

# International & National (Public) Relations and Partnerships 2024

## Long-term vision

Wikimedia CH would like to maintain and expand its current activities regarding international and national public relations, advocating for issues that are important to us as a movement. We will continue doing so in aligning ourselves with the policy direction and stance the WMF, WMEU and other Chapters are adopting and at the same time fostering our collaboration with like-minded organisations locally such as Parldigi, the Alliance Digitale etc. in order to continue having a strong impact within the various debates.

What is more, WMCH's new membership strategy will enable the organisation as such to grow organically by surrounding itself with interested supporting and/or active members.

## Aims for 2024

As 2023 continued to show, WMCH is already on a good path when it comes to being seen as a prominent partner and stakeholder related to issues pertaining to the digital world and its environment in Switzerland. 2024 will continue in that same direction.

Furthermore, WMCH's involvement on the European and international scene is also seen as crucial, since on one hand European law influences what is happening in Switzerland and on the other hand, many organisations and associations have their headquarters here: thanks to its special status, Switzerland is home to many organisations such as the UN, the international sports movement, etc. but also to non-profits, foundations and associations. Moreover, many international companies and start-ups do also have their European headquarters in Switzerland which allows WMCH to diversify its efforts and tackle various prominent partners, namely their technology and innovation/media labs and hubs etc. So far, WMCH has partnered very successfully with the association Parldigi since 2018 establishing itself as a trusted ally. In 2024, efforts will be stepped up again and concrete activities are already being planned.

In addition, WMCH is actively contributing and financially supporting WMEU by participating in the yearly General Assembly and subsequent discussions. More collaboration between chapters in terms of European fundraising and public policy is foreseen and WMCH intends to play an active role in these efforts.

As a founding member of Wikifranca, WMCH will continue its support. The budget lines have been included into the Community Programme for 2024.

Furthermore, WMCH has been selected by the Mercator Foundation for participating in a one-year programme engaging with "value for good" whereby our association will be accompanied on the process of ensuring a more effective and adequate impact management. This programme will be partly funded by the Mercator Foundation and will require substantial inputs and efforts from WMCH.

Finally, WMCH's engagement with other like-minded associations in Switzerland is crucial, ATED and the VSA-AAS are only some prominent examples of this important work.

In addition, 2024 will again see the pursuit of our major thread in terms of outreach for the whole of WMCH:

- Ensuring and supporting free access to unbiased knowledge as a cornerstone of a democratic society

Alongside our General Assembly in 2024, an event for partners, donors, members and other active people in and around our association will be organised, featuring high-level speakers and discussions. This will enable WMCH to continue becoming more visible in Switzerland. As usual, new partnerships and collaborations will also be sought.

## Metrics

The impact is mainly measured through the PR value (also social media impact) as this is a reliable way of evaluation in a given year as well as through fundraising and capacity building goals. Our collaboration with “value for good” in 2024 will help us to establish even more important impact criteria to be able to better measure our outputs in future.

<b>Metric</b>	<b>Planned outcome (target)</b>	<b>Explanation</b>
<i>Total # of participants</i>	NA	
<i># of new editors</i>	NA	
<i>#number of content pages created or improved</i>	NA	
<i>Content reused by other Wikimedia projects</i>	NA	
<i># of people reached in CH through press and communication work</i>	400.000-500.000	<i>Based on calculations of the PR Value (Advertising Cost Equivalent - measure of difference in cost between paying for advertising space and placing an equivalent editorial piece) and the approx. number of people reached through the activities.</i>