

## Introduction to External Relations, Public Policy and General Partnerships, Annual Plan 2023

Wikimedia CH would like to maintain and expand its current activities regarding international and national public relations, advocating for issues that are important to us as a movement. We will continue doing so in aligning ourselves with the policy direction and stance the WMF and other Chapters are adopting and at the same time fostering our collaboration with like-minded organisations locally such as Parldigi, the Alliance Digitale etc. in order to continue having a strong impact within the various debates.

As 2022 continued to show, this can successfully be done in Switzerland, where WMCH is already seen as a prominent partner and stakeholder when it comes to issues related to the digital world and its environment. WMCH's involvement on the European and international scene is also seen as crucial since on one hand European law influences what is happening in Switzerland and on the other hand, many organisations and associations have their headquarters here: thanks to its special status, Switzerland is home to many organisations such as the UN, the international sports movement, etc. but also to non-profits, foundations and associations. Moreover, many international companies and start-ups do also have their European headquarters in Switzerland which allows WMCH to diversify its efforts and tackle various prominent partners, namely their technology and innovation/media labs and hubs etc.

So far, WMCH has partnered very successfully with the association ParIDigi since 2018 establishing itself as a trusted partner. In 2023, this precious work will be continued. What is more, 2022 has seen the creation of Wikimedia Europe a fact that will now even further strengthen the FKAGEU network and public policy outreach at EU level. More collaboration between chapters in terms of European fundraising is also foreseen and WMCH intends to play an active role in these efforts.

Finally, WMCH will continue to reach out to its neighbouring Chapters seeking to pool resources and projects as well as participating in the wider Wikiverse activities where necessary. As a founding member of Wikifranca WMCH will continue its support. For now, the budget lines are still foreseen under this present impact direction/programme, until further notice.

Finally, WMCH's engagement with other like-minded associations in Switzerland is crucial, ATED and the VSA-AAS are only some prominent examples of this important work.

In addition, 2023 will see the pursuit of a major thread in terms of outreach for the whole of WMCH:

- 175 years of the Federal Constitution - our contribution to a stable democracy

This will enable us to continue becoming more visible and explore new fields of action aligning our press work with our impact directions and related activities. As usual, new partnerships and collaborations will also be sought. Wikimedia CH's External Relations, Public Policy and General Partnerships Programme completely embraces the Wikimedia Movement Strategy enforcing it nationally and internationally through its activities, notably by building partnerships and capacity as well as by ensuring sustainable revenue streams.

### Metrics

The impact is mainly measured through the PR value (also social media impact) as this is a reliable way of evaluation in a given year as well as through fundraising and capacity building goals. Media clippings and other efforts will help us in that sense. Of course, it takes a long time to build and sustain viable partnerships, hence time will help assessing the effectiveness of all undertaken measures. WMCH is still trying to augment the so-called "top of mind awareness" as many people still don't know that there is an association behind Wikipedia and other wiki related projects.

<b>Metric</b>	<b>Planned outcome (target)</b>	<b>Explanation</b>
<i>Total # of participants</i>	NA	
<i># of new editors</i>	NA	

<i>#number of content pages created or improved</i>	<i>NA</i>	
<i>Content reused by other Wikimedia projects</i>	<i>NA</i>	
<i># of people reached in CH through press and communication work</i>	<i>400.000-500.000</i>	<i>Based on calculations of the PR Value (Advertising Cost Equivalent - measure of difference in cost between paying for advertising space and placing an equivalent editorial piece) and the approx. number of people reached through the activities.</i>

**In comparison:** in 2021, where the 20 years of Wikipedia led to a large and varied number of press coverages, we had:

- *45.1 Mio people reached – from Jan to Nov 2021*
- *Estimated PR Value: CHF 1.03 Mio – from Jan to Nov 2021*

This truly is an extraordinary value, which we won't be able to reproduce in 2023 unfortunately.