

Strategic Direction



»Imagine a world in which every single human being can freely share in the sum of all knowledge«

In order to make this vision of the worldwide Wikimedia movement a reality, Wikimedia Deutschland commits to embracing the diversity of humanity striving towards comprehensive knowledge equity, and creating an inclusive culture in everything we do.

This strategic direction intends to provide orientation for the work and decisions of the Wikimedia Deutschland Supervisory Board, Executive Directors and staff. In this context, the full text is binding, not just the five priorities, none of which takes precedence over any other. This strategic direction is based on WMDE's organizational values and was developed in a participatory process in 2022–23. It is supported by the Supervisory Board, Executive Board and staff, and was approved by the General Assembly in June 2023.

Wikimedia Deutschland is part of a global network of people, technologies, communities and organizations of free knowledge that impact each other. The vitality of this network comes especially from the volunteers within its communities. Our work within this network, hand in hand with these communities, involves shaping technical elements, helping people connect, and making space for others to co-create. We approach new

technical developments openly and optimistically and examine them critically. In this way, we take on a responsible and supportive role for the development of this network and advocate for a non-commercial, more democratic and open internet.

In so doing we are aware of our privileged position and of the power and influence Wikimedia projects have over the knowledge of humankind. Our

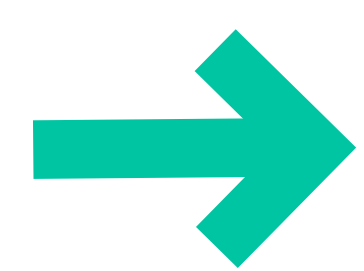
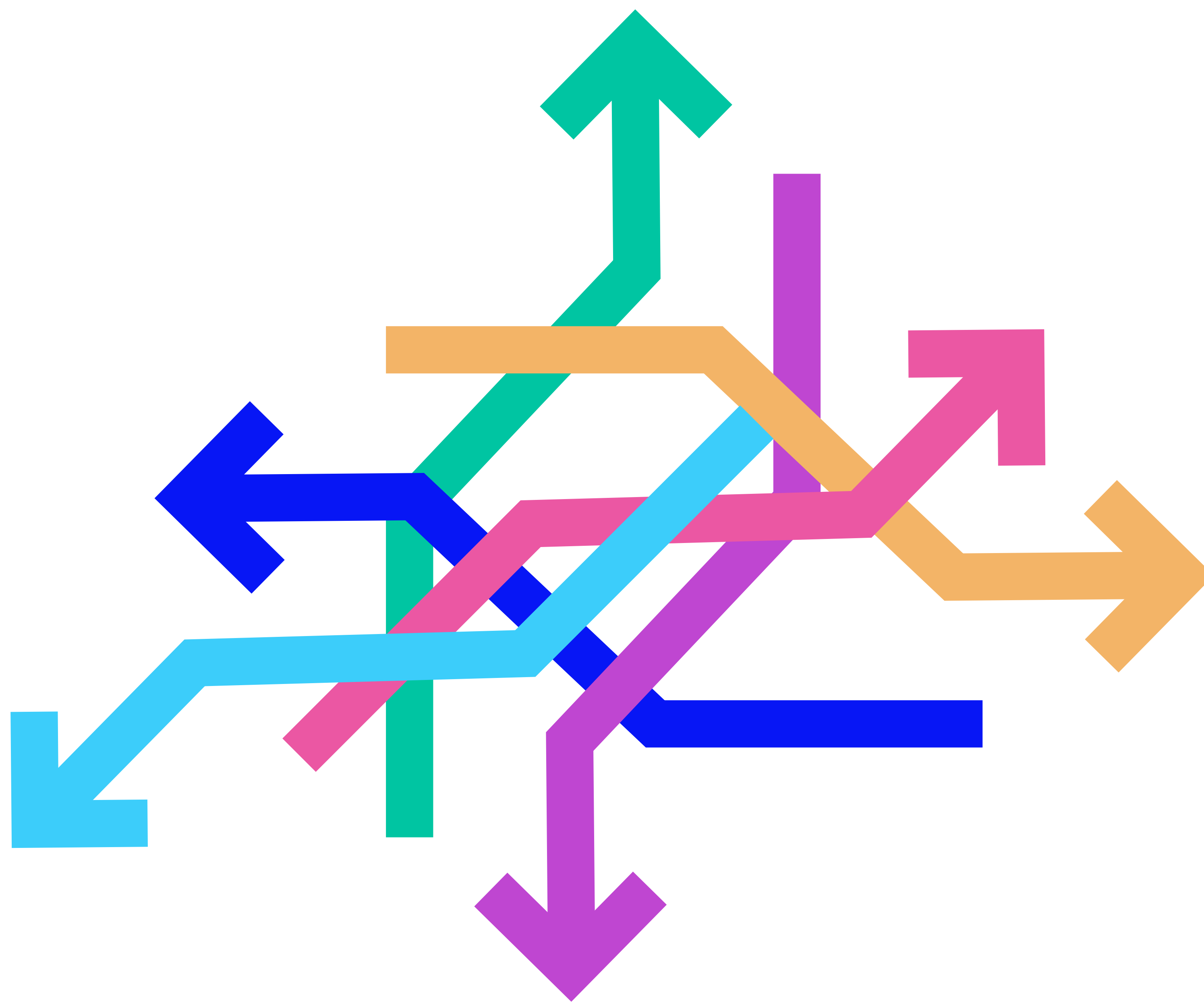
actions shall always reflect the spirit of this responsibility.

This strategic direction describes Wikimedia Deutschland's part in implementing the global Wikimedia Movement Strategy 2030. We thereby take responsibility for ensuring that a democratically organized Wikimedia Movement develops in a fair and sustainable manner. On this basis, we as Wikimedia Deutschland's Supervisory

Board, Executive Board, and staff, with the support of our members, commit to achieving the five strategic priorities listed below by 2030:

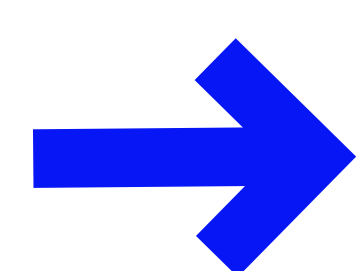
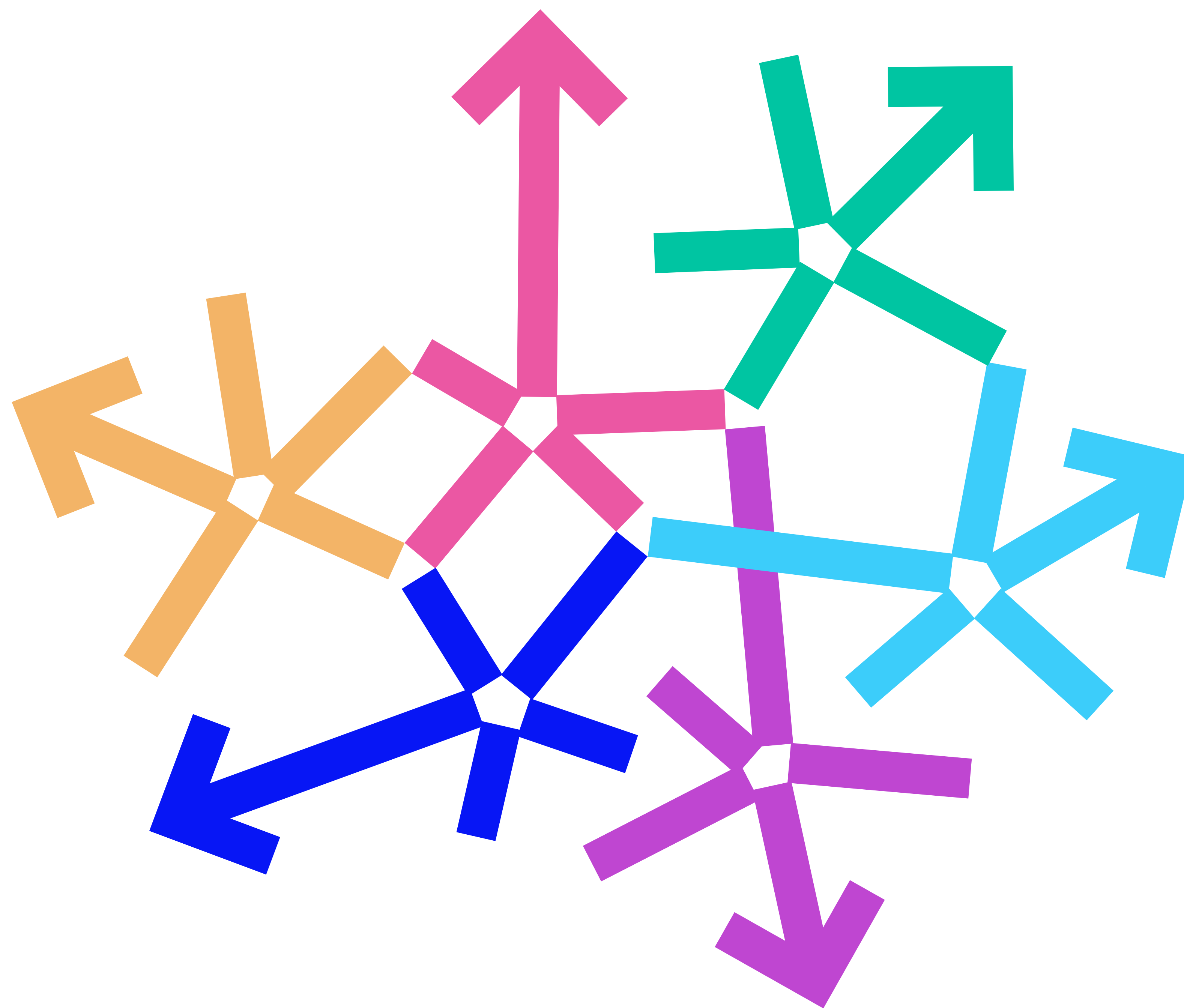


Strong infrastructure of free knowledge



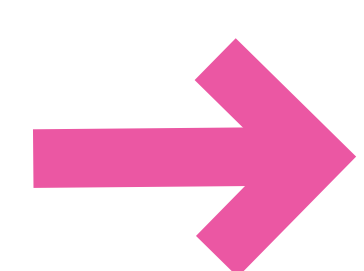
The technical, social, and financial infrastructure of Free Knowledge should be resilient and sustainable. With the greatest possible participation of the various communities, we shall work to create, maintain, and develop essential elements of this infrastructure as well as potentially no longer supporting less forward-looking and sustainable aspects.

Thriving and stable communities



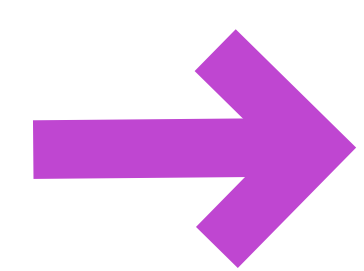
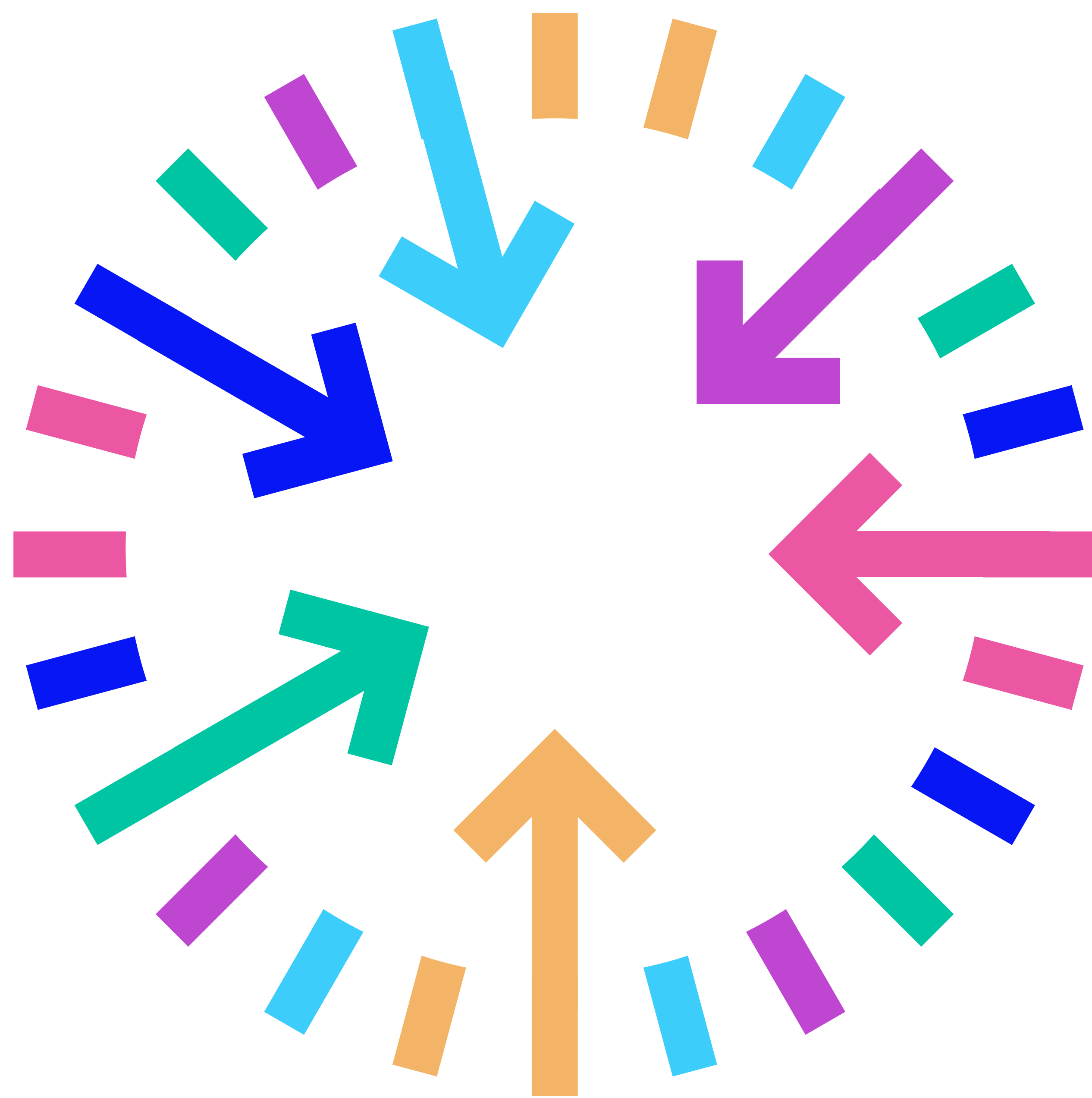
We want to nurture and strengthen communities within the Free Knowledge network that share our vision and values. Toward this goal we shall support existing communities and encourage many more people to join them.

Greater diversity and equitable participation



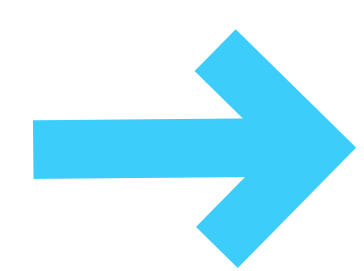
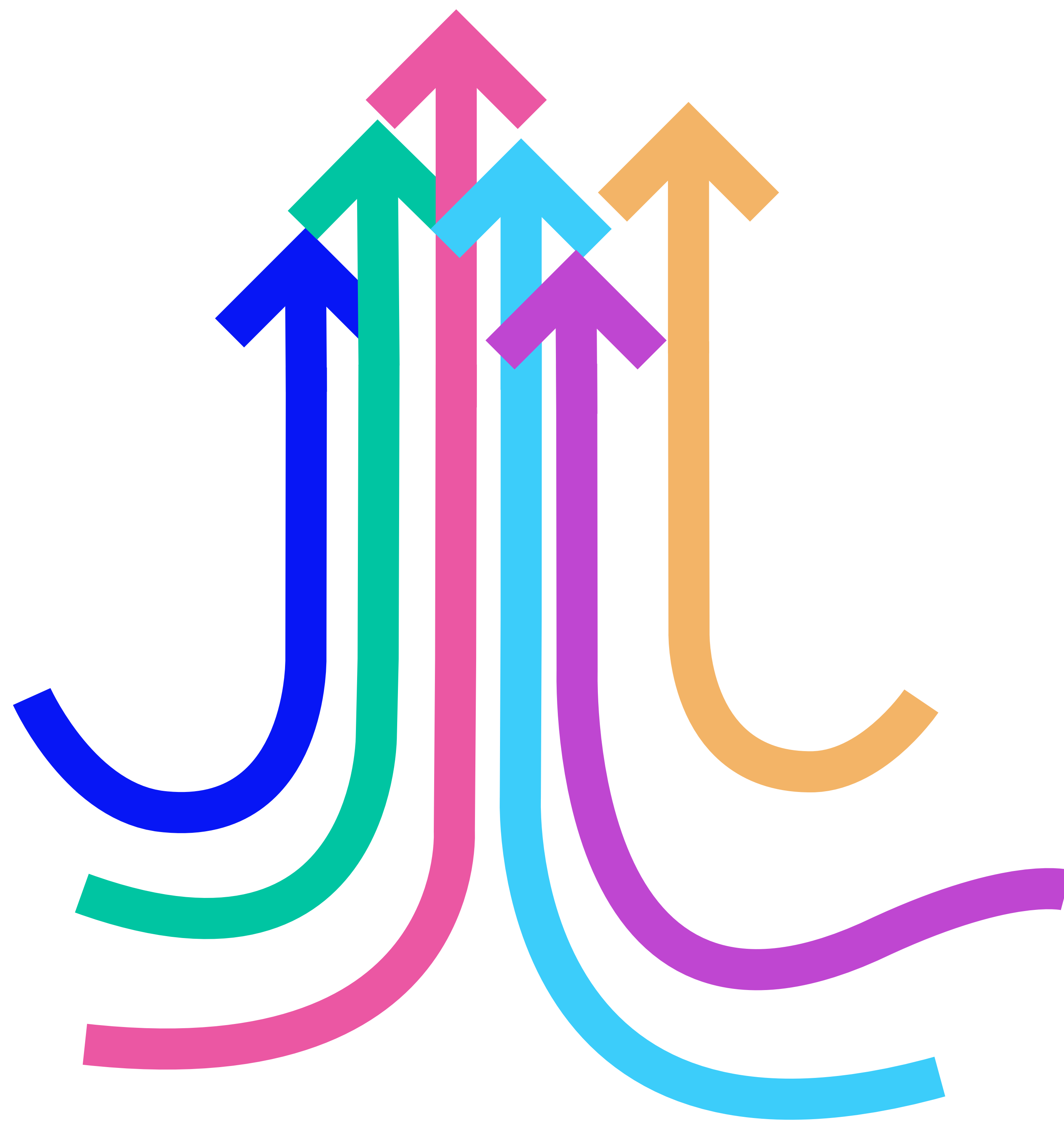
We want to make it possible for more people from structurally disadvantaged groups, who have experienced discrimination caused by societal power structures, to meaningfully participate in all areas of our work. By breaking down barriers that currently prevent participation, we intend to fulfill our obligation as an influential player in the network of free knowledge.

**More usage,
easier access**



We want to see the content of Wikimedia projects used much more by many more people. At the same time, we want to pave the way toward easier and more equitable access to this content.

Wider political and social support



We shall bring more decision-makers in politics and society to use their skills and influence to create a world in which all people can freely share in the sum of all knowledge.