

Work Plan 2025

Decidim Association

2025 GOALS

MAIN OBJECTIVES

- Objective 1: Consolidate the structure of the OT and find an appropriate working methodology.
- Objective 2: Draft and sign the new framework agreement with Catalan public administrations.
- Objective 3: Define an internationalization strategy to allow the Association to receive funding from non-Spanish governments (international headquarters) and dynamize local communities of practice.
- Objective 4: Improve communication and coordination with the community to facilitate contributions.

OBJECTIVES BY AREA

Product

- ☐ Be able to set the pace of development and roadmap
- ☐ Publish the Design System
- ☐ Define version 1.0. (Calendar and features)

Maintenance and development

- ☐ Close the BSC, Metagov and NGL projects
- ☐ Improve the installation process
- ☐ Develop the 3x Fest functionalities
- ☐ Improve communication within the dev ecosystem → Hold monthly dev open call

Fundraising

- ☐ Review and update of the sustainability plan
- ☐ Win at least one new project (Obtain funding for Decidim LATAM)
- ☐ Consolidate the partnership program (Add at least 1 new partner)
- ☐ Establish a relationship with a donor

Community

- ☐ To have a community calendar with meetings announced in advance quarterly
- ☐ Build an internal strategy to support community growth
- ☐ Target subcommunities and engage with them
- ☐ Prepare didactic materials about "Decidim Basics" // Playbook to foster better understanding and easier onboarding / engaging processes.
- ☐ Internal Regulation Process, approve at the General Assembly

Alliances and Public Relations

- ☐ Initiate contact with the government of Spain
- ☐ Establish contact with world wide governments
- ☐ Initiate contact with social organizations (civil society)

Operations & HHRR

- ☐ Approval of the Salary Scale Table
- ☐ Job offer "Community Coordinator"
- ☐ Thinking about training issues that each area needs
- ☐ Start process for Public Utility
- ☐ Financial audits

Communication

- ☐ Improve and work on pitches
- ☐ Redesign and standardize presentations
- ☐ Web improvements
- ☐ Writing articles: minimum 5 or 6, to publish internally and externally
- ☐ Communication Plan delivered
- ☐ Communication Report
- ☐ First press relationships and opportunities

GROWTH OF TECHNICAL OFFICE

CONTEXT

The consolidation of the operational capacity of the Technical Office was defined as a key objective in the Sustainability Plan. This objective implies the progressive incorporation of new profiles in areas that are considered strategic to meet all the responsibilities that the growth of the project entails and to guarantee the sustainability of Decidim.

After two years, it is time to review these priorities and discuss priorities for growth.

AREAS, ROLES AND RESPONSIBILITIES IN THE TO

The Technical Office is responsible for the execution of day-to-day duties in the following areas:

1. Product: Area in charge of the product strategy and design. The product team establishes roadmap priorities, defines and designs the new features, and makes the QA reviews for new features.
Team: Carol, Jupa, Andrés, Nil.
Coordinator: Carol
2. Maintenance and development: Area in charge of the day-to-day tasks related to maintaining the Decidim source code. Like fixing bugs, fixing security issues, reviewing code contributions, preparing new Decidim releases and developing new features.
Team: Andrés, Tom, Carol, (+Alex Lupu).
Coordinator: Andrés.
3. Communications and Decidim community: Area in charge of managing the communication strategy and the relationship with the community. The tasks carried out by this team are: manage social media channels, write and send newsletters monthly, manage Metadecidim, take care of community events and activities, and coordinate the Decidim Fest.
Team: Nil, Elsa, Carol.
Coordinator: Nil.

4. Public relationships and fundraising: Area in charge of the public relationships with governments and drafting and submitting project proposals. The tasks carried out by this team are: Take care of the relationships with governments and funders, represent Decidim in international conferences or look for new sources of funding and alliances.

Team: Nil, Carol.

Coordinator: Nil

5. Operations, administration and human resources: Area in charge of day-to-day tasks related with basic operations and administration. The main tasks carried out by this team are: Manage the budget, manage financial operations, pay the salaries, etc.

Team: Nil, Maite.

Coordinator: Nil.

FORESEEN GROWTH

We have updated and extended the growth forecast until 2029 according to the priorities of the Technical Office. In the following document, you can see the growth forecast year by year. We propose a growth of between 1 and 3 new staff each year, the roles are ordered by priority. For further detail you can review the spreadsheet with all the [Cost projection 2025 - 2029](#).

Finally, the team that is drawn up for 2029 is the ideal team for the Association to carry out its functions.

TECHNICAL OFFICE STAFF			
General Coordinator (CEO)	40,000.00€	4,402.33€	52,828.00€
Fundraiser	34,000.00€	3,741.98€	44,903.80€
Administration	31,500.00€	3,466.84€	41,602.05€
Chief Product Officer (CPO)	40,000.00€	4,402.33€	52,828.00€
UX Designer	38,000.00€	4,182.22€	50,186.60€
Product QA	36,000.00€	3,962.10€	47,545.20€
Communication	36,000.00€	3,962.10€	47,545.20€
International & community	34,000.00€	3,741.98€	44,903.80€
Researcher	34,000.00€	3,741.98€	44,903.80€
Industrial doctoral student	27,600.00€	3,037.61€	36,451.32€
Senior Developer (CTO)	50,000.00€	5,502.92€	66,035.00€
Mid Developer	40,000.00€	4,402.33€	52,828.00€
Mid/Senior Developer	40,000.00€	4,402.33€	52,828.00€
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FUNDRAISING STRATEGIES

CONTEXT

From the beginning of 2024 the TO has been dedicated to define and submit new projects to fund the Association activities. The foundational strategy was defined in the Sustainability Plan two years ago. Now, we have started to learn how to write successful projects that can be funded.

One of the main challenges identified during the last year is how we can submit new projects that allow us to keep working on our main mission: The maintenance of the Decidim code and the growth of our community. Normally funders don't want to fund projects that are made for core activities, so it's important to create attractive projects that allow us to grow, at the same time that we keep the focus on our main mission. So, reaching this balance between new projects and the core mission is the secret sauce that would allow us to grow without being distracted by other projects.

FUNDERS

The main source of funding are the follow ones:

- Public grants: Ajuntament de Barcelona, DIBA, Generalitat de Catalunya, Localret.
- Philanthropic organizations: Fondation France, People Powered, Metagov, etc.
- EU funding: Horizon, NGI, etc.
- International Agencies: AECID, GIZ, etc.
- Services: BSC, Training and talks.

PROJECTS SUBMITTED

You can access the [table with all the projects submitted until now](#).


To give you an overview of the projects we have been submitting, here is a list showing 4 projects:

NGI Zero Commons Fund	<i>Accepted</i>	€15k
Project for Google (Jigsaw)	<i>Rejected</i>	€150-200k
Data Empowerment Fund	<i>Rejected</i>	€50k
Interoperable Deliberative Tools (Metagov)	<i>Accepted</i>	€30k

POSSIBLE PROJECTS AND PRIORITIES

It is important for the TO to be able to have a direction and priorities defined at a high level, on the basis of which we can work on project definition when new opportunities arise.

Listed below are the funding areas that we consider to be most aligned with the current priorities of the project and which may be more easily fundable. The first two are more developed and already have their own document explaining in detail the project and its possible activities. The other two are more generic proposals that will be further developed as funding opportunities arise.

- Research and Innovation:  Proposal: Decidim Lab
 - Researcher
 - PhD Student
- Internationalization: Decidim LATAM
 - Internationalization
- Decidim for social organisations: Project with the objective of promoting the use of Decidim by social organisations and movements. It could include training with these organisations, developing a Decidim flavour for this use case or other activities.
 - Product QA
 - Dev
- AI for participatory democracy: This line of work will allow us to explore the uses of AI applied to Decidim. For example, by developing a module to create speech-to-text proposals or to analyse large numbers of proposals and perform topic aggregation.
 - Product QA
 - Dev
- Promotion of Democracy
- Digital Public Goods and Public Infrastructure

EDITORIAL LINE & COMMUNICATION

CONTEXT

The Decidim Association aims to become a reference actor in Catalonia and Spain in the field of digital sovereignty, getting attention by the media and seen as the actor that can influence the public agenda and the governments. In this context, the team is working on a communication and community plan that collects these ambitions and gathers a dedicated and exhaustive dissemination plan, internal and external strategies and exploitation approach.

To do so, in this session we intend to explore an editorial and communicative line aligned with social, political and technological current affairs, the objectives of the Association and its corporate horizon. The discussion will help to define the plan more precisely and will support its success.

To summarise, this is encompass in two different aspects:

- ➔ The Corporate and Product one: related to how Decidim is used and how the software is implemented.
- ➔ The political one: Digital Public Infrastructures, digital sovereignty, political advocacy.

EDITORIAL LINE PROPOSALS AND COMMUNICATION STRATEGIES

- Digital Public Infrastructures: Theme FEST 2025.
- Decidim in Use: Update use cases with new communication campaigns.
- Decidim beyond public institutions.
- Participatory democracy in the current moment
- Wave of digital sovereignty and anti-GAFAM messages
- Decidim as an example for other digital commons / similar OSS projects
- Decidim as the standard for 'governance' (kind of like Discourse did for 'community')

ACTIONS

- Short videos interviewing speakers from the FEST specialised in DPI
- Identification of potential communication opportunities and collaborations during partners meetings

- New use case presentation and design in the website (incorporating icons and artworks in the blog section depending on the topic of the article (example [Open Future](#)))
- Short videos for social media channels about successful use cases (budget Fondation de France)
- New campaign #DecidimRecommends with articles about DPI, Big Techs monopolies...
- Internal communication strategies to increase transparency and visibility of the Decidim Association. Proposal to launch an "Insider's Pick" campaign where the team talks about current affairs and creation of a multiplatform piece (for social media, blog article and newsletter section)
- Opinion articles for media outlets, blogs or specialised press
- Podcast (collaboration with Ràdio Canòdrom with a section about participatory democracy, open-source or DPI or/and creation of a Decidim podcast)
- Full review of the decidim.org web, with an update of contents/design (FAQs are probably outdated, copies are too technical, etc).
- Revamping or migrating our blog to another platform: currently it's basically a secondary part of the web. By using another platform we could have other kind of features (like comments, rich media, etc) without being limited by our current platform. For instance: <https://ghost.org/>