



SUMMARY OF STRATEGIC FRAMEWORK FOR 2025 - 2030

Our **VISION** is of a more informed, democratic and equitable society through open knowledge and our **MISSION** is to enable people in the UK to engage with open knowledge and access reliable information in order to develop their understanding of the world, and make informed decisions about issues that affect them.

We are working towards the following **long term outcomes**

1. Wikimedia reflects our diverse world and is free from systemic or systematic bias
2. Wikimedia is a welcoming and sustainable platform for volunteer contributions
3. Wikimedia is recognised as a vital source of reliable knowledge and information
4. UK society is less polarised as a result of high levels of information literacy
5. Wikimedia UK plays an essential role within a thriving global Wikimedia movement
6. Wikimedia UK is a thought leader in harnessing the information ecosystem to support a more informed, democratic and equitable society

Wikimedia UK's strategic aims for the period 2025 - 2030 are to:

1. Hold equity, diversity and inclusion at the heart of the organisation and our charitable activities, increasing the involvement and representation of the global majority and other minoritised groups and subjects.
2. Develop and diversify the UK community of contributors, volunteers and community leaders; recruiting new editors, celebrating and amplifying the work of longstanding contributors, and supporting effective project governance.
3. Increase free, verified and open access to knowledge and information about the climate crisis and other important topics, by delivering impactful projects with relevant partners, and advocating for the release of content.
4. Support the public's ability to make informed decisions about critical issues by developing information literacy skills, promoting digital citizenship, advocating for the responsible use of AI, and campaigning for public policy measures that support and sustain a healthy information ecosystem.
5. Make a significant contribution to the overall Wikimedia ecosystem and the delivery of the Wikimedia 2030 strategy through international support, collaboration, leadership and innovation.
6. Elevate Wikimedia UK's influence and impact by communicating its work to a wide range of audiences; building visibility and profile and demonstrating thought leadership through our media activities, campaigns, research, publications and speaking engagements.

In order to support these aims and enable a successful, impactful and well resourced programme across the UK, we will develop the charity's financial sustainability and resilience, aiming to grow income by 50% during the lifetime of this strategy.

For our full strategic framework, including annual objectives, financial projections, and intermediate outcomes and our strategic assumptions, please see the full framework [here](#).