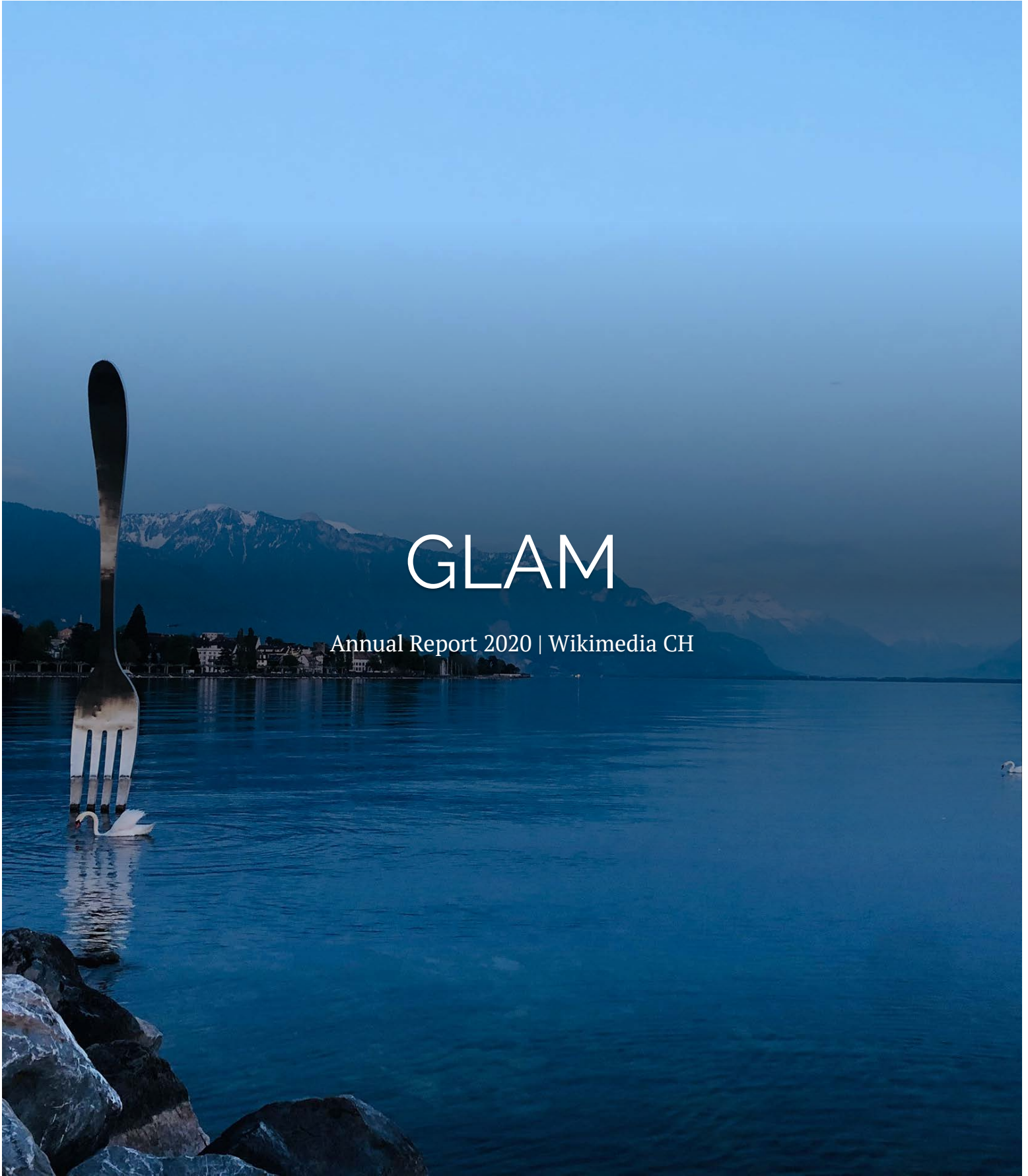


GLAM

Annual Report 2020 | Wikimedia CH



Introduction & Strategy

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. The only projects that were postponed completely were the two GLAM on Tour events and an event with the Montreux Jazz Festival (MJF) Archives that required on-site organisation and in-person exchange.

Moving many of our activities to a virtual format created new challenges but also new opportunities that led to exceptional results. For example, the virtual Swiss Open Cultural Data Hackathon (#GLAMhack 2020) event ended up attracting participants from all over the world who may not have been able to attend in person. Meanwhile, International Museums Day (IMD) presented an opportunity to collaborate closely with chapters in Austria, Germany, France and Italy to launch a cross-border IMD2020 and organise a Wikidata Contest.

Throughout the year, our projects were aligned with our goals of awareness-building among GLAM institutions to position Wikimedia CH as a trusted partner to GLAM, as well as cross-border collaboration to work more closely with other chapters. As part of these efforts, we finalised and delivered two major projects: the Wikidata Project for the MJF Archives and the GLAM Statistical Tool, including a new statistical dashboard that was approved by our GLAM Partner Network. With our focus area of Digital Competence & Technology, we also improved the functionalities and expanded the scope of the WMCH Map Service to continue to meet the needs of our GLAM partners and community members. In the case of the map service, the expansion of the map to neighbouring countries was an important step forward for both our cross-chapter collaboration and our role as an international partner to GLAM institutions.

Last, we strengthened our relationships with important institutions, such as the MJF Archives, SBB Historic, the Swiss National Library and the Library of the Swiss Federal Institute of Technology in Zurich (ETH Zurich), which built continuity and trust as a proven resource in an uncertain time.

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Libraries & Archives

In 2020, we created new partnerships with libraries and archives while strengthening existing ones. A key achievement in this realm was the delivery of the Wikidata integration project with the MJF Archives. The project enriches the Wikidata knowledge base with quality information while enriching the MJF authority file, enabling a flow of information from Wikidata to the MJF Archives.

In terms of new partnerships, we worked with the Cantonal Administration Appenzell Ausserrhoden to launch the [WikiProjekt Appenzellerland](#). The project marked the first time a cantonal administration implemented a Wiki-related project largely by themselves.

Projects with existing partners included work with [SBB Historic](#) to add content and images to Wikimedia Commons and organise a virtual [Wikipedia Studio](#); a project with the [Swiss National Library](#) to archive Wikipedia articles related to Switzerland; activities with the [ETH Library](#) in Zurich to enrich Wikipedia articles on 2,212 Swiss municipalities with aerial photos by the Swiss aerial pioneer Walter Mittelholzer and his successor Werner Friedli; and [two workshops](#) with the Vevey Library aimed at creating articles about Swiss women. We also supported a Wikipedian in Residence at the [Iron Library](#), a long-time GLAM partner with which we hosted a GLAM on Tour event in 2019, as well as Wikipedia Workshops in previous years.



Workplace during the Wikipedian in Residence at the Iron Library (3 - see photo credits at the end of the page)

What's more, we strengthened the collaboration with Programme Education on activities aimed at developing knowledge and skills among both GLAM employees and the GLAM community. These included a series of [WikiArchives webinars](#) to help GLAM professionals use Wikimedia projects to preserve and share cultural heritage, as well as five virtual workshops through [WikiNeocomensia](#) to train future museum personnel to edit Wikipedia and share the results of their research. We also organised a [training session](#) for archivists at the Cinémathèque Suisse to teach them to edit Wikipedia articles about cinema.

Last, we leveraged proven, replicable formats to continue the work of past years, such as [edit-a-thons](#) throughout the year and support of [International Archives Week](#).

INTERNATIONAL ARCHIVES WEEK

8 → 14 june 2020

#IAW2020

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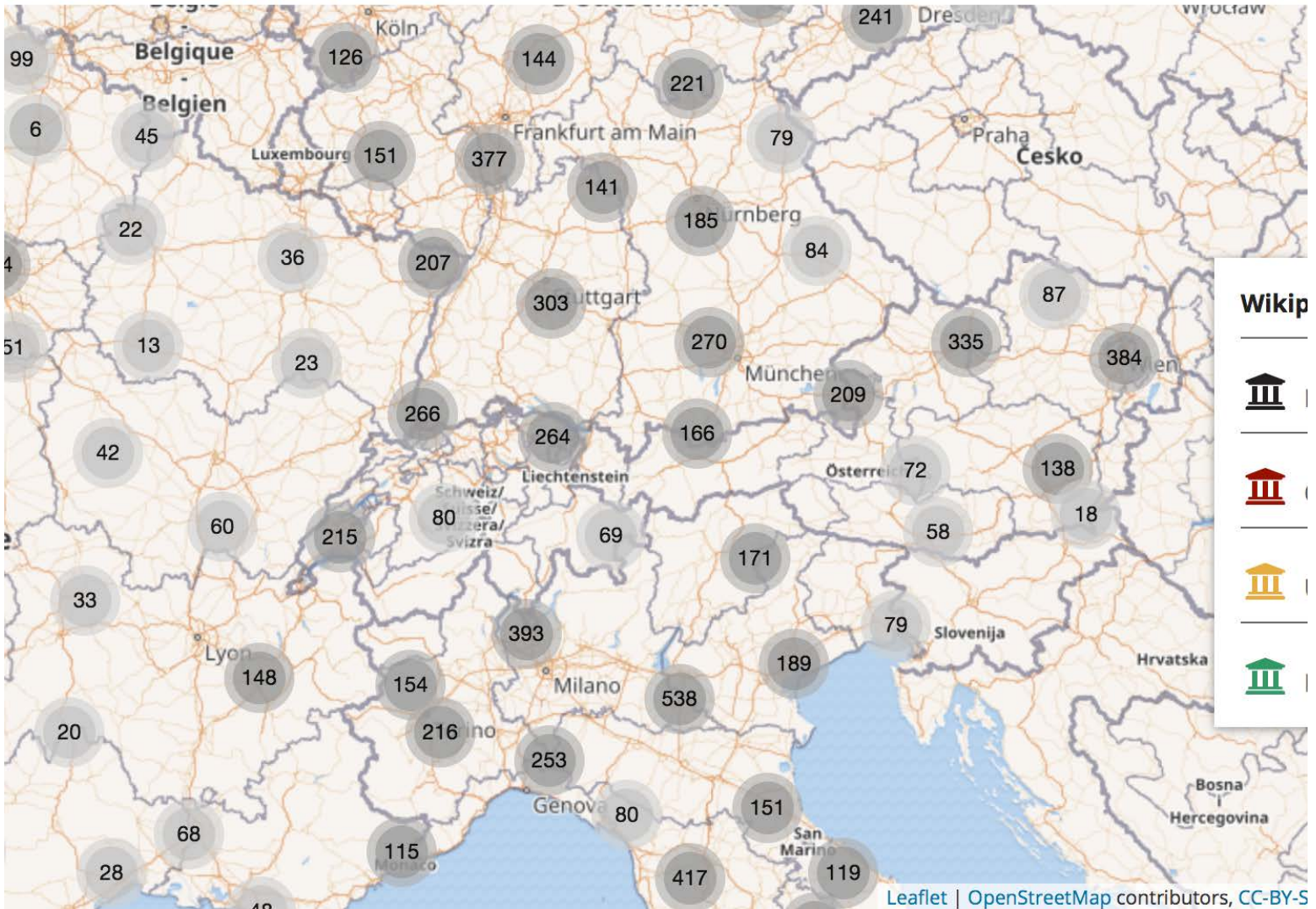
www.ica.org

IAW2020

Help us contribute to free knowledge
about cultural topics



An ad for International Archives Week 2020, which Wikimedia CH supported (4)



Museum & Galleries

While we delivered on the vast majority of our plan, two initiatives – the [GLAM on Tour](#) event in collaboration with the Neues Museum Biel and a [guided visit of the Bauhaus](#) in Biel – were unable to take place.

That said, the year’s uncertainty also created opportunities, as seen in [IMD2020](#). For the first time ever, we collaborated with all of Switzerland’s neighbouring chapters to help bring museum content online. As the project initiator and leading chapter, we led [activities](#) such as an online awareness campaign in Switzerland, Germany, Austria, France and Italy; an expanded [geographic map](#) visualising the museum landscape in those same countries; and a

[Wikidata Contest](#) to improve data about museums in the participating countries. Also, for the first time ever, we worked closely with the International Council of Museums (ICOM) at the international level – a first for any chapter. Our collaboration included [an article](#) about Wikipedia, Wikidata and IMD2020 on the ICOM website.



Museums for Equality:
Diversity and Inclusion

INTERNATIONAL
MUSEUM DAY



WIKIDATA CONTEST
FROM 3RD TO 18TH OF MAY 2020
Participate and win a prize!



WIKIDATA

An ad for International Museum Day 2020 (6)

We also organised workshops in partnership with the Museum of Communications in Bern, as well as the Museum of Underground Mills. Last, we were contacted by [SIKART](#), a Swiss dictionary for art, which was seeking support in creating templates to use their dictionary as a reference on Wikipedia.

With the aim of protecting cultural heritage, we supported the [Transnational Conference of Open Data and Open Maps for Heritage Protection](#), an event that highlighted the importance of digitalising cultural content to protect it from the effects of natural disasters, especially those linked to climate change. Climate change was also the focus of a [call to action](#) we signed urging the World Intellectual Property Organisation (WIPO) to set a global standard to protect GLAM sites and other cultural heritage institutions from the devastating effects of natural disasters.

Weiterentwicklung des Formats KULTURBOTSCHAFTER

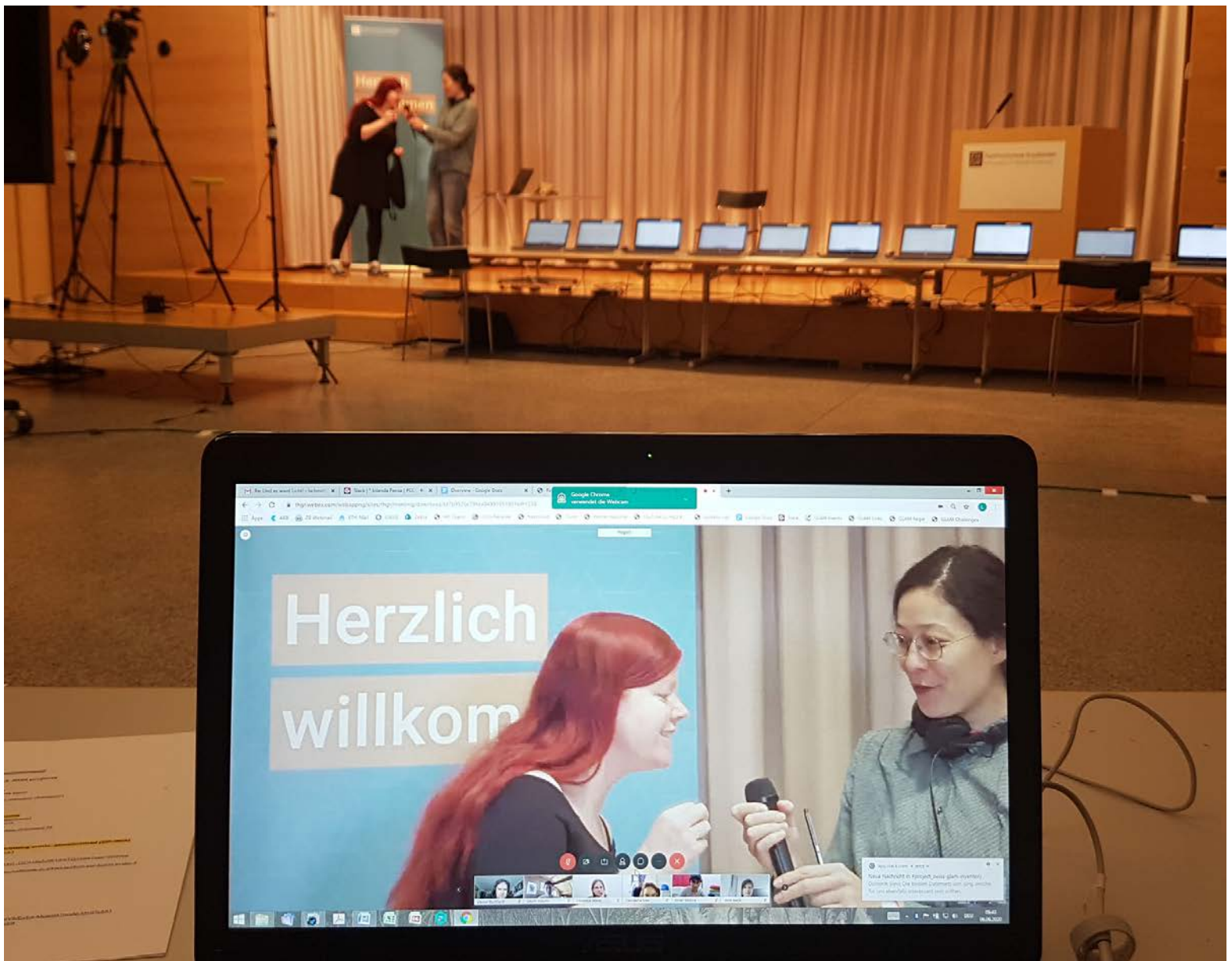


The agenda for an event that was part of the community forum for a meeting on the Kulturbotschafter (cultural ambassador) program (8)

As a result of successful projects around audio and audiovisual content with the Swiss National Sound Archives and the MJF Archives, Wikimedia CH was invited to participate in a working group organised by the largest media house in Switzerland, [SRG SSR](#), to discuss the opening of their audio and audiovisual archives. We also brought our experience around GLAM in the time of COVID-19 to the first-ever [Cultural Innovation Open Lab](#), hosted by the University of Lausanne and the Ecole Polytechnique Fédérale de Lausanne (EPFL). These initiatives are not only an avenue for us to learn and provide guidance but also a great opportunity to position Wikimedia CH as an important partner among key contacts at GLAM institutions throughout Switzerland.

Another opportunity for networking and knowledge-sharing was Wikimedia CH's participation at [Cultura Suisse](#), a trade show for museums, monument preservation and cultural heritage in Bern. We also participated in the [Creative Commons Global Summit](#) and the [Rethinking Culture and Science](#) event organised by the German National Library.

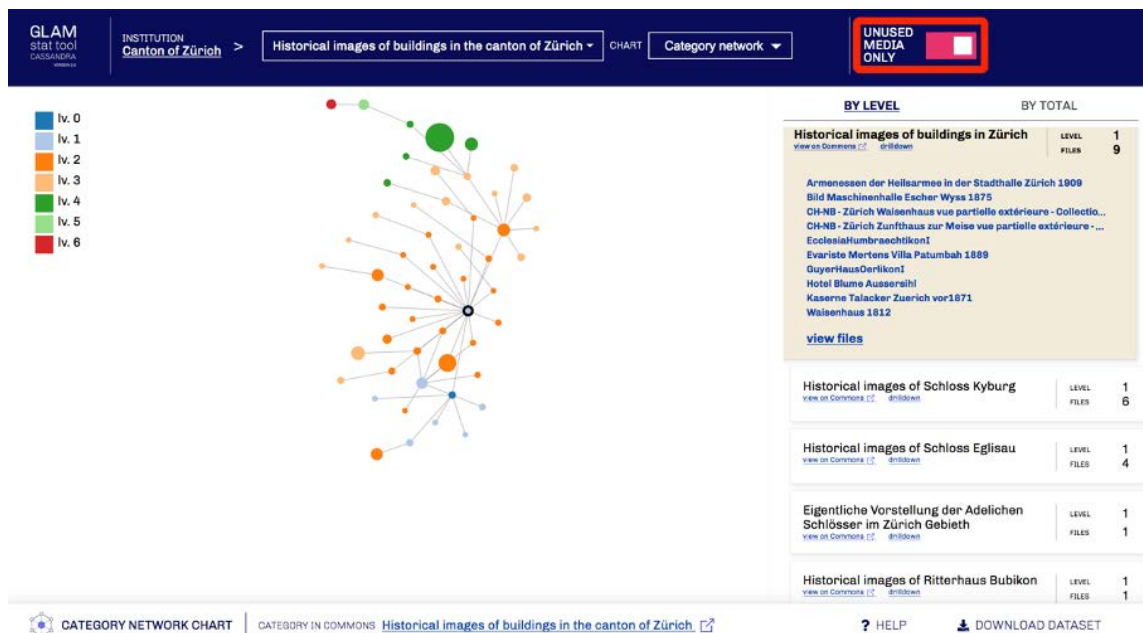
Finally, we were happy to welcome new members to the GLAM Wiki Network: the Cantonal Administration Appenzell Ausserrhoden, the Swiss Archives of Performing Arts and the Association of Swiss Archivists.



Digital Competence & Technology

Due to the pandemic, the 2020 edition of the [#GLAMhack](#) was held virtually, presenting a unique challenge on how to maintain the engagement and collaboration necessary for a hackathon. But it also created opportunities. Sixty-eight participants (nearly half of them women) from 18 countries joined and shared – a new record for the hackathon both in terms of gender parity and international participation. This year also marked the fifth anniversary of the event. To celebrate this milestone, around 40 participants gathered for a day of inspiration, exchange and brainstorming at the Swiss National Library.

In terms of digital tools, the first half of the year saw the release of the [WMCH Map Service](#), while the [GLAM Statistical Tool](#) was delivered in two rounds, the second of which included the first prototype of a statistical dashboard. An optimised and newly designed version of the WMCH Map Service was released for IMD2020, which features a new library that is compatible with the tool’s functionalities and design and delivers the required response time for launching larger projects like IMD2020. It also includes a historical database and a feature to explore how the map and content change over time. Meanwhile, the final version of the GLAM Statistical Tool significantly improves its usability with a new dashboard and functionalities, like search features for media files, a statistical drill-down by image category, category-related statistics and analyses of unused media on a statistical level. For a global roll-out, in 2021 we will work on a memorandum of understanding (MoU) that needs to be signed by every chapter adopting the GLAM Statistical Tool “Cassandra” developed by Wikimedia CH.



A screenshot of the GLAM Statistical Tool, called Cassandra (10)



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[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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Photo Credits

1. [Fork of Vevey](#) is an 8-meter-tall (26 ft), 1.3-meter-wide (4.3 ft) stainless steel fork on the shore of [Lake Geneva](#) in [Vevey](#), Switzerland. Photo by

JiafanL - Own work, CC BY-SA 4.0,

<https://commons.wikimedia.org/w/index.php?curid=82544936>.

2. A performer with [SoKo](#) in the [Montreux Jazz Café](#). Photo by Jeroen Komen from Utrecht, Netherlands - Soko, <http://www.last.fm/music/SoKo>, In Montreux Jazz Café, CC BY-SA 2.0,

<https://commons.wikimedia.org/w/index.php?curid=37638051>.

3. Workplace during the [Wikipedian in Residence](#) at the [Iron Library](#). Photo by Sandra Becker 01 - Own work, CC BY-SA 4.0,

<https://commons.wikimedia.org/w/index.php?curid=94356192>.

4. An ad for [International Archives Week 2020](#), which Wikimedia CH supported. Photo by Debora (WMCH) - Own work, CC BY-SA 4.0,

<https://commons.wikimedia.org/w/index.php?curid=91852090>.

5. Using [WMCH Map Service](#), Wikimedia CH generated this interactive map of museums in Switzerland, Germany, Austria, Italy and France. It was used during [International Museums Day 2020](#) to encourage people in the participating countries to improve museums' open, online data. Photo by Debora (WMCH) - Own work, CC BY-SA 4.0,

<https://commons.wikimedia.org/w/index.php?curid=88800125>.

6. An ad for [International Museum Day 2020](#). For the first time ever, Wikimedia CH collaborated with all of Switzerland's neighboring chapters to help bring museum content online. Photo by Debora (WMCH) - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=90697179>.

7. 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. Wikimedia CH participated in a meeting with the GLAM DACH Network about the [Kulturbotschafter](#) (cultural ambassador) program. This PDF (converted to an image for this report) is of the agenda for an event that was

part of the community forum on November 11, 2020, from 6 p.m. to 8 p.m.

Topic: Further development of the cultural ambassador format. PDF by

Christine Oymann für Wikimedia Deutschland e. V.

https://meta.wikimedia.org/wiki/File:Agenda_CF_11_November_2020.pdf.

9. Due to the pandemic, the [Swiss Open Cultural Data Hackathon](#) was held virtually. Sixty-eight participants (nearly half of them women) from 18 countries joined and shared — a new record for the hackathon both in terms of gender parity and international participation. A recording of the program at GLAMhack 2020. Photo by Lothar Schmitt - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=90985371>.

10. A screenshot of the [GLAM Statistical Tool](#), called Cassandra. This shot shows how the tool can identify unused media that can be used in Wikipedia articles and elsewhere. Photo by Debora (WMCH) - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=91862720>.

11. 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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