



WIKIMEDIA
DEUTSCHLAND



Kompass 2020

Strategy development for Wikimedia Deutschland

Berlin, 16 April 2010

Starting point

- Continuous growth in resources (funding and staff)
- Increasing significance of Wikipedia in public perception
- Lack of clear direction, goals, objectives
- Focus on short-term activities (individual events, tech investments)

- Stakeholder analysis
 - Who cares about Wikimedia Deutschland?
 - Who influences us?

- Common vision
 - What do we want the world to look like in 10 years?

- Strategic goals
 - Mid-term accomplishments (3 – 5 years)

Our Vision

- Media (print, broadcast, online, etc.) publish free content and share our ideas.
- Free knowledge is present in the media.
- Journalists contact us as their first source for topics relevant to the Wikimedia movement.
- Free content is widely prevalent and easy to use.
- Legislators commonly consult with us on relevant political subject areas (e.g. copyright, education, communication).
- Wikimedia is the first place to access knowledge.

Our Vision

- Wikimedia content is of high quality, well-sourced, and unsurpassed.
- All Wikimedia projects are well-established.
- The community finds, uses, and values our support.
- The community is open to everyone who wants to and is able to participate.
- Dedication for free knowledge is attractive, valued, and appreciated.
- Free knowledge finds broad acceptance and usage in the education system – we cultivate collaboration.



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