

# GLAM

## Annual Plan 2024

Total Budget: 133'000 CHF

### GLAM ORGANISATION

#### GLAM Organisation & Processes

GLAM strategy

Streamline of processes and policies for GLAM inside WMCH

Implement measures

#### GLAM Marketing & Communication

Build GLAM awareness in Switzerland

Website and materials with translations

Communication and tools

**Budget: 15'000 CHF**

### GLAM PARTNERSHIPS & PROJECTS

#### GLAM Programme

Follow the GLAM strategic direction with focus on continuity and diversity. Strengthen existing partnerships, reach out to new GLAM and implement projects across Switzerland.

Expand GLAM activities cross-border including other Chapters.

#### GLAM Project Sponsoring & Support

GLAM on Tour events  
Video on museum strategies  
Equity in GLAM  
GLAM in times of crisis  
Museums of the future

Projects related to open cultural data & digitalisation of cultural heritage.

#### GLAM Cross-border Activities

Engage in cross-border GLAM related networks and activities, such as GLAM DACH meet-ups.

Collaborate with other Chapters in the GLAM area and participate in transnational GLAM events.

#### GLAM Network

Strengthen and expand the Swiss GLAM-partner network.

Foster the exchange with the "Friends of OpenGLAM" community and implement common activities.

**Budget: 105'000 CHF**

### GLAM DIGITAL COMPETENCE & TECHNOLOGY

#### GLAM Digital Competence & Applications

Maintenance and improving GLAM applications such as the GLAM Statistical Tool and the WMCH Map Service.

#### GLAM Cross-border

International Museums Day  
Archive week  
GLAM Digital events  
International work with other Chapters

**Budget: 13'000 CHF**