

MOVEMENT STRATEGY



WIKIMEDIA
FOUNDATION

New voices

Bringing voices outside of our movement into the
Wikimedia 2030 discussion.

Methodology

1:1 Interviews



So far, 96 interviews
in Africa, Middle
East, Asia, and
LATAM, North Am.,
& Europe

Design, survey, and desk research



Research conducted with
3rd party partners in
Brazil, Indonesia, USA,
Russia, Japan, Spain,
France, Germany, UK

WMF-led events



Workshops & Salons
in India, Mexico,
Nigeria, USA,
Germany, Belgium

Affiliate-led events



Events in Chile, Cote d'Ivoire,
Poland. Plans for Mexico,
Bolivia, Venezuela, Brazil,
Nigeria, Indonesia, Nepal,
Israel, UK, India

New voices? Who?







Findings



WIKIMEDIA
FOUNDATION

**Knowledge sharing is
highly social.**



**Technology is a key factor in
meeting the changing needs of
our readers, curators,
institutions, and society as a
whole.**



**Movements are built
on emotion and
human connection.**



**As learning platforms
evolve, we will need
to think beyond the
encyclopedia.**



**There's a tradeoff
between credibility
and inclusivity.**



**Wikimedia should be
an influencer in
shaping world policy
for access to
knowledge.**



A more nuanced perspective



WIKIMEDIA
FOUNDATION

**The future of
information is tied to
machines.**

**Privacy and
anonymity are still
relevant.**

Appendix



WIKIMEDIA
FOUNDATION

By 2030, we will be a truly global movement.

In particular, we will turn our attention toward regions we have not yet served well enough: Asia, the Middle East, Africa, and Latin America. We will work with communities of readers, contributors, and partners in these parts of the world. We will make space for new forms of contributions that reflect these regions (references, citations, and more). We will build awareness of the power of free knowledge and overcome barriers to access. We will build products adapted to the needs of these new members of our movement.