GLAM Programme 2024

Long-term vision

The long-term vision of the GLAM Programme, aligned with WMCH's strategy 2023-2028, is to build and strengthen a **GLAM cultural network for value creation** and raise **awareness** on the GLAM transformations for saving cultural heritage, its missions and on the importance of free knowledge.

Aims for 2024

For 2024, the GLAM Programme puts its focus on Museum transformations in alignment with the new museum strategy of ICOM (International Consortium of Museums) based on civil society, sustainability, disruption, and digitalisation. Various armed conflicts, COVID and climate change have stressed the importance of heritage and free knowledge. In 2024, through different events and video releases, the GLAM Programme will be addressing the challenges for museums in the future as well as new forms of archiving and creative knowledge bases. The years' main theme lies on decolonizing collections and inclusive narratives. Our guiding questions in particular will be:

- What narratives can be told?
- How can marginalised knowledge be presented?
- How to integrate oral history into Wiki projects?

The GLAM Programme aims to extend the cultural network by reaching out to small and medium GLAM institutions for more diverse knowledge creation processes.

Concrete Work packages for 2024

- Address the challenges that Museums and Collections face in future
- Provide best practices for GLAM institutions
- Raise awareness for Swiss cultural heritage and free knowledge
- Build and strengthen WMCH's cultural knowledge network - inside and outside of Switzerland
- Activities, events, and awareness campaigns provided for by the WMCH GLAM Programme for the GLAM institutions
- Network with Swiss institutions, leading the GLAM Wiki Group
- Release videos on Commons for Museums and GLAM
- 3 "GLAM-On-Tour"
- Start with the Swiss programme of GLAM ambassadors
- International Museum Day campaign
- International Archive Week campaign
- Maintenance and developments of apps and tools

Metrics

Metric	Planned outcome (target)	Explanation
Total # of participants	100	As per 2023: - GLAM events, - launching online projects, - working within GLAM institutions
# of new editors	20	In Switzerland mostly experienced users participate in GLAM activities.
# number of content pages created or improved	5000	As per 2023
Content reused by other Wikimedia projects	2000	As per 2023
# of people reached in CH	25'0000	As per 2023