

# International and National (Public) Relations

## Situation

Although operating in Switzerland which has its own regulations, we are still in Europe where many policies and regulations are drafted by the Institutions in Brussels and thus affecting us too. We believe that we are strongest in collaboration with others, joining forces with like-minded associations, supporting the FKAGEU initiative whilst leveraging outreach in CH

## Priorities

Support European Initiatives and participate where necessary; apply/leverage the learnings at a Swiss level, influencing and partnering with others (also from the Wikiverse) where ever it makes most sense

## INPUTS

### What we invest

Financial Support for FKAGEU  
 Staff time  
 Knowledge  
 Financial support for Swiss representation /outreach  
 Own Network and partners (like-minded individuals and org.)

## OUTPUTS

Participants - Activities - Direct Products

### Who we reach

EU Politicians  
 Swiss Politicians  
 Swiss/European General Public  
 Lobbyists  
 Activists  
 Like-minded open source and free knowledge org. (CH and EU)  
 Wikimedians  
 European/Swiss Media outlets

### What we do

Outreach  
 Networking and coalition building  
 Monitoring information flow  
 Influencing policy  
 Furthering exchange and free knowledge  
 Skill development  
 Attend and organize meetings, events (EU and CH)

### What we create

Sustainable EU and Swiss regulations and policy  
 EU/Swiss advocacy contact database  
 Working contacts with relevant parliamentarians  
 Tools and materials for volunteers  
 Joint policy statements  
 Knowledge transfer  
 Reputation  
 A visible organisation

## OUTCOMES - IMPACT

Short term - Intermediate - Long-Term

### Results in terms of Learning

Better understanding and alignment of political relevant issues for the movement  
 Increased awareness from politicians regarding the Wikimedia movement and the importance of free knowledge  
 Engaged and trained volunteers for advocacy

### Results in terms of changing Action

Become an important actor and partner when it comes to policy and regulations  
 WMCH being invited/consulted  
 Free knowledge/freedom of panorama becomes a major consideration in EU/CH

### Results in terms of change to the Conditions

Swiss volunteers perceive the association as representing their interests  
 Liberal and harmonized policy concerning various topics related to the digitization/question of copyrights  
 Wikimedia is a recognized and listed key player in CH and the EU

## Assumptions

## External Factors

## Evaluation

Identification - Design - Implementation - Completion/Follow-up