



Annual Report 2020

Wikimedia CH | Main Report Page

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Muriel Staub, Wikimedia CH Board President (3 - see photo credits at the end of the page)

A Word from the President

More people than ever before visited Wikipedia in 2020. Access to free knowledge was especially important this year when the world was hit by a pandemic and misinformation online was rampant. The community in Switzerland and worldwide worked hard to make accurate, reliable information about COVID-19 available through Wikipedia and its sister projects. Once more, Wikipedia demonstrated its role as an essential global infrastructure.

At Wikimedia CH, 2020 was a year of both individual and collective challenge and opportunity. Thanks to our team and our community's agility, creativity and mutual support, we were able to deliver excellence and adopt new ways of collaborating that will certainly serve us even after the pandemic.

For the first time ever, Wikimedia CH held its strategy workshop and, in particular, its ordinary General Assembly remotely. During this assembly, Matthias Nepfer – head of innovation and information management with the Swiss National Library – was elected as a new board member and has since enriched the association with his sharp mind and brilliant ideas.

Jenny Ebermann, our executive director, guided Wikimedia CH smoothly through this rough year. She and the team managed to position Wikimedia CH as financially independent and immensely strong on all levels, continuously professionalising our outreach efforts, ramping up the infrastructure and improving our tech set-up. Systems and tools were put in place that allow Wikimedia CH to be even more agile and efficient. As a result, our small team can spend its time on activities that add real value, have more impact, fully focus on our stakeholders and position the chapter as a leader and renowned partner in free knowledge throughout Switzerland and beyond.

Despite having an exceptionally difficult year behind us, I'm beyond pleased with where we are today with Wikimedia CH. I want to thank each and every one of you who contributed and participated!

With immense gratitude and excitement,

Muriel Staub

Wikimedia CH Board President

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Jenny Ebermann, Wikimedia CH Executive Director (5)

A Word from the Executive Director

Like many organisations in 2020, Wikimedia CH had to adapt operations to the global health crisis. Despite the online nature of Wikimedia projects, the COVID-19 pandemic greatly impacted our face-to-face activities. However, as our team already works virtually under “normal” circumstances, Wikimedia CH was able to swiftly move into a totally virtual world, accompanying partners and stakeholders on their digitisation and remote-working journeys and sometimes even providing consultation to them. Our chapter’s agile, adaptable and creative nature allowed us to turn many challenges into opportunities and learnings that we will take with us into 2021.

Outside the pandemic, we continued to reduce administrative costs while also working towards greater financial sustainability and stability with the hire of a Fundraising and Grant Manager at 90%. In terms of our organisation, our focus in 2020 was on strategy, specifically making progress on Wikimedia CH’s new five-year strategic plan, which will align with the Wikimedia Movement’s 2030 Strategy. We are using new and unconventional approaches to develop the plan, which we hope will help inform our way forward in the best possible way. Unfortunately, our work on the strategy could not be finalised due to the pandemic in 2020 and will only be finalised in 2021. What is more, we have been involved in global conversations around the Movement’s 2030 Strategy.

At a programmatic level, the pandemic created both challenges and opportunities. In Programme GLAM, for example, the #GLAMhack 2020 was moved online, which posed the challenge of maintaining collaboration in a virtual event. Working with event organisers and partners, we found creative solutions that not only led to a successful event but also set a record in terms of gender parity and international participation. While Programme Education

activities were quite limited, it provided the opportunity to focus on important building blocks for strategic activities, including [openedu.ch](https://www.openedu.ch/), an open education platform that provides teachers, trainers and students with a knowledge management system based on Wikimedia projects. Programme Community also delivered many successful activities, including events around knowledge equity as it relates to women and minorities, including the Women for Wikipedia edit-a-thon and work with Noircir Wikipedia to increase articles about Black people and culture. We also moved forward on the WikiDroitsHumains project in collaboration with the French and Argentinian chapters as well as the United Nations High Commission for Human Rights. In terms of Partnerships and Outreach, our work focused on supporting communications around COVID-19 tracking and pandemic readiness, as well as professionalising our outreach activities with a new communications and outreach strategy to support our efforts. Finally, we drafted a new donor strategy to support fundraising.

While not always easy, our team continuously adapted and adjusted, finding new and creative ways to keep our important work going throughout the crisis. I am exceedingly proud of our team's hard work and resilience in 2020 and the progress made at every level. We have built a strong foundation that will serve us well in 2021.

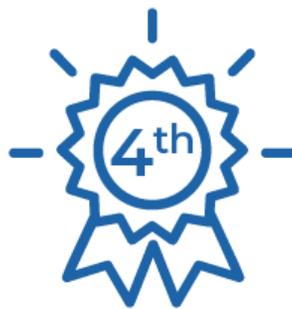
Jenny Ebermann

Executive Director Wikimedia CH

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Facts & Figures



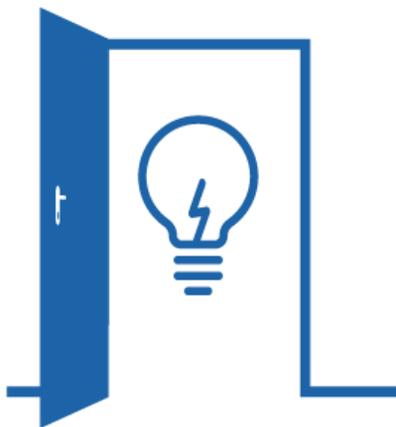
Wikipedia is the 4th most frequently visited website in Switzerland and worldwide (Source: Alexa)



1.5 million+ people reached in Switzerland



275 newly registered users among 1,930 total participants



47,000+ content pages created or improved across all
Wikimedia projects

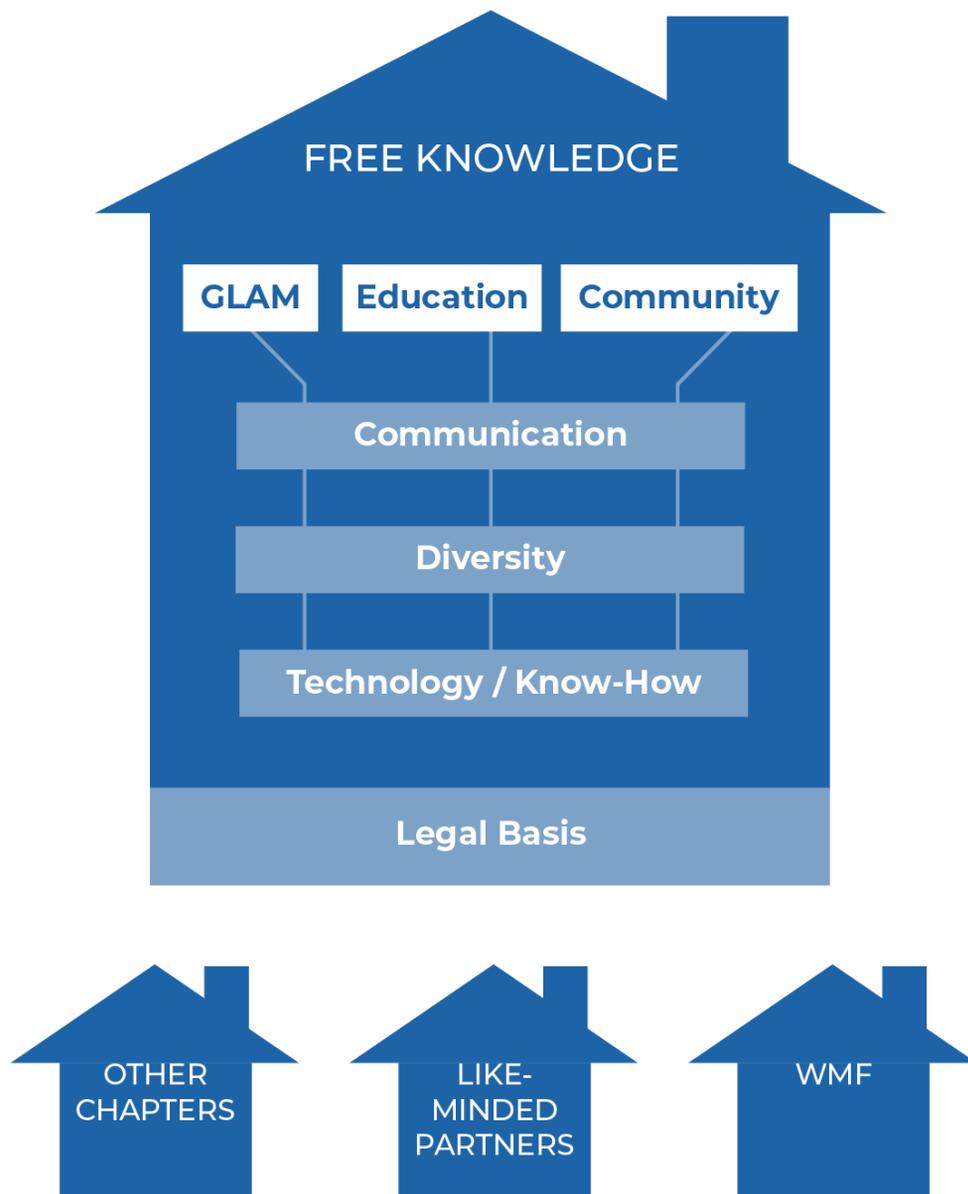


19,000+ items of content reused by other Wikimedia projects, showing we focused on quality impacts over mass uploading

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Strategic Direction at a Glance



The image of a house represents Wikimedia CH's impact directions for the 2017-2020 strategic period. The house itself is made up of our three impact directions – Education, GLAM and Community – and the roof symbolises our mission of curating and disseminating free knowledge.

Communication, Diversity and Technology/Know-how are enablers that support the impact directions. They equip us to evaluate whether a project or activity should be integrated into our annual plan or not.

The walls of the house represent Wikimedia CH's tools, processes (policies, financial, guidelines, ICT, etc.) and soft skills (human resources, people development). The house's

windows are transparent, indicating good governance. There are no hidden closets or pitfalls.

Finally, the foundation is a solid legal background that allows the house to rest securely and sustainably within our community. Outside of the house, our neighbours are like-minded organisations, other chapters, the Wikiverse and, of course, the Wikimedia Foundation.

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GLAM

(Galleries, Libraries, Archives and Museums)

Despite the difficult circumstances of the pandemic, Programme GLAM saw a highly successful year. Thanks to our ability to quickly adapt to the situation and move our activities to online formats, we delivered almost our entire plan and, in some cases, went above and beyond our objectives. [Read more...](#)

[READ MORE ABOUT GLAM](#)

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Education

Programme Education aims to advance learning at every level, from children to adults. In 2020, we focused on organisational projects to face the future with more effective and useful tools. These included a communications plan and the development and launch of Openedu.ch, a project to organise the material available through Wikimedia projects for schools, universities and continuous training. [Read more...](#)

READ MORE ABOUT EDUCATION

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Community

Some of our 2020 goals were to revitalise online projects, improve Community communication and continue working towards “knowledge equity”. As the pandemic pushed several of the usual in-person events online, it was a good opportunity to test new formats for existing initiatives and create more effective communications channels for Community members. Meanwhile, we supported several projects aimed at increasing representation on Wikipedia and diversifying our community of editors. [Read more...](#)

READ MORE ABOUT COMMUNITY

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Partnerships & Outreach

In Switzerland and at the European level, we are seen as a trusted partner when it comes to topics related to the digital world. In 2020, we maintained strong contact with partners and potential partners and saw more requests for support and partnership than in previous years.

[Read more...](#)

READ MORE ABOUT PARTNERSHIPS & OUTREACH

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Outlook 2021

In 2021, we will build on the progress made and lessons learned in 2020, while also launching a new strategy that will lead to new projects and ways of working.

The year 2021 will be a big one for Wikimedia CH, both at the chapter level and in the wider Wikiverse. With the 50th anniversary of women's suffrage in Switzerland falling on the same year as Wikipedia's 20th birthday, we will have many outreach opportunities with current and new stakeholders. We've clearly identified the need to connect most of our activities in 2021 to these two themes to further strengthen our image in Switzerland.

What's more, we will carry on working on both the chapter's five-year strategy and our contributions to the implementation of the Movement's 2030 Strategy. In 2021, we have several planning events already scheduled for both.

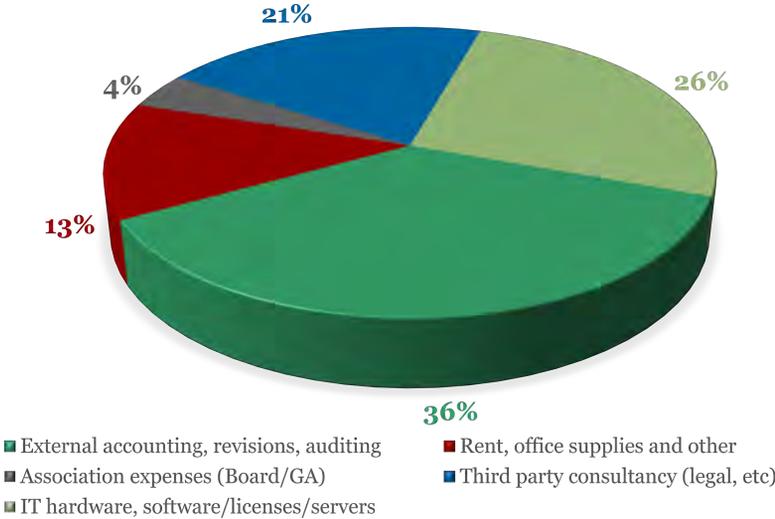
At a programmatic level, we will continue our work on knowledge as a service, especially in the areas of GLAM and Education. For GLAM in particular, we will keep our focus on continuity and diversity while collaborating, expanding and sharing our knowledge. Lifelong learning and digital tools will remain a focus, as well as continued alignment between all of our strategic directions. We will also further promote knowledge equity, particularly as it relates to gender, disability and racial diversity, both in our community and in the content of our projects. Cross-chapter collaboration will remain a priority to co-organise activities and cross-promote events.

In terms of communications and outreach, we will develop a content calendar for social media, strengthen our relationships with the press and further refine our website. For fundraising, we will draw on feedback from donors and lessons learned during 2020's fundraising campaigns to improve our approach going forward, as well as look into new and better-suited tools for email marketing. We are also refining our outreach messaging as an organisation.

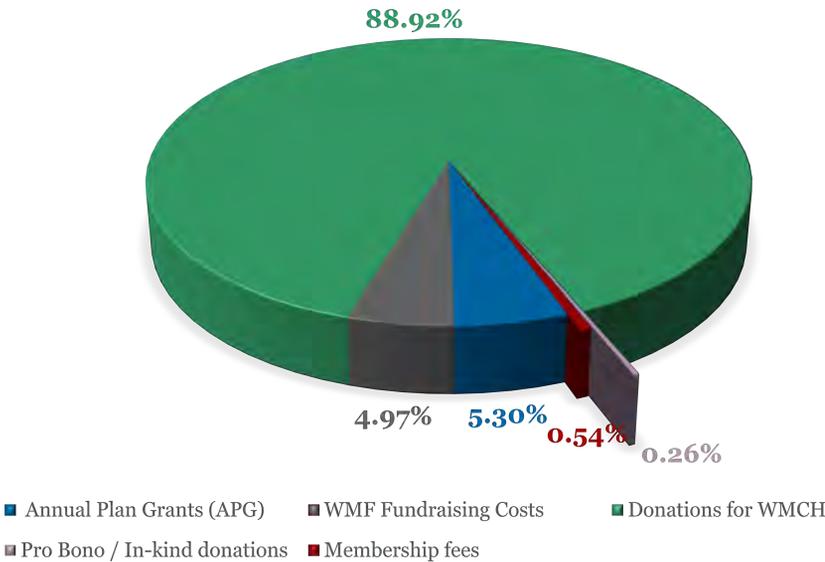
Last, we will continue discussions with like-minded organisations, both with those with whom we have existing relationships and with potential new partners. A particular focus will be around climate change and the crossroads of environmental and digital issues. Regardless of the topic of focus, these partnerships allow us to combine our goals with those of other organisations, helping maximise our reach and impact and connect with new audiences and potential authors and contributors.

Finances 2020

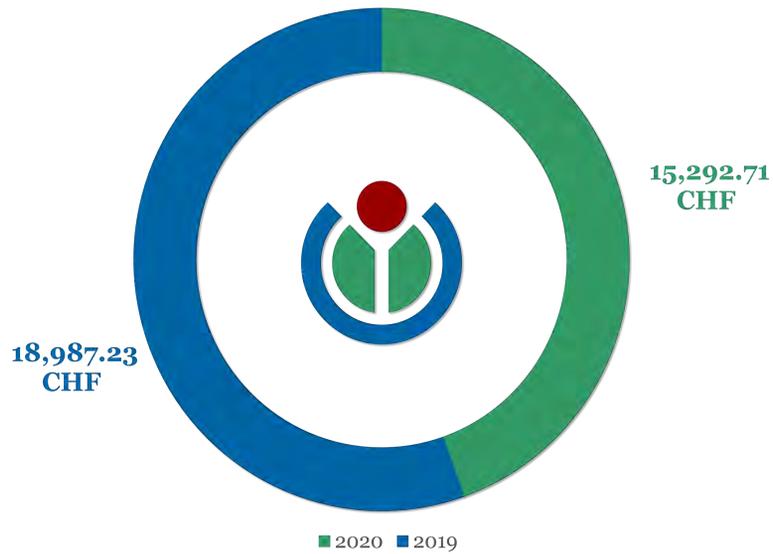
Operational Expenses



Revenues

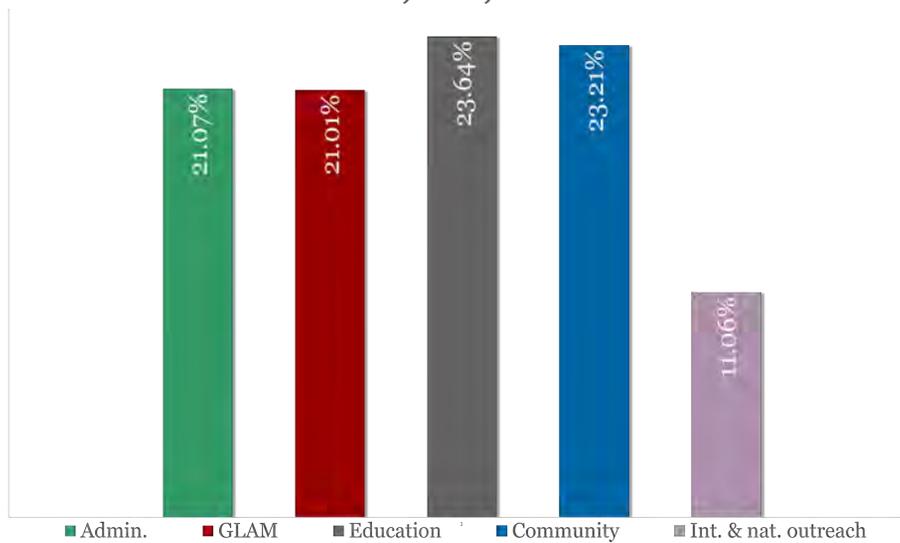


Membership Fees

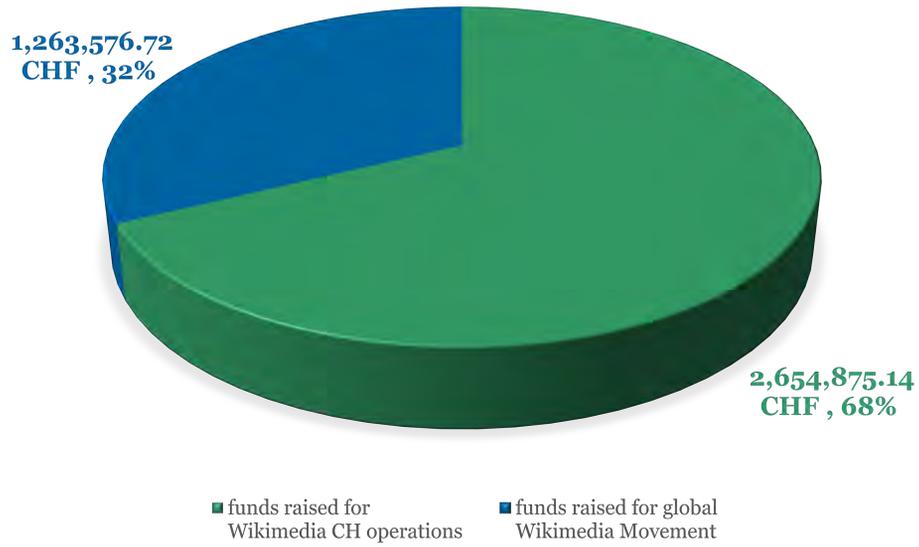


As the COVID crisis made membership difficult for many, Wikimedia CH took the extraordinary measure of allowing members to pay nothing for their membership in 2020, if needed.

Budgetary Distribution in Switzerland, Total: CHF1,200,820.00



Distribution of Total Funds (Wikimedia CH & Wikimedia Movement), Total: CHF3,918,451.86



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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.

DONATE

Wikimedia CH would like to thank the staff, community, board, partners and donors for making these projects possible. Together, we are working towards a diverse, open and, above all, knowledgeable society in Switzerland and beyond.



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1. The [Spreuer Bridge](#) (German: Spreuerbrücke, formerly also Mühlenbrücke) is one of two covered wooden footbridges in the city of [Lucerne](#), Switzerland. Photo by JGS25 - Own work, CC BY-SA 4.0,

<https://commons.wikimedia.org/w/index.php?curid=82262091>.

2. The [Continental Reformed Church](#) in [Sevelen](#), Switzerland. Photo by Shesmax - Own work, CC BY-SA 4.0,

<https://commons.wikimedia.org/w/index.php?curid=81850276>.

3. Muriel Staub, Wikimedia CH Board President. Photo by [Wikimedia CH](#).

4. Sunset over the mountains in Switzerland. Photo by Dominique Dubied -Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=60526222>.

5. Jenny Ebermann, Wikimedia CH Director. Photo by [Wikimedia CH](#).

6. [Swiss National Library](#), Level 1 reading room workplaces. Photo by Simon Schmid / Swiss National Library - Own work, CC BY-SA 3.0,

<https://commons.wikimedia.org/w/index.php?curid=30961487>.

7. [Federal Palace of Switzerland](#), North Facade, the building in [Bern](#) housing the [Swiss Federal Assembly](#) (legislature) and the [Federal Council](#) (executive). Photo by "Axel Tschentscher", CC BY-SA 4.0,

<https://commons.wikimedia.org/w/index.php?curid=82195756>.

8. A turbine wheel at the [Iron Library](#), which is located near the entrance. Photo by Sandra Becker 01 - Own work, CC BY-SA 4.0,

<https://commons.wikimedia.org/w/index.php?curid=94356062>.

9. The [Laténium](#), south side, reflected in water. The Laténium is an archeology museum located in [Hauterive](#), a suburb of [Neuchâtel](#), Switzerland. The [University of Neuchâtel](#) and the Laténium work with Wikimedia CH to deliver [WikiNeocomensia](#), a project whereby Wikipedians train future museum personnel to edit Wikipedia and share the results of

their research, with the aim of improving the quality of articles and learning about scientific disclosure. Photo by Albertine - Own work, CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=16802436>.

10. 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>.

11. 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>.

12. Gantrisch Nature Park. [Gantrisch](#) is a mountain in the northwestern [Bernese Alps](#). Photo by Heaven 721 - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=60235491>.

13. 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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