

## Our vision

As Wikimedia CH, we:

- Open doors and bring people together with the aim of disseminating free knowledge for a smart and open society.
- Enable our communities to share knowledge and connect them with the Wikimedia universe.
- Are a collaborative and accountable association representing the interests of our multilingual communities in Switzerland.

## Our mission

Our mission as a chapter is to:

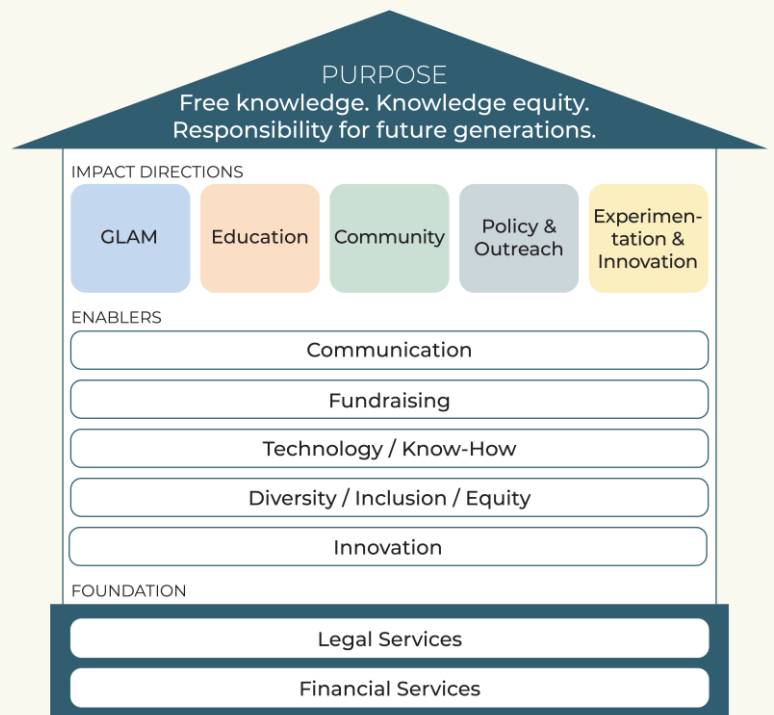
- Collect, curate and disseminate free knowledge.
- Promote the work of contributors.
- Make the (Swiss) cultural heritage and its diversity more accessible to the world.
- Sensitise all levels of education to sustainable use of digital information.
- Advocate for free knowledge, also at the political level.

## The Wikimedia CH strategy

By 2026, Wikimedia CH wants to find its place in the newly structured Wikimedia Movement and be financially, organisationally and environmentally sustainable, stable and independent.

We use the metaphor of a house to represent our strategy.

We will keep our four previous strategic impact directions as the main structure and add a fifth one. We will rely on our organisational enablers of communication; fundraising; technology/ know-how; diversity, inclusion and equity; and innovation to support the impact directions. The entire structure of the house rests on a solid foundation of financial and legal services to ensure our organisational health and growth going forward.



## Key opportunities

We have identified core organisational strengths to be leveraged into opportunities, including:

- Our **financial health and independence**, which could help us take on a more active funding role within the Wikimedia Movement.
- Significant **expertise and thought leadership in key digital and knowledge topics** that can be shared within the Movement and with partners.
- Experience leading and supporting **activities that make an impact**, which should be scaled up.

## Strategic impact directions

### GLAM

Programme GLAM aims to increase accessibility to free cultural knowledge by supporting, accompanying and connecting GLAM institutions on their journey of digitally sharing and valorising their cultural treasures with the world. We will build on the achievements to date through consolidation and a dedicated focus on GLAM partnership management, integrate Wikimedia workflows into the processes of Swiss GLAM institutions, leverage innovative tools and be the connecting element between GLAM partners and relevant stakeholders.

### Community

Programme Community aims to strengthen and support the Wikimedia community by retaining and nurturing existing volunteers and attracting new ones. We strive to increase the sustainability of our community by supporting and investing in people's needs. We will ensure a safe space for learning and sharing with proper onboarding and compensation when appropriate. We will attract new volunteers by opening up new topics, geographic regions and target groups.

### Experimentation & Innovation

This new impact direction aims to create a dedicated space for experimentation and innovation – an Innovation Lab – that helps us be a learning organisation, anticipate and address societal changes and focus on supporting our core purpose. We will work to create a safe space and framework for experimentation and bold ideas while encouraging the exchange of knowledge in an accessible, non-judgemental way. Climate change could become a good first candidate for this space.

## Guiding principles

We want to:

- **Be a mindful organisation** that invites contributors to be whole and connected.
- **Organise and work as a web with different nodes** rather than a hierarchical pyramid.
- **Embrace emerging and continuous learning** that includes taking the time for retrospectives.
- **Put business and human needs side by side**, placing long-term futures over short-term gains and encouraging employees to be their whole selves at work.

### Education

Programme Education aims to increase the accessibility of knowledge and advance learning at every level by supporting tools and methods for digital learning. Also, we aim to act as a catalyser and integrator of the different actions and initiatives that exist within the Movement and beyond. We will continue to offer and support free learning platforms that share content and knowledge while building core digital skills and capacities for the future. We will work closely with partners and stakeholders to amplify our efforts and augment our sustainability and efficiency.

### Policy & Outreach

The External Relations, Public Policy and General Partnerships programme aims to advance the themes of digital and open knowledge in society and politics at the national and international levels while helping Wikimedia CH become a recognised player within the Wikimedia Movement on themes concerning our vision and strategic impact directions. We will participate in working groups and coalitions to advance digital and open-source themes in society and politics while supporting civic action groups with our own knowledge and expertise, as well as that of relevant partners.



A path near Pfäffikersee. [Photo](#) by Ariocarpusandroides. [CC BY-SA 4.0](#).