

WIKIMEDIA^{CH} PROGRESS REPORT 2023

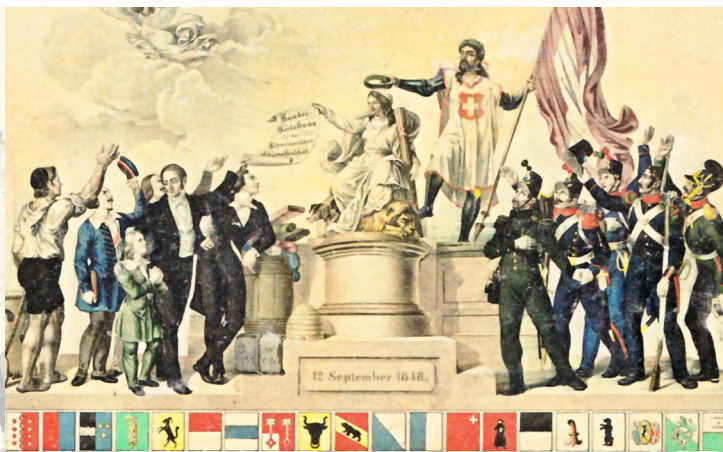


OUR YEAR SO FAR

We hit the ground running this year with a heavy focus on organisational change, including recruiting for several new or empty positions and restructuring our administrative, HR and finance operations to reflect the growing needs of our organisation. We have also begun work to improve our membership management and secure our chapter's financial future by developing new strategies on these topics and recruiting a new team member focused on these areas.

Operationally, we are working with an external consultant on an [IT strategy](#) that includes a risk assessment and a transfer of knowledge. It also includes a concept called a [Tech Boost](#), which was created by Programme Innovation to enhance projects via developer support. We created a [Conflict of Interest](#) document that outlines a code of conduct for Wikimedians and Wikipedians who wear multiple hats. We have also improved our internal meetings and communication to strengthen collaboration within the team.

Programmatically, we are celebrating the [175th anniversary of the Swiss Federal Constitution](#) as an occasion to highlight our work to advance free knowledge and the importance of Wikipedia and other open knowledge projects for democracy. This includes several GLAM projects and events, as well as other general outreach activities. The new team members are settling in and working hard to develop strategies and adapt existing annual plans. Through Programme Community, we have led and supported many activities to engage volunteers and recruit new ones – work that will continue in the second half of the year.



Reminder of enacting the Swiss Federal Constitution on 12 September 1848 (photo 2; credits at the end of this report).

IMPACT

500
participants



100
new registrants

10,000
new or improved
content pages



6,000
content reused
in the Wikiverse



1 million
people in Switzerland reached

ACTIVITIES

GLAM

GALLERIES, LIBRARIES, ARCHIVES AND MUSEUMS

- ◇ Gave a presentation on knowledge equity in GLAM at the NGO CSW67 Forum, a civil society gathering in New York City that runs parallel to the United Nations Commission on the Status of Women.
- ◇ Organised two GLAM-on-Tour events, one at the [Abbey Library in St. Gallen](#) in May and the other at the [Zug Library](#) at the end of June and early July.
- ◇ Organised a global campaign for [International Museum Day 2023](#), collaborating with the International Council of Museums (ICOM), the German and Austrian chapters and GLAM partners. The campaign included a [photo contest](#), a [video release](#) and an [online roundtable](#) on ICOM's new definition of museums.
- ◇ Supported [International Archives Week 2023](#) with the Association of Swiss Archivists and the German and Austrian Wikimedia chapters around the theme "ArchivesUnited". This campaign included an [online roundtable](#) about the Swiss archive landscape.
- ◇ Launched a partnership with the [Swiss Archive of the Performing Arts](#) to promote archives and data about the performing arts in Switzerland.



◇ Trained 21 librarians from the Vaud canton to add [more than 190 references to 40 Wikipedia articles](#) as part of the University Library of Lausanne's [#1Lib1Ref Campaign](#).

◇ Partnered with [FATart](#), an association for the equality and inclusion of women and the LGBTQ+ community in the art world and gave a talk at one of their events. They have offered us a community space in Schaffhausen to host Wikipedia workshops for at least a year.

◇ Strengthened existing GLAM partnerships, including the French-speaking [WikiRomandie](#) network and our cooperation with [Les sans pagEs](#) and [FemNetz](#).

COMMUNITY

- ◇ Developed a new strategy for community engagement in Ticino to build membership and visibility in the region and expand our network of local partners.
- ◇ Hosted around 45 active volunteers at [New Year's Brunches](#) in each linguistic region and supported a community-organised [hike](#) at the [Witi nature conservation area](#), providing our community with opportunities to get together and share experiences.
- ◇ Supported another successful [Women for Wikipedia edit-a-thon](#) to expand the visibility of women on Wikipedia. We also worked with event founder and Wikimedia CH President Muriel Staub to create and implement a volunteer retention plan.
- ◇ Organised and led [Frauenbewegungen-Mouvements féministes Biel-Bienne](#), a bilingual, community-driven Wikipedia workshop with the Biel library to train new Wikipedians while creating and editing articles about women.
- ◇ Supported a series of [WikiNeocomensia](#) online workshops and professional meetups to enrich Wikipedia resources on the built heritage in the canton of Neuchâtel, engage local GLAM partners and train new Wikipedians.
- ◇ Supported several [community-led writing workshops](#), including a workshop with the [Swiss Alpine Museum](#) in Bern on women mountaineers, an [edit-a-thon](#) with Photo Elysée Lausanne and Les sans pagEs on women photographers, an event at the [Ballyana](#) archive on industrial culture, a [well-attended workshop](#) at the Winterthur Library and a workshop at the [ETH Library](#).



2023 edit-a-thon with Photo Elysée Lausanne and Les sans pagEs on women photographers (4).

EDUCATION

- ◇ Hired two Education Experts who will co-lead Programme Education and adapt the existing annual plan for the rest of the year. One of our Experts started in June, while the other will start in August.
- ◇ Officially sponsored the [EduWiki Conference in Belgrade](#) and gave two speeches about Wikimedia CH's education strategy and education tools.
- ◇ Began preparing materials for teachers using [Openedu.ch](#) as a knowledge base. This work will gather steam in the second half of the year under the new Education leads.



EduWiki Conference 2023 in Belgrade, Serbia (5).

PARTNERSHIPS & OUTREACH

- ◇ Began exploring a partnership with the broadcasting company SRF to open their archived content.
- ◇ Promoted the GLAM-on-Tour events with invitations to the press and a video for the [2022 event in Montreux](#).
- ◇ Ran various media campaigns to support programmatic and outreach activities, including International Museum Day, International Archives Week and a project with the National Library.
- ◇ Continued growing our newsletter readership and improving our website, including fixing a bug on our contact form and streamlining our process for responding to inquiries.
- ◇ Began improving Wikimedia CH membership applications and onboarding process; began creating an engagement strategy for existing members.
- ◇ Attended events for various partnerships, including Digital Alliance meetings, a [Parldigi](#) dinner and the 1st General Assembly for Wikimedia EU in Prague.



Alain Dufaux, an EPFL director, explains the Montreux Jazz Archive (6).

EXPERIMENTATION & INNOVATION

- ◇ Began implementing the [2022 strategy](#) and continued work defining the programme's projects, ways of working and a roadmap of existing tools.
- ◇ Aggregated existing tools to improve the other programmes' processes and activities, such as the [GLAM Statistical Tool](#). This work included transferring ownership of various tools and methodologies from the other programmes to Programme Innovation.
- ◇ Held bilateral meetings with other programme leads to build a culture of innovation within our chapter.
 - ◇ Defined a framework for a campaign around climate change in Switzerland based on Wikimedia projects, including identifying potential partners and financial resources.
 - ◇ Participated in hackathons to recruit new community members interested in innovation and gather inspiration for potential projects.
 - ◇ Began work on a multiyear climate change campaign that will focus Innovation projects on a common theme.
 - ◇ Started exploring the possibility of Wikimedia CH leading the topic of applying artificial intelligence to Wikimedia projects.



Innovation strategy (7).

LESSONS LEARNED

With several new team members and strategic work around systems and processes at the organisational level, our learnings were vast and varied. Key learnings from the past six months included these:

- ◊ It is essential to document processes to ensure they are transferable and scalable. It is also critical to decentralise important knowledge to avoid a single point of failure if someone is absent, unavailable or leaves the team.
- ◊ When partners trust us, they are willing to provide more support than originally envisioned, such as FATart providing us with a free meeting space. We shouldn't be afraid to ask for financial or in-kind support from partners when appropriate.
- ◊ Recruiting for specialised roles, such as the Education Lead or Digital Marketer, is challenging as the roles require a mix of management skills and targeted knowledge. We were able to find good fits for the open Education position; however, we are considering outsourcing the Digital Marketer role to a consultant or agency.
- ◊ While Wikimedia projects are used throughout the Education system, knowledge of educational needs within the Wikimedia Movement is weak. It is important to bridge that gap with team members who understand both worlds.

LOOKING AHEAD

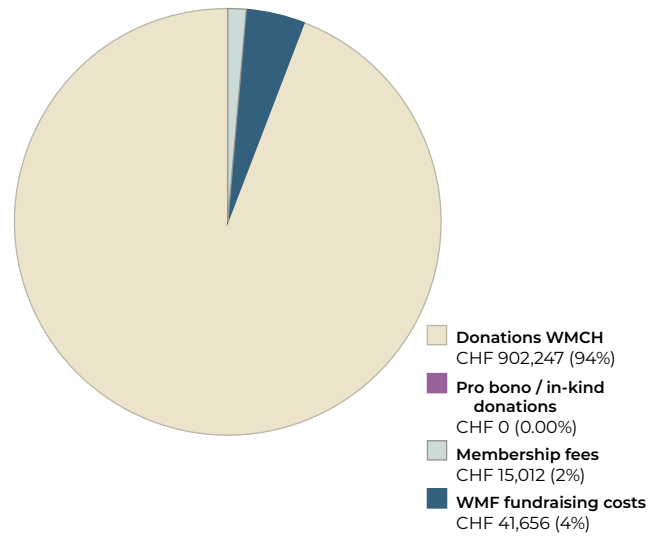


Sunrise from the Pizzo Cramalina mountaintop, Onsernone, Ticino (8).

This year's second half will include many important activities. We are preparing a third GLAM-on-Tour at the [Swiss National Sound Archives](#) in November and a GLAM Hack in Geneva. We will finalise the GLAM Map for the Association of Swiss Archivists' website and extend our collaboration with the Montreux Jazz Archive with Wikipedian residencies. The team is preparing an autumn friendraising event for members and partners in Ticino and is already setting the date and potential location for next year's General Assembly. We are also helping organise various year-end Wiki Conferences, including the German-speaking WikiCon in Austria, the itWikiCon in Italy and the Francophone WikiCon in Abidjan, Côte d'Ivoire. With the new Education leads starting this summer, that programme will pick up the pace. Lastly, we will finalise new fundraising and membership engagement strategies, which will be supported by our new Membership Manager.

BUDGET

REVENUE



SPENDING

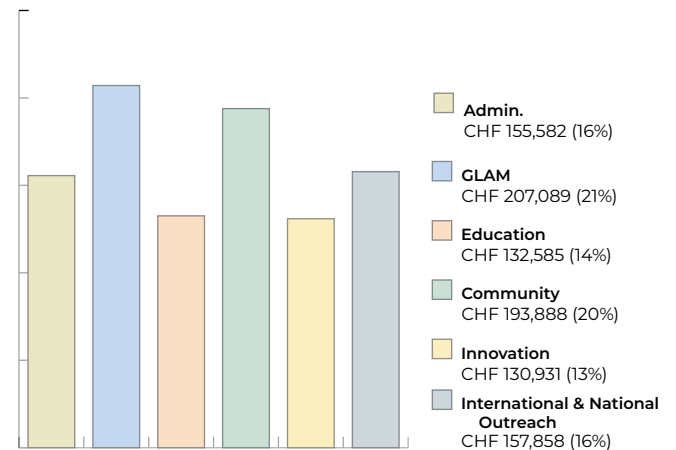


PHOTO CREDITS

All photos via [Wikimedia Commons](#) with a [CC BY-SA 4.0](#) license except where noted. (1) Narcissus field with a view of Lake Geneva. [Photo](#) by Giles Laurent. (2) [Image](#) from *Swiss History Book 2: From Absolutism to the End of the First World War* (Cornelsen, 2010). Public domain. (3) International Museum Day [video](#) by Pepperpix. (4) [Photo](#) by PhotoElysée. (5) [Photo](#) by Bondova devojka. (6) [Photo](#) by Kerstin Sonnekalb (WMCH). (7) [Cover page](#) of innovation strategy by WMCH. (8) [Photo](#) by Giovanni Bona.