



# Community

Annual Report 2020 | Wikimedia CH

# Introduction & Strategy

Like the other programmes, many of our Programme Community activities were impacted by the pandemic. That said, one of our 2020 goals was to revitalise online projects. As the pandemic pushed several of the usual in-person events online, it was a good opportunity to test new formats for existing initiatives.

In doing so, we saw both challenges and opportunities. For example, most of the [Noircir Wikipedia](#) workshops – a series of events that aim to increase the representation of Black people and issues on Wikipedia – took place online, which allowed participants from Africa and the Caribbean to join for the first time. Another example was this year’s [itWikiCon 2020](#), which was held entirely online. We were part of the organisation team and were very involved in the preparation, which allowed us to learn from the experience and take those learnings forward with us for future events.

What’s more, we made significant strides towards more effective Community communication, both through dedicated email lists and because of our more general communications efforts. Events are now easier to find on the website, while the newsletter and social media outreach make them more visible to potential participants. Given that many of our community activities were moved online, we also refreshed our [Respectful Behavior Space Policy](#) for virtual events. The General Assemblies were all online, and we also provided licenses for video conference tools.

Core to our Community strategy is the idea of “knowledge equity”, particularly among women and minorities, who are less represented both in our community and in Wikimedia project content. As such, 2020 saw several events aimed at increasing representation on Wikipedia and diversifying our community of editors. These initiatives also allow participants to edit based on topics that interest them, which has proven to increase engagement and support community retention.

Last, we continued collaborating with other chapters to share knowledge and cross-promote events. In particular, we made significant progress on WikiDroitsHumains, which seeks to use Wikimedia projects to help Wikipedia users understand and champion human rights.

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# Community Health

Community health focuses on supporting long-standing chapter members.

Two of the ways we support our community is by financing their projects with grants and promoting them through our network. [Wikimedia CH Grants](#) fund Wikimedia community members – individuals, groups or organisations contributing to Wikimedia projects, such as Wikipedia or Commons – to organise projects or activities throughout the year with a budget from CHF 1,001. To make it easier for Wikipedians to request financial support, we reviewed and formalised our grant process in 2020. Our Wikimedia CH team worked together to adapt

best practices from around the Movement to the Swiss context to create a clear, streamlined grant process, which was then approved by the board.

Another way we promote community health is by providing ways for Wikipedians to spend time together and build comradery as a community. While many of these events were cancelled or moved online, we still managed to have a few in-person activities. As in past years, we hosted New Year's events and summer Wiknics across the country to give community members – who often only know each other online – valuable time for face-to-face networking. We also supported the [Insubria](#) group, which brings together members from the cross-border areas of Italy and Switzerland and which organised two [editing events](#) for the [In the Steps of Carlo Amoretti](#) project, mixing activities on Wikidata, Wikipedia, Wikivoyage and OpenStreetMap. Last, we organised a visit to an exhibit at the [Nidwalden Museum](#) for our German-speaking community members.



SUI PASSI DI  
*Carlo Amoretti*

The logo for In the Steps of Carlo Amoretti (3 - see photo credits at the end of the page)



## Community Building

Community building refers to activities that make newly acquired community members feel welcome.

To improve gender equity in both our community and our content, we supported several initiatives that encourage women to contribute to Wikipedia. The [Women for Wikipedia edit-a-thon series](#), a collaboration with Swiss Radio and Television (SRF) and Ringier AG, brings together female journalists to write biographies of notable women that are missing on Wikipedia. We supported two online edit-a-thons that were highly successful despite a new format.

Similarly, the [Wikipedia workshop “Who writes his\\_tory”](#) was held in cooperation with the Solothurn Film Festival as part of the [Art+Feminism](#) campaign. The editing workshop focused on women in cinema and invited both newcomers and long-time Wikipedians to write articles about female directors and other women in film. What’s more, the collaboration with the film festival helped pave the way towards a new relationship with the fine arts institution.

We also continued our long-standing support of [Les sans pagEs](#), which aims to increase the representation of women on Wikipedia, including a weekend of editing and organising. In addition, the group, along with [Noircir Wikipedia](#), was featured on the inclusive news outlet AJ+ Francais in a [video showcasing their work](#) and its importance to the wider feminism movement.

With the international outcry over systemic racism against the Black community throughout the year, our support of Noircir Wikipedia was especially important. The project joined the campaign [#visiblewikiwomenofcolors](#) to increase the visibility of women of colour on Wikipedia and created a new [Wikidata page](#) to gauge content gaps relevant to their project. The year 2020 saw 12 workshops, including an online workshop held in collaboration with a museum in France, Magasin des Horizons, and another partnered with the Musée d’Ethnographie in Geneva. Both allowed participants to join from both Switzerland and France but also from Benin, Guadeloupe, French Guinea and Haïti.



An illustration made by Neema Iyer for the article "Blackening Wikipedia" for "GenderIT.org: Feminist reflection on internet policies" (5)



# Community Recruitment

Recruitment is closely aligned with community building. Engaging new volunteers (community building) can inspire them to become long-term members and invite their friends (community recruitment). We therefore focus on building ongoing series of events around themes that spark their interests.



For example, [Castles Dossier](#) is a collaboration with [OpenStreetMap](#) to improve the representation of Swiss castles and palaces on Wikipedia by supplementing the Wiki content with geographic information from OpenStreetMap while populating OpenStreetMap with Wikimedia information (data, articles and photos). As part of the project, 25 Swiss castles opened their gates and drawbridges to the public on the 4th of October to celebrate the [5th National Castles Day](#). The celebration included a photo challenge to participants to upload photos of the castles missing from the map or in Wikimedia Commons, as well as a four-language [writing contest](#) to create articles in the Swiss castles and palaces categories.

Other projects to engage new community members around specific topics included [WikiProject Switzerland](#) to improve Wikipedia's articles related to the country and the [European Water Project](#), a collaboration with OpenStreetMap to map water fountains throughout Switzerland and Europe. We also led [workshops](#) at [Gymnasium MuttENZ](#), where students in the self-led study programme wrote scientific articles for Wikipedia.

For 2020, we organised [Wiki Loves Switzerland](#), the 10th Wiki Loves contest we've supported. Participants could choose to take pictures depicting the Swiss "soul" and upload them to Wikimedia Commons, or they could translate or modify articles about Swiss castles.

Another way we hope to recruit new members is through the [Wikipedia Studios](#) series, which invites new and experienced Wikipedians to learn about editing Wikipedia and work on articles about specific topics. Pairing an introductory session with an edit-a-thon allows newcomers to put what they learned directly into practice. In addition to virtual workshops, in 2020, we supported in-person workshops in collaboration with the [Bildwechsel](#) in Basel, the [Winterthur Library](#), [doku-zug.ch](#) (which garnered regional media attention, including an article in the [Luzerner Zeitung](#)), the Communication Museum in Bern and SBB Historic in Olten.



## International Collaboration

As a linguistically diverse country with a large international population, Switzerland is uniquely placed to collaborate with other countries. For this reason, we routinely work with the chapters of border countries on joint initiatives and cross-promote events together.

Sometimes this collaboration goes even further than border countries, as in the case of the project WikiDroitsHumains, which involves Wikimedia Argentina, Wikimedia France, the Wikimedia Foundation and the Office of the United Nations High Commission for Human Rights (OHCHR). The project aligns with [#WikiforHumanRights](#), the Foundation's partnership with OHCHR to improve content about human rights issues on Wikipedia and other Wikimedia

projects. WikiDroitsHumains pairs Wikipedians with human rights activists to bring fresh knowledge on relevant topics. In 2020, it included a launch meeting and a series of workshops to train human rights activists and improve articles on Wikipedia. The focus was on intersex rights in France and Switzerland in collaboration with the French Collectif Intersexes et Allié.e.s and the Swiss InterAction Suisse.

Another way we're collaborating with other chapters is through the [Volunteer Supporters Network](#), which aims to improve volunteer and community support in the Wikimedia Movement by developing, growing and maintaining collaboration and by exchanging expertise, ideas and resources. We meet at least once a month and are currently discussing the impact of the new 2030 Strategy on our activities.



An exchange among European community managers in 2019 via the Volunteer Supporters Network (8)

In normal years, we support WikiCons for the German-, French- and Italian-speaking communities. Due to COVID-19, the German and French chapters had to make the difficult decision to cancel their respective WikiCons for 2020. Meanwhile, [itWikiCon 2020](#) was held entirely online. We were part of the organisation team and were very involved in the preparation. While we look forward to the next in-person itWikiCon, the virtual format was a good learning experience for everyone involved. The success of the event, which had up to 150 attendees in the main sessions, moved us to create a committee to define guidelines, as well as a handbook to support future organisers.



## 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 non-profit. Your donations directly support some of the most popular collaborative reference projects in the world.

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3. The logo for [In the Steps of Carlo Amoretti](#). Wikimedia CH supported the [Insubria](#) group, which brings together members from the cross-border areas of Italy and Switzerland and which organised [two editing events](#) for the Carlo Amoretti project, mixing activities on Wikidata, Wikipedia, Wikivoyage and OpenStreetMap. Photo by Luigib25 - Opera propria, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=78830580>.

4. The facade of the [Zentrum Paul Klee](#), a museum dedicated to the artist [Paul Klee](#) located in [Bern](#), Switzerland. Photo by Jean-Pierre Dalbéra from Paris, France - Le centre Paul Klee (Berne, Suisse), CC BY 2.0, <https://commons.wikimedia.org/w/index.php?curid=83164328>.

5. An illustration made by Neema Iyer for the article "Blackening Wikipedia" for "GenderIT.org: Feminist reflection on internet policies". Wikimedia CH supports the community group [Noircir Wikipedia](#), which, in 2020, joined the campaign [#visiblewikiwomenofcolors](#) to increase the visibility of women of colour on Wikipedia and created a new [Wikidata page](#) to gauge content gaps relevant to their project. Work by Neema Iyer - <https://www.genderit.org/feminist-talk/blackening-wikipedia>, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=99972695>.

6. [Hallwyl Castle](#), one of the most important moated castles in Switzerland. Photo by TarErunamo - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=82625678>.

7. [Lago di Luzzone](#), a reservoir in [Ticino](#), as seen from the ridge below the mountain Piz Terri. Photo by Dani Michel - Own work, CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=40545050>.

8. An exchange among European community managers in 2019. Wikimedia CH has collaborated with other chapters since 2014 through the [Volunteer Supporters Network](#). Photo by Kerstin Sonnekalb (WMCH) - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=84104954>.

9. 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 Lriese 1 - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=49061475>.

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