic direction. To do this, we are actively participating in the strategy process - 2 employees are part of the WG . This work, as well as the adaptation of the results to our local context and Iberocoop, will be a priority during 2019. Our main objective - along defining what it's best for the movement as a whole- it's to make sure that the perspective of the global south is reflected in the new strategic direction as well as to guarantee that is an expression of the wide diversity of the movement.
In terms of time investment, this works will take at least the 15% of the work time of our ED and our Administration Manager.

Budget 2019 - 2020

You can find the WMAR's budget for 2019 - 2020 [here](#).

*The budget has increased because of the Human and Digital Rights' conference. After speaking with Wikimedia Foundation and with our program officer, we all decided to request the budget needed for the realization of the conference in our annual proposal.