

# Movement Strategy Tuning Session Q2 FY20-21



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# MTP Priority OKRs



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# Movement Strategy Integration

## Objective:

### Develop implementation plan by the end of Q2, in a participatory process

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During Q2, movement strategy moved forward with the delivery of the transition events based on the design co-created with community members in Q1. Local and regional preparation and **prioritization events** happened in October and beginning of November, engaging 58 groups and more than 500 participants across the globe. This resulted in increased movement-wide awareness of movement strategy, surfaced perspectives from a wide range of people, and provided groundwork and momentum to have meaningful discussions at the global level. A number of these events, especially in Africa, took place with the support of movement strategy rapid grants.

The **global conversations** happened in 2 sets at the end of November and beginning of December. The first set focused on converging the local and regional discussions and defining priorities for global coordination. The second set dived deeper into the topics of the 8 prioritized initiative clusters, advancing the work to deliver an implementation plan for movement strategy. With follow-up conversations scheduled to end of January and beginning of February 2021, we are on track to deliver the draft implementation plan to the movement in Q3 and integrate it in the Annual Planning Process.

**Target quarter for completion:** Q3 FY20-21



Department:  
Office of ED

# Movement Strategy Integration



## Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>Develop implementation plan with prioritized and sequenced initiatives by the end of Q2, in a participatory transition process with representatives from at least 100 affiliate reps, 100 online community participants, and all WMF departments</p> <p><b>Baseline:</b> No implementation plan</p>	N/A	20.5%	75%	-	-
<p>Support the development of 10 Movement Strategy initiatives by the end of Q4 with participation of at least 10 affiliates, 10 online communities, and all WMF departments</p> <p><b>Baseline:</b> No implementation initiatives</p>	N/A	N/A	N/A	-	-
<p>Establish a multi-year funding plan to support the implementation of the recommendations by the end of Q3 for the whole deployment cycle (up to 3 years) of prioritized initiatives</p> <p><b>Baseline:</b> No multi-year funding</p>	N/A	N/A	N/A	-	-

# Drill Down: Movement Strategy

## The situation

Having the discussions happening exclusively in online space creates an excellent opportunity for wider engagement and inclusion.

At the same time it poses challenges regarding alignment and convergence - historically we have used in-person gatherings and global events for difficult conversations.

## The impact

The main focus of the global conversations needed to be on facilitating convergence of ideas and building on local/regional efforts. It had 2 implications:

First, there needed to be space for smaller discussions to cover varied nuances and rich details when building an implementation plan for the movement.

Second, we needed to ensure good WMF representation in the global discussions to ensure solid information flow and integration of plans.

## Recommendation

Follow-up with WMF departments and teams to:

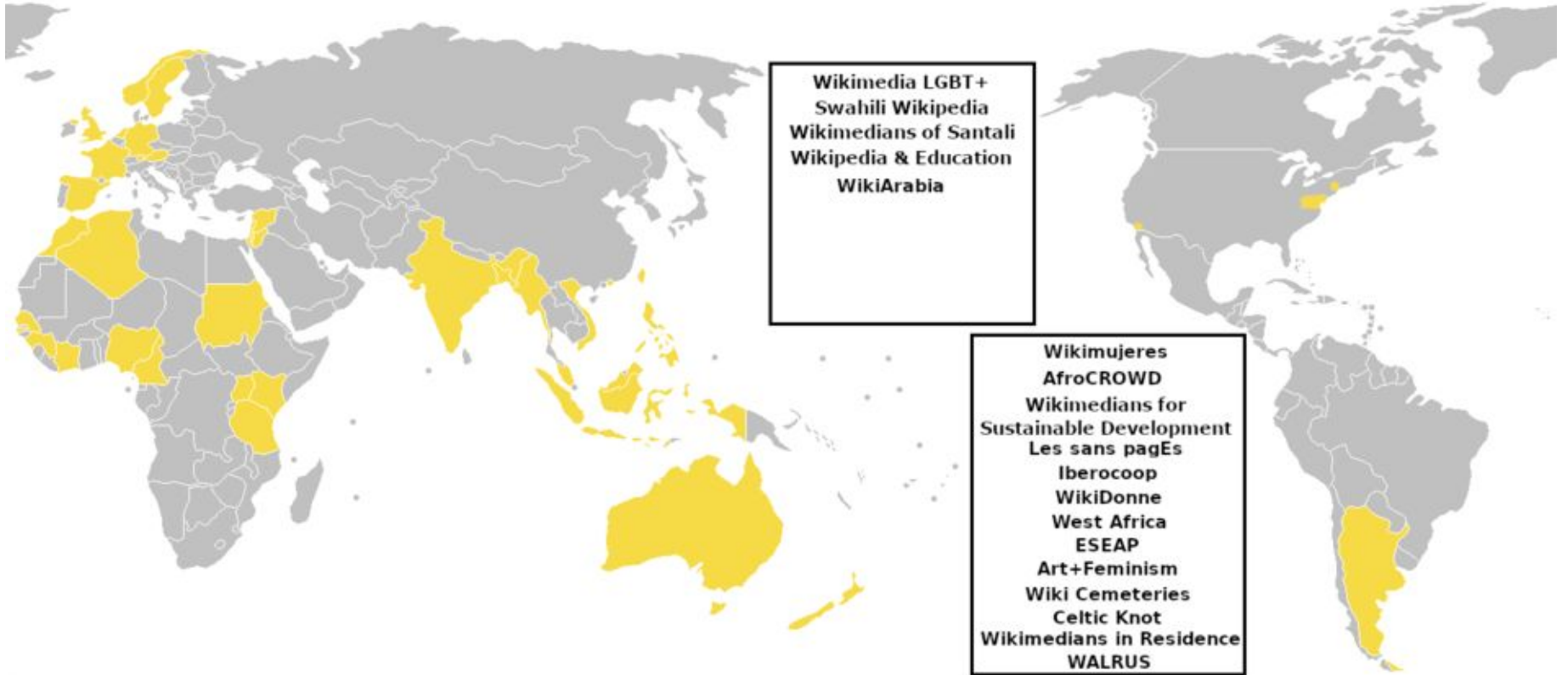
- Plan for participation in the follow-up discussions
- Build the implementation plans for the top initiatives together with communities, affiliates, and WMF teams
- Fully integrate movement strategy in the next cycle of annual planning process for FY 21-22

# Case study: A globally engaging open strategy

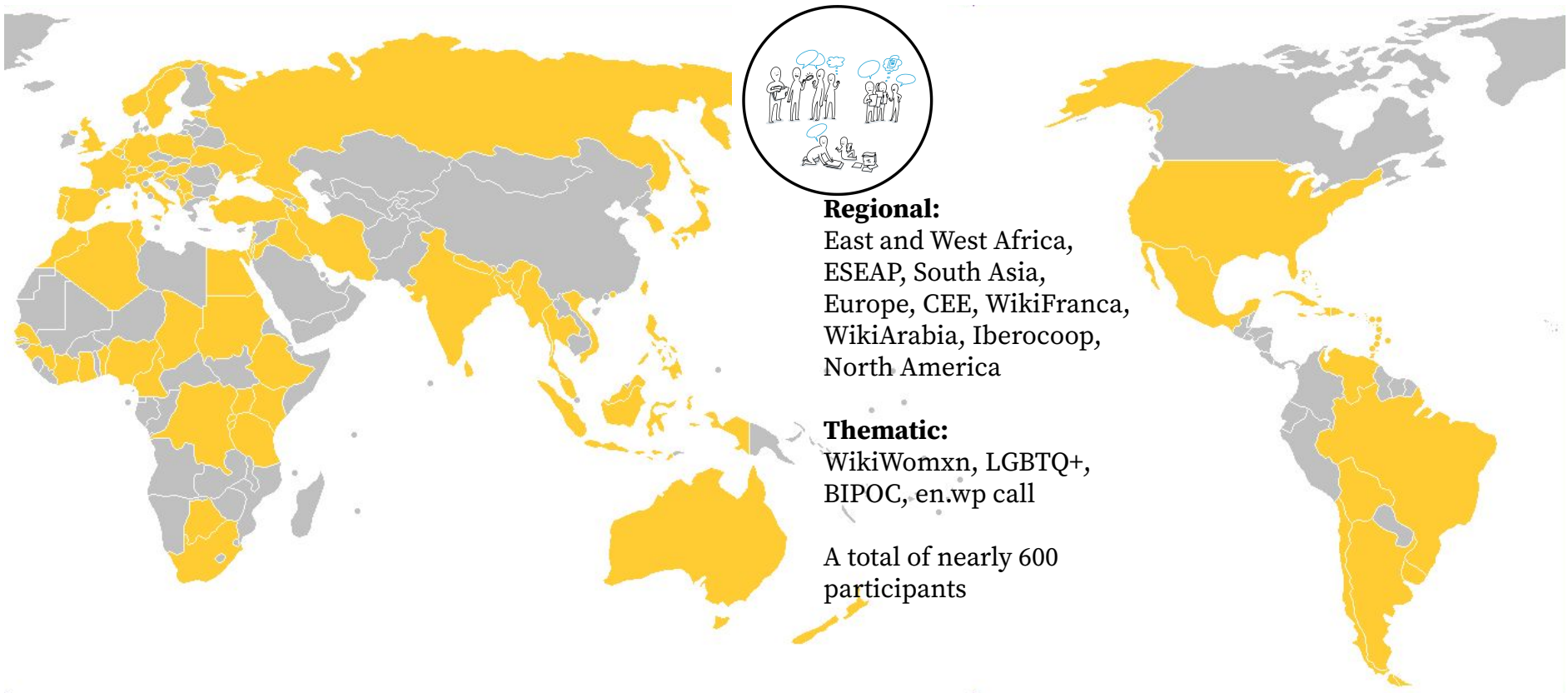


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# Global Prioritization



# Global engagement



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

**Thematic:**  
WikiWomxn, LGBTQ+,  
BIPOC, en.wp call

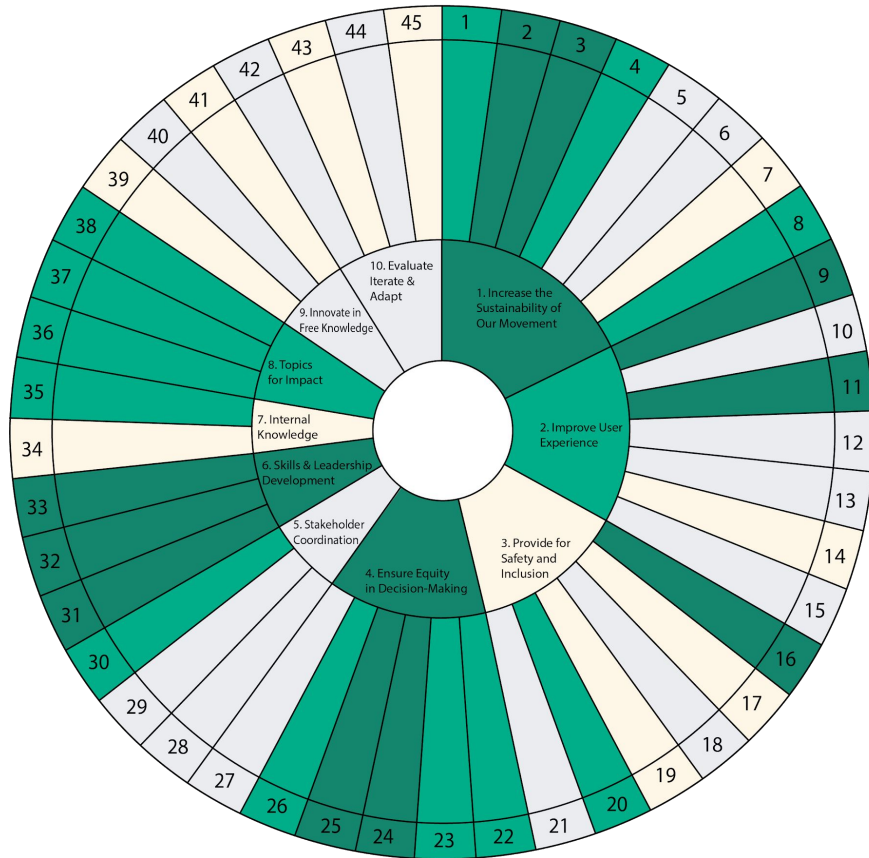
A total of nearly 600  
participants





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

# Global Priorities



- Cluster A: The Global Council + Movement Charter
- B: Improve UX + resources for newcomers
- C: Skills and leadership development
- D: Regional + thematic hubs
- E: Funding for underrepresented communities
- F: Increased awareness about the Wikimedia movement
- G: Alignment with environmental sustainability
- H: High-impact topics and content gaps





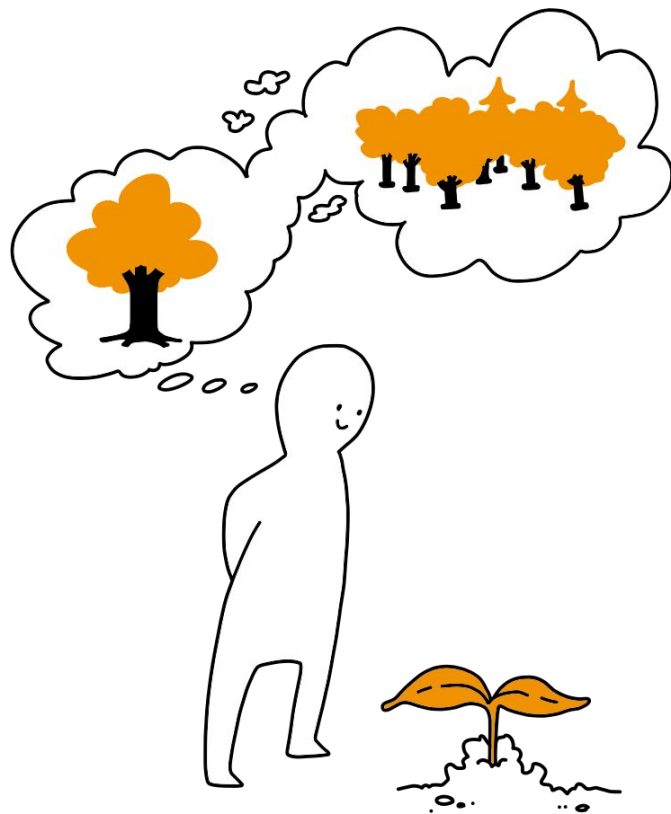
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Wikimedia Movement Strategy | Global Conversations | Saturday, December 5, 2020

# THE MOVEMENT STRATEGY HANDBOOK

17 ways to work and learn better together

*Lessons from Wikimedia's 2030 [Movement Strategy](#) process*



**Thank you!**

**for enduring another session of movement strategy fun!**



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# Questions



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