WIKIMEDIA CH

Partnerships & Outreach

Annual Report 2019 | Wikimedia CH
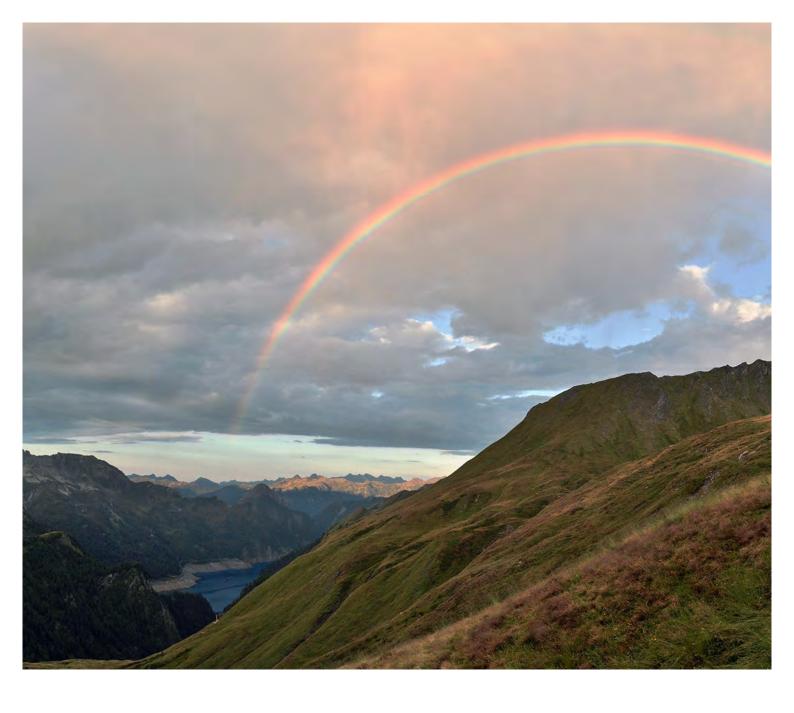
Introduction & Strategy

Wikimedia CH strives to be a trusted resource on issues concerning free, open and unbiased knowledge, nationally as well as internationally. In 2019, we began work on a new communication strategy that will help us promote a more consistent and compelling message to our audiences. The draft strategy was completed in 2019; the final version will be issued in early 2020. The strategy embraces the Wikimedia Movement's 2030 strategy and will be a tremendous help in our outreach to our main stakeholders, partners and members.

Wikimedia CH worked on some of the strategy's objectives in 2019. Our chapter improved social media communication, reaching new audiences and increasing engagement on Facebook, Twitter, LinkedIn and Instagram. Also, we improved the way that our chapter shares news by revamping our member newsletter and redesigning our News web page. Information flows from the website into the newsletter that is produced in four languages. Plus, our new database allows us to ask donors and other visitors to sign up for news, a nice way to stay in touch and to reach even more people.

All these activities contributed to our annual plan's objective of improving people's top-of-mind awareness. Many people don't realize that there is an association behind Wikipedia and other Wiki projects. By focusing on improving our brand and outreach materials, we are poised to better explain who we are, what we stand for and why volunteers and partners might want to join our community.

On the political outreach and positioning front, our chapter participated in many exchanges in 2019 with the [Free Knowledge Advocacy Group EU](#) (FKAGEU), which advocates internationally for Europe's Wikimedia chapters. We also were involved in many events and activities with [ParlDigi](#), which led to our participation at high-level meetings and our input on diverse topics concerning open knowledge in Switzerland. More and more, our chapter is recognized as being an important actor in our very specialized field and is frequently included in panel discussions and think tanks.

International Outreach

Our international activities include collaboration with cross-border Wikimedia chapters to have greater impact and to pool resources and projects.

Wikimedia CH is part of FKAGEU and, through the group, has been engaged in EU-level public policy activities. While Switzerland is

not part of the European Union, the country is influenced by the EU's legislative process. In 2019, we saw the conclusion of the [Directive on Copyright in the Digital Single Market](). Wikimedia ensured that not-for-profit platforms that host user-generated content, such as Wikipedia, remain exempt from new content filtering rules (as per Article 17) and can largely continue to exist as they currently do. Wikimedia, together with Communia and Europeana, successfully proposed a "public domain safeguard" in the new European law. It will ensure that faithful digital copies of public domain content will remain in the public domain across the bloc.

In addition to the Directive, Wikimedia is following up on the TERREG Regulation, a proposed European law that would require online platforms to quickly identify and remove terrorist content. As Wikipedia is covered by the new provisions, we want to make sure that judicial oversight, transparency and protections against over-deletions are enshrined.

Another significant part of Wikimedia CH's international outreach concerns consistent collaboration with neighboring chapters to implement our programmatic activities. They include the GLAMwikiCH Day and the two DACH GLAM meetings described in the GLAM section, as well as the Wikidata Zurich Training 2019 described in Program Education and the WikiCons mentioned in Program Community. What's more, our chapter is very active in driving [WikiFranca]() forward. It is a partnership between francophone Wikimedia chapters and affiliated working groups, and we are contributing to its international success. The fact that cross-border collaborations are integrated into the entirety of this report illustrates how deeply rooted they are in the fiber of our chapter.

In 2019, Wikimedia CH also expanded its collaboration to involve a wider Wikiverse by working with Argentina's chapter, as well as the Wikimedia Foundation and the [Office of the United Nations High Commission for Human Rights](). Based upon Argentina's [WikiDerechosHumanos]() efforts, we joined with WikiFranca under the name [Wiki Human Rights]() to make Wikimedia projects into tools that can help people to understand and champion their human rights.

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National Outreach

Our national outreach activities focus on making an impact on Swiss policies that affect open and free knowledge. Parldigi is the Parliamentary Group on Digital Sustainability and promotes the digitally sustainable use of knowledge in Switzerland through parliamentary initiatives, dinner events, open hearings, media releases and blog entries. Parldigi's members include over 50

national and state councilors. As one of the sponsors of the organization, Wikimedia CH can contribute to the agenda and discussion topics and can attend various high-level meetings and gatherings. Our chapter participated in Parldigi's 10th anniversary celebration in June 2019, for example. One of our board members even secured a speaking slot at the parliamentarian dinner in December.

Parldigi parliamentary dinner. 20 March 2019. (#4 - Photo credits at the end of the page.)

Via Parldigi and with Wikimedia CH's contribution, a second parliamentary advance (parlamentarischer Vorstoss) was submitted to establish a directory that makes federal images free and easily accessible. At this time, only the German version of the advance and the parliament's reply are available online.

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Community Collaboration

Collaborating with like-minded organizations allows all of us to speak with a louder, unified voice and be more effective in achieving our goals. Therefore, we partner with a multitude of

organizations that advocate for the same positions we do regarding open access to digital knowledge.

Wikimedia CH's 2019 work with the École Polytechnique Fédérale de Lausanne (EPFL) stands as one of our foremost examples of how one new contact can catalyze unforeseen new opportunities. From our contact with EPFL's Senior Philanthropy Officer, we made four further connections that led to or are likely to lead to exciting new collaborations with the university. Our new partnership with Dr. Alain Dufaux, the expert responsible for digitalizing the archives of the Montreux Jazz Festival, led to a GLAM + Wikidata project that will be implemented in 2020. Our chapter also met EPFL's Vice President of Education, Pierre Vandergheynst, for the first time, as well as staff with [LEARN](#), EPFL's new Center for Learning Sciences. Finally, we met the current and future presidents of the EPFL student association. We are exploring ways to facilitate edit-a-thons and a data group for students. We conducted some pilot workshops in 2019 and will be evaluating how to pursue further partnerships with all of these new contacts.

Trombone Shorty, Montreux Jazz Festival, Switzerland. (#6 - Photo credits at the end of the page.)

Besides the EFPL, we interacted with many existing partners in 2019 and had first encounters with new ones. For example, we collaborated with SCI Switzerland to host the Wikipedia for Peace event described previously in the Program Education section. We defined a new working relationship with longtime partner OpenStreetMap and worked on the Castles Dossier project described in the Program Community section. Plus, members of the International Federation of Red Cross and Red Crescent Societies attended a Wikidata workshop in 2019 and are collaborating with us on new events for 2020.
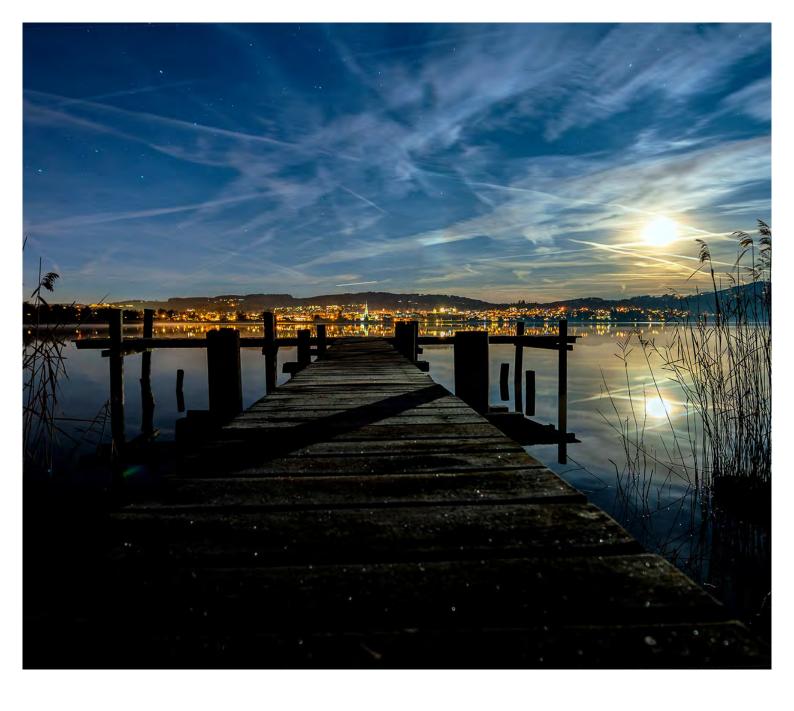

Lenzburg Castle, view from southeast. The castle was the site of a Castles Dossier event in 2019. (#7 - Photo credits at the end of the page.)

Also, at a brainstorming meeting for the Swiss National Library, we met the founder of Foraus, a Swiss think tank on foreign policy, and discussed the potential for collaborative projects. It led to Wikipedia in Science: An Introduction to the Growing Use of Digital Platforms. This meeting allowed participants to discuss how digital platforms, and particularly Wikimedia projects, offer industries opportunities to gain practical insights and give workers new skills for the digital age.

Through all our collaborations and, indeed, all our national and international work, Wikimedia CH advances the Wikimedia Movement. We are committed to preparing all our community members for the digital and technical revolutions that institutes of learning and workplaces are currently facing and must embrace. And we serve as a trusted partner on issues concerning free, open and unbiased knowledge.

Support Free Knowledge!

Join us in supporting access to free and unbiased knowledge. Besides being an active member in Wikimedia CH, or a contributor to Wikipedia and its sister projects, you can give tax-deductible financial support. Wikimedia CH is an independent nonprofit.

Your donations directly support some of the most popular collaboratively-edited reference projects in the world.

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2. **Morning rainbow in Parc Adula** at the Motterascio hut, below [Lago di Luzzone](). Photo by Martingarten - Own work, CC BY-SA 3.0, https://commons.wikimedia.org/w/index.php?curid=40453095.

3. **The 22 cantonal coats of arms** in the stained-glass dome of the [Federal Palace of Switzerland]() (ca. 1900). Photo by Peter Mosimann, parlament.ch - File:Federalpalace-dome.jpg, Copyrighted free use, https://commons.wikimedia.org/w/index.php?curid=15347342.

4. [**Parldigi**]() **parliamentary dinner**. 20 March 2019. Matthias Stürmer from ParlDigi and Edith Graf-Litscher, member of the Swiss National Council. Photo by unknown author, Parldigi Digitaler Wahlkampf 2019 Dinner, CC BY-SA 4.0, [https://commons.wikimedia.org/wiki/File:Parldigi_Digitaler_Wahlkampf_20]()

5. **Aerial view of the [EPFL](#)**, which forms a large campus with the [University of Lausanne](#) (UNIL) at the shores of [Lake Geneva](#). Photo by Mediacom EPFL - Own work, CC BY-SA 4.0, [https://commons.wikimedia.org/w/index.php?curid=63269742](#).

6. **[Trombone Shorty](#)**, [Montreux Jazz Festival](#), Switzerland. Photo by Jeroen Komen from Utrecht, Netherlands - CC BY-SA 2.0, [https://commons.wikimedia.org/w/index.php?curid=37638083](#).

7. **[Lenzburg Castle](#)**, view from southeast. The castle was the site of a [Castles Dossier](#) event in 2019 and is located above the old part of the town of [Lenzburg](#) in the [canton of Aargau](#). Photo by Wladyslaw Sojka - Own work, FAL, [https://commons.wikimedia.org/w/index.php?curid=35929491](#).

8. **Pfäffikersee by night**. [Pfäffikersee](#) (or Lake Pfäffikon) is a lake in the [canton of Zurich](#). The lake was created in the last ice age when a moraine blocked off the ability for the lake to empty north towards Winterthur. Photo by Liese 1 - Own work, CC BY-SA 4.0, [https://commons.wikimedia.org/w/index.php?curid=49061475](#).