

**WIKIMANIA
SINGAPORE**

**“Changemakers toolbox”
introductory advocacy materials - workshop**

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Changemakers Toolbox:

**WMUK and SMK making
campaigning knowledge more
accessible**

Our Vision & Mission

We recognise that change often begins in civil society. The power civil society has to drive truly transformational change – in one person's life or our entire society – is most effective when we work at our best, without unreasonable constraint.

We call it *Social Power*

Our **vision** is of a more confident and powerful civil society in which people work together to drive social change. Our **mission** is to unleash civil society's power to drive that change.



Our VISION is of a more informed, democratic and equitable society through open knowledge

Our MISSION is to enable people to engage with open knowledge and access reliable information in order to develop their understanding of the world, and make informed decisions about issues that affect them.



Modules in the toolbox:

Introduction to Social Change: This module gives campaigners a well-rounded understanding of power, social change and campaigning. You will learn about SMK's concept of Social Power and how it can drive transformational change. Includes Social Change grid, and a Campaigning Q&A.

Analysing the Problem and Planning for Change: This module will help you to develop a strategic and responsive approach to planning campaigns that achieve concrete change. You will explore how your organisational mission, in the context of the wider world, can guide you to identify areas for social change and campaigning at a range of levels.

Communicating for Change: Learn how to successfully use powerful framing, narratives and stories and communication channels for campaigns. This module will support you to successfully identify and reach different key audiences.

Community

INFORMAL

messy, unpredictable

Public sphere



INDIVIDUAL

This is the realm of public debate and opinion, of social and cultural norms, of civic action. It is heavily influenced by all forms of media, marketing and advertising, the arts, popular culture, celebrity and influencers.

Service provision

FORMAL

controlled, measured

Institutional power

Let's discuss

Have you ever...

- Engaged with a big institution (e.g. GLAM), to convince them to do something
- Engaged with a politician / decision maker
- Run a campaign (not a wiki editing one)



Let's discuss - content

- What are you missing, what might be stopping you from doing this work
- How can Wikipedia be used for changemaking
- What questions do you have about campaigning/making change

Introduction to Social Change

Analysing the Problem and Planning for Change

Communicating for Change



Let's discuss - approaches

- Where do you go to learn about Wiki things - and why
What platforms and functions do you like?
- How do you like to learn, in terms of formats and approaches
- Do you want interaction with other learners? (online learning vs group workshops)



Follow up

https://meta.wikimedia.org/wiki/Grants:Project/MSIG/Changemaker%27s_toolbox_-_introductory_resources_to_campaigning_and_advocacy

<https://smk.org.uk/>

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