

Draft Strategic Framework 2016 - 19

Wikimedia UK believes that open access to knowledge is a fundamental right, and a driver for social and economic development. We work with the Wikimedia Projects such as Wikipedia to enable people and organisations to contribute to a shared understanding of the world through the democratic creation, distribution and consumption of knowledge. We are committed to the ideal of a world in which every single human being can freely share in the sum of all knowledge, and believe that here in the UK, we can play a unique and important role in realising that vision.

Our **vision** is of a more tolerant, informed and democratic society through the shared creation of, and access to, open knowledge.

Our **mission** is to support and advocate for the development of open knowledge, working in partnership with volunteers, the cultural and education sectors and other organisations to ensure that all knowledge is available, usable and reusable online.

Our **values** are:

- Freedom
- Accessibility
- Quality
- Community
- Transparency
- Diversity
- Independence

Our **operating principles** are based on our values, as follows:

- We promote the values inherent in the concept of open knowledge
- We promote the use of licences, formats and sources that support open knowledge
- We promote the provision of high quality open knowledge to all
- We recognise that the contribution of volunteers is central to our activities
- We encourage, involve and engage members of our community
- We learn from and openly share our learning with the global Wikimedia movement
- We are transparent in our operations
- We support, encourage and promote diversity within our community
- We are an independent UK charity that engages actively with the global movement

Wikimedia UK is working towards the following longer-term benefits, or **outcomes**:

1. The use of open knowledge has significantly increased access to the UK's cultural heritage
2. The Wikimedia projects reflect our diverse society and are free from systemic bias
3. Learners in the UK are able to understand and engage with open knowledge
4. WMUK is recognised as a leading organisation for open knowledge

In order to support the achievement of these outcomes, during 2016 - 19 our **strategic goals and objectives** are as follows.

Strategic Goal 1: Increase the quality and quantity of coverage of subjects that are currently underrepresented on Wikipedia and the other Wikimedia projects

Our objectives under this aim are to:

- Develop a range of partnerships with content-holders such as galleries, libraries, archives and museums, working with these organisations to unlock cultural heritage assets and other content, and increase public engagement with these collections
- Develop partnership projects that specifically address inequality on the Wikimedia projects, with a particular focus on the gender gap and geographical bias
- Support the development of a thriving volunteer and editor community in order to maximise the reach and impact of our work, and our ability to address content gaps
- In the longer term, ensure that we are working to diversify content producers by widening our volunteer and editor community, including actively encouraging women and other groups to participate

Strategic Goal 2: Support the development of open knowledge in the UK, by increasing the understanding and recognition of the value of open knowledge and advocating for change at an organisational, sectoral and public policy level

Our objectives under this aim are to:

- Develop the identity and profile of Wikimedia UK in order to engage with as wide a range of volunteers, editors and participants as possible, raise our visibility with potential partners and supporters, and increase public awareness of open knowledge
- Advocate for change within individual organisations in the GLAM sector and beyond, through meetings, training and wikimedians-in-residence; working towards long-term, sustainable change in policy and practice
- Advocate for change across the cultural sector by showcasing the benefits of working with WMUK and open knowledge at events and conferences, and facilitating dialogue and joint initiatives amongst key institutions
- Engage with other Wikimedia and open knowledge communities by working in an open way to facilitate and contribute to shared learning across the movement
- Contribute to public policy initiatives at an EU level by supporting the work of the Free Knowledge Advocacy Group
- In the longer term, to work towards influencing public policy in the UK through the activities of the Advocacy Working Group

Strategic Goal 3: To support the use of the Wikimedia projects as important tools for education and learning in the UK

Our objectives under this aim are to:

- Engage volunteers and advocates from the education sector in the development and delivery of our work within education, recognising that this is the least well-developed of our three strategic aims at the point of creating this plan
- Develop partnerships within the higher education sector, based on previous successful work, leading or supporting activities that lead to online impact
- Explore opportunities to influence the education sector through speaking at conferences and events and developing our reputation within the OER community
- Support small-scale pilot activities within the formal education sector, supporting the use of Wikimedia projects as a tool for understanding how open knowledge is created and shared, with a focus on skills development and digital literacy
- In the medium term, develop downloadable materials for teachers to support the use of the Wikimedia projects in the classroom, such as lesson plans and training tools
- In the longer term, to work with education institutions and publishers to support and encourage the open licensing of educational content such as papers and textbooks

In line with our mission and our operating principles, Wikimedia UK will seek to engage with volunteers in the delivery of all of our volunteers, in addition to those specifically focused on our volunteer and editor community. At an operational level, we will also

- Use effective and high quality governance and resource management processes, with a high level of openness and transparency and robust systems to measure and report on impact
- Make the most effective use of our resources as a charity in which volunteers play a central role alongside paid staff and a non-executive board
- Work proactively towards the development of a stable, sustainable and diverse funding base
- Encourage technological innovation that supports the delivery of our vision and mission and benefits others in the Wikimedia movement
- Ensure our activities all lead directly or indirectly to increased online impact, setting ourselves ambitious targets for the development of our work and the extent of our reach and engagement in the UK and beyond

Wikimedia UK is committed to increase diversity within our community and our workforce, and ensuring respectful and professional working relationships irrespective of individuals' personal characteristics such as religion, political belief, sexual identity, nationality or disability.

Programmes

Wikimedia UK develops and delivers a range of activities to support our vision and mission, which fit broadly into the programme areas of Community, Partnerships and Advocacy. Our programmes are the delivery mechanism through which we will achieve our strategic aims and outcomes, and as such our annual targets are specifically aligned with these programme strands. More detail about these programmes and accompanying targets is provided within the business plan.