

WIKIMEDIA^{CH} PROGRESS REPORT 2022



OUR YEAR SO FAR

The first half of 2022 was very busy on all fronts.

Organisationally, we finalised and published our new five-year strategy, which includes the new Innovation Lab. We also held a spring fundraising campaign and organised the General Assembly in May. We continued professionalising our communications with a newsletter refresh and began a similar project for our website. In terms of personnel, we spent significant time recruiting a GLAM lead (meanwhile, we have a GLAM expert working at 20%) and a new Education program manager, and we worked on our future organisational structure, a process that will continue in the autumn. We created a working group to explore sustainability issues per the Wikimedia Foundation [sustainability covenant](#) and have been revising relevant policies, contracts and regulations for our growing team in line with EU data protection requirements.

Programmatically, we implemented lessons learned in 2021 by offering our community a theme around which we can build common interests, partnerships and engagement, as well as more bilingual events. Our “Year of Sound” celebrates 100 years of radio in Switzerland with various thematic activities. With the waning impact of the Covid pandemic, we organised in-person workshops and activities once again; however, we also maintained virtual collaboration where appropriate. Last, we continued our advocacy and outreach on key digital topics, including joint communications with [Kiwix](#) around downloads of the Russian Wikipedia due to the war in Ukraine.

IMPACT

500
participants



100
new registrants

20K
new or improved
content pages



6K
content reused
in the Wikiverse



1 million
people in Switzerland reached



Part of the [GLAM-on-Tour](#) at the [ENTER Museum](#), Solothurn, 1-4 July, 2021 (photo 2; credits at the end of this report).

ACTIVITIES

GLAM

GALLERIES, LIBRARIES, ARCHIVES AND MUSEUMS

- ◇ Celebrated 100 Years of Radio in Switzerland with thematic activities around the “Year of Sound”, including a [conference](#) at the ENTER Museum in Solothurn.



Museum Schwab in Biel (3).

- ◇ Organised two GLAM-on-Tour events, including one at the [Neues Museum Biel](#) in June and another at the [Zentralbibliothek Zurich](#) in September.

- ◇ Supported activities for [International Museum Day 2022](#) in collaboration with the International Council of Museums, German and Austrian chapters and GLAM partners, including developing a coordinated communication plan for the 27 participating Wikimedia chapters.

- ◇ Supported [International Archives Week 2022](#) with the Association of Swiss Archivists around the theme [#ArchivesAreYou](#).

- ◇ Completed a [joint pilot project](#) with the Museum of Natural History Neuchâtel to digitalise a world-famous collection of fish fossils and make it freely available on Wikimedia Commons.

COMMUNITY

- ◇ Organised and led [Frauenbewegungen-Mouvements féministes Biel-Bienne](#), a bilingual, community-driven Wikipedia workshop with the Biel library to train new Wikipedians while creating and editing articles about women.

- ◇ Supported [WikiNeocomensia](#) workshops and professional meetups on Neuchâtel's built heritage, engaging local GLAM partners and training new Wikipedians.

- ◇ Advanced [Wiki Droits Humains](#), a project to enrich Wikipedia with content about human rights issues while training new Wikipedians and teaching students at the University of Geneva to contribute to Wikipedia. Activities also included a workshop for the general public at the Bibliothèque des Bastions in Geneva.

- ◇ Supported several [community-led writing workshops](#), including a [WikiGap event](#) focusing on women's biographies in partnership with the Swedish Embassy in Bern and the German and Austrian chapters.



Wikipedian [Lucerobr](#) at the [Women's Movements Biel-Bienne](#) workshop. Lucerobr tended children so that people with child care needs could join the event, part of Wikimedia CH's efforts to increase inclusion within the community (4).

EDUCATION

- ◇ Finalised a new Education strategy for 2022-2026 with the help of an external consultant.
- ◇ Helped improve free online learning platforms, including supporting [Wikimini](#) and migrating [Dicoado](#) onto our servers, to teach students about collaborative tools and digital media.
- ◇ Organised an [awards ceremony](#) and outreach for Swiss winners from the [Wiki Science Competition 2021](#) in collaboration with Università della Svizzera Italiana, the University of Applied Sciences and Arts of Southern Switzerland (SUPSI), and Foundation IBSA.
- ◇ Provided workshops to teach high school students to write and edit Wikipedia articles as requested by partner schools.
- ◇ Organised and led a workshop for teachers on “Understanding Wikipedia for real”.

PARTNERSHIPS & OUTREACH

- ◇ Successfully supported a [motion](#) to release confederation images on the government’s [opendata.swiss](#) portal in collaboration with [Parldigi](#). The motion was submitted in 2021, but as a member of parliament opposed it, it finally passed this year.
- ◇ Helped draft policy papers for [Alliance Digitale](#) to advocate for free knowledge and advance Switzerland’s digitalisation.
- ◇ Ran various media campaigns to support programmatic and outreach activities, including a [joint release with Kiwix](#) and an article on our website about Kiwix and Wikipedia in Russia.
- ◇ Developed a grant request to fund edit-a-thons and a legacy booklet for bequests.
- ◇ Worked with the Wikimedia Foundation to submit requests for observer status at the World Intellectual Property Organisation.
- ◇ Helped submit a request for funding from the European Commission for MyUrbanTree, a project to encourage citizen engagement in urban forests.
- ◇ Participated in a digital humanities event at the École Polytechnique Fédérale de Lausanne with a keynote speech and information booth.

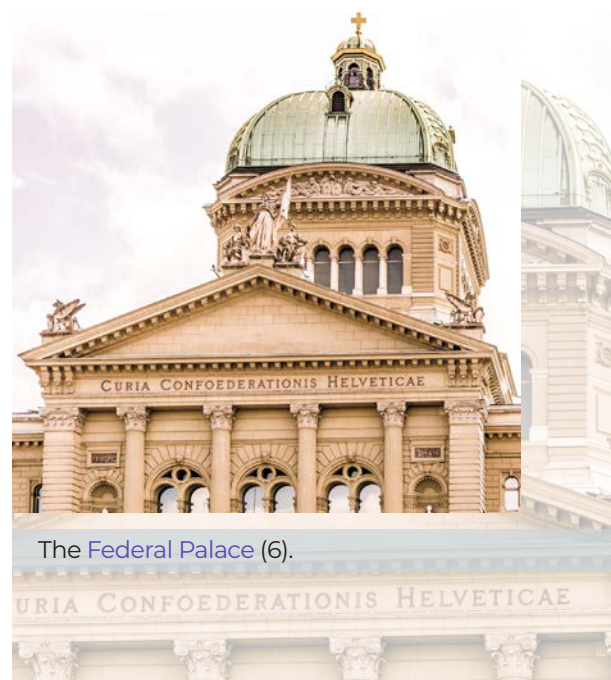
INNOVATION LAB



- ◇ Began developing a strategy for the programme, including a workshop to explore how an innovation space might work and a community [survey](#) that got more than 250 responses.
- ◇ Identified four focus areas: (1) incubate solutions to solve real community needs, (2) bring innovation to programmatic activities with updated solutions or tech support, (3) develop projects connected to specific topics like technology or climate change and (4) create a tech community to support this programme.



At SUPSI's [Dalle Molle Institute of Swiss Artificial Intelligence Studies](#). The [2nd National Finalist](#) of the [Wiki Science Competition 2021](#) (5).



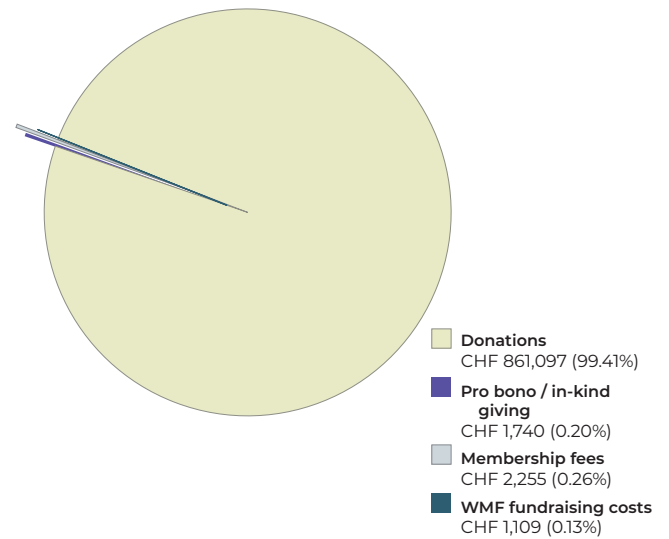
The [Federal Palace](#) (6).

LESSONS LEARNED

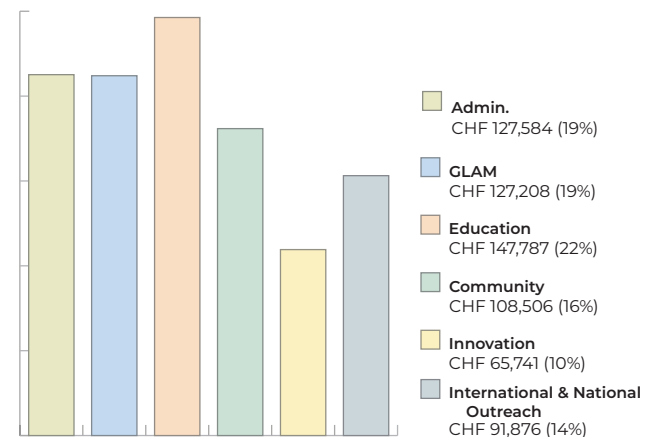
- ◇ Annual themes (like 2022's "Year of Sound") should be planned ahead of time with partners, as GLAMs plan their topics three to five years in advance. We must also differentiate between an annual theme for the Community and a strategic outreach topic.
- ◇ For advocacy, it is important to uncover why a project or motion has been rejected to strengthen our proposal or argument. In the example of the recent motion in parliament, this follow-up helped lead to success.
- ◇ For the WikiNeocomensia project, separating each event workshop from professional meetups gave more focus. It also increased attendance and gained positive visibility, as a journalist attended the professional meetup.
- ◇ While it is important that activities fill an identified need from partners, we should not only be a reactive service provider. We must be able to consult and lead such activities to plan properly and make a real impact.
- ◇ In Education, online tools specifically for students, like Klexikon and Dicoado, had more success than Wikimedia projects. When presented with a portfolio of tools, schools found these two platforms better met their needs.
- ◇ The Innovation Lab community survey had an unexpected level of interest. Over 85% of the 250+ participants wanted to be updated about the programme and its next steps.

BUDGET

REVENUE



SPENDING



LOOKING AHEAD



Sunset over the Matterhorn. (8).

We have several important activities planned for the second half of the year. We will participate in [GLAMhack 2022](#) at SUP-SI and continue our collaboration with the [Montreux Jazz Archives/EPFL](#). We will also continue work on [Wiki Droits Humains](#), including more workshops, and are exploring another WikiSwiss award event, like the [2021 event](#). For outreach and communications, we have begun a search for external experts to develop a social media strategy and provide media training for our staff and community. We will also continue streamlining our fundraising campaigns so we can focus more on diversifying funding sources.



PHOTO CREDITS

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