GLAM PROGRAM

Annual Plan for 2022

Budget for 2022: **140'000 CHF**

GLAM ORGANISATION

GLAM Organisation & Processes

- Build up a GLAM Partnership Management, develop and implement related processes, policies and a service offering.

- Elaborate legal frameworks and agreements for stable and long-term collaboration with Swiss GLAM institutions.

GLAM Marketing & Communication

Budget: 10'000 CHF

- Implement Marketing & Communication activities for the GLAM 2022 Program.

- Concept and implement a GLAM Microsite and / or additional content-related GLAM material.

GLAM PARTNERSHIPS & PROJECTS

GLAM Program

- Strategic alignment of the GLAM Program fostering the thematic focus 'Year of Sound/Audio', expand the GLAM-on-Tour format and implement three to four events.

- Support community-driven GLAM activities in all language regions.

- Expand the cultural heritage awareness campaigns IMD & IAW 2022 in order for other Wikimedia Chapters to participate.

GLAM Project Sponsoring & Support

Budget: 90'000 CHF

- Sponsor GLAM Partner driven projects as well as GLAM+Wikidata initiatives, support activities in the area of open cultural data & digitalisation of cultural heritage such as the Open Cultural Hackathon @SUPSI 2022.

- Support projects in the area of GLAM+Education for GLAM professionals.

GLAM National Network

- Strengthen and expand the Swiss GLAM Partner network.

- Support Wikimedia projects driven by Swiss GLAM institutions and collaborate with like-minded associations.

GLAM Cross-border Activities

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

- Participate in DACH projects such as implementing a new format and initiative 'virtuelle KulTour', implement 'Kulturbotschafter light' and collaborate in developing a GLAM DACH portal.

GLAM DIGITAL COMPETENCE & TECHNOLOGY

GLAM Digital Competence & Applications

- Further improve and maintain the Swiss GLAM applications.

- Support the new Kiwix project to elaborate a prototype for a museum app, based on Wikidata & Wikipedia articles.

- Support the VSA-AAS project for the integration of WMCH map service.

GLAM Technology Cross-border

Budget: 40'000 CHF

- Elaborate and implement the content-related as well as the technical requirements to engage other Wikimedia Chapters and start the global-roll out for the GLAM Statistical Tool 'Cassandra'.

- Elaborate and implement the technical requirement for the WMCH Map Service to accommodate the participation of other Wikimedia Chapters in global campaigns such as IMD / IAW.