

# WIKIMEDIA DEUTSCHLAND

Gesellschaft zur Förderung Freien Wissens e. V.



## WIKIMEDIA DEUTSCHLAND – STRATEGIC PLAN 2014-2018

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### PREAMBLE

We want a world where every individual has free access to the entire body of human knowledge. Knowledge and education are basic rights, and must be universally available without financial or other restrictions. At Wikimedia Deutschland e. V., we constantly strive to achieve this goal. As an organization, our aim is to both preserve and distribute knowledge and education. Our work focuses on the key themes of partnership, free knowledge, openness, dialog, and seeking solutions to technical and social challenges. These key themes have now been expanded with the addition of our strategic goals. The Supervisory Board initiated this project in 2012, and in 2013 the strategy was discussed and further developed through various forms of participation.

This document formulates the goals that we intend to set and achieve over the next four years. There are complex problems that need to be solved before we can become a free-knowledge-based society, and this document presents the concrete steps we are taking to address those problems. In some areas we will experience success very quickly; other areas will involve more long-term work that will continue beyond the time frame of the plan. The four-year time horizon does not mean that the strategic goals formulated here are set in stone. Instead, the necessary reflection on social and technical changes should move us towards our goals in an ongoing process of further development. Every one to two years the strategy will be scrutinized, evaluated, discussed and updated. We hope this dynamic development process will be adopted by our members and supported by our communities, partners and friends.

This plan will ensure that our formulated strategies do not remain solely in the upper echelons of WMDE, but that they are also present in the practical work of our employees and volunteers. Each sector's annual planning process will focus on the strategic goals; all funded projects will follow our strategic direction; and the goals will be based on practical cooperation with partners in politics, education and science and in the international free knowledge movement, etc.

The concept outlined in this document is initially directed at all active WMDE members, and then particularly at WMDE committees (the Executive Director and the Supervisory Board), in order to give a clear direction to their daily work. It is also intended for our own WMDE staff, who must incorporate the formulated goals into their Annual Plans and implement them through suitable campaigns. Finally, the document will also allow the general public to find out where we are positioning ourselves – both currently and in the future – in Internet policy debates with a focus on implementing free knowledge, and which strategic goals we are using to confront and find solutions to challenges faced by the digital society.

## Supporting volunteer communities

1. Wikipedia's success is based on the work of many thousands of volunteers. To express our support and appreciation for this important work, we at WMDE:

1. Give volunteers the possibility to **network**, undertake **further training** (including through our own further training schemes), **participate** in our campaigns and projects, and initiate such campaigns and projects themselves.
2. Give volunteers the possibility to identify urgent and helpful projects for their work through **dialog** with the communities.
3. Support these projects by **developing the technology** required by the communities.
4. Make sure that volunteers have easy access to our funds to **implement their ideas** – including with budget responsibility.
5. Support projects and initiatives that aim to keep **volunteers** involved in Wikimedia projects.

2. At the same time, we want to attract **new volunteers** and provide them with special support. Gaining new volunteers also pursues the goal of ensuring a diverse society through the reproduction of knowledge. If a community is composed of a large heterogeneous body of volunteers, the **quality and balance** of its collective knowledge will also increase.3. We at WMDE are dedicated to **promoting non-encyclopedic knowledge**. In the future, therefore, we will aim to further develop educational resources beyond the encyclopedia.

## **Relationships with cultural, educational and scientific institutions**

1. We are raising the importance of **open educational resources** for the development of lesson plans and teaching aids by:

1. Creating a network of political actors to promote the establishment of free knowledge in the education sector.
2. Promoting the distribution of teaching materials under a free license.
3. Initiating discussions between those in the education sector on methods and processes for compiling open educational content.
4. Promoting social recognition of informal and non-formal education, such as that experienced and shaped by Wikipedia authors and sister projects.

2. We make knowledge freely accessible and raise awareness among disseminators in the cultural, educational and scientific sectors of the **advantages of free licenses** by:

1. Promoting the active distribution and implementation of free licenses by integrating Wikimedia content into third-party projects and vice versa.
2. Supporting projects that compile and provide free knowledge beyond the encyclopedia.
3. Creating a network of projects to collect knowledge.

3. We support **research** conducted by Wikipedia, sister projects and Wiki-Communications to raise the quality and reputation of Wikimedia projects by:

1. Establishing contacts with scientific/academic institutions to undertake joint research projects.
2. Making the results of these projects visible and accessible.

4. We ensure freedom of knowledge at the source, and attract highly qualified authors. We initiate and support research into future educational issues and develop concepts for making education a freely accessible commodity. In this area of our work, we cooperate with scientific/academic institutions including universities, research institutes and scientific societies.

## Conditions for free knowledge

1. We are campaigning for a **modern copyright law** that supports the distribution, use and processing of content, and promotes education. The interests of both users and content creators are taken into consideration. To this end, we are aiming to:

1. Make publicly financed works and data freely available to everyone. The state supports free access to these data.
2. Make copyright-free works freely accessible to the general public.
3. Subject orphan works to regulations that allow them to be used and propagated extensively and legally.
4. Reduce copyright terms in the long run.

2. We are campaigning for greater recognition of **freedom of expression** and **freedom of presentation**. Free access to knowledge should be recognized by society as an extremely important commodity. In particular:

1. Running collective projects for the compendium of knowledge on the Internet should be free of risks for the providers (provider liability).
2. Limitations to freedom of information and representation rooted in various areas of the law must be removed wherever possible.

3. Given the international character of Wikimedia projects and the overlap with other Wikimedia chapters, **politics at European level** are given special consideration in the pursuit of these goals.

4. We are securing and expanding long-term **online participation**. We are also collaborating more closely with civil society actors.

## Developing new ideas, tools and projects

We are setting up a development center for software in order to utilize and promote the diversity of open source projects. The key aspects of software development are:

1. **Technical innovation:** We strive to lead the way in technical innovation with our Wikimedia projects by collaborating with the Wikimedia Foundation, Wikimedia organizations and volunteer developers.
2. **Usability and accessibility:** We promote free access to knowledge for anyone who, until now, had only limited access to information. We strive for improved usability and accessibility to MediaWiki, to ensure that all Wikimedia projects are easily accessible and intuitive.
3. **Wikimedia Commons:** We are campaigning for simplified opportunities to re-use the contents of Wikimedia projects. The focus in this regard should be on Wikimedia Commons.

## **Exchange, scope and sustainability**

1. We promote exchange between chapters and thematic organizations within the Wikimedia movement.
2. We are receiving broader support from the public: our membership numbers increase significantly, and we offer our members numerous opportunities for participation.
3. We are increasingly focusing on regionalizing our work to increase the scope of volunteer support, and to facilitate broader participation in the association's activities. Concepts to achieve this must be developed in collaboration with local volunteers. From 2018, the majority of all events organized or supported by us will take place outside of Berlin.
4. In order to reach target groups that do not participate in online discussion, we also hold separate events and publish printed material.
5. We monitor the success and sustainability of our activities in a critical and responsible way.