



Annual Report 2023

[Wikimedia Switzerland | Main Page](#)

Contents

- [A word from the president](#)
- [A word from the executive director](#)
- [Strategy at a glance](#)
- [2023 snapshot: Key metrics for the year](#)
- [GLAM](#)
- [Education](#)
- [Community](#)
- [Partnerships & Outreach](#)
- [Innovation](#)
- [Looking ahead as a chapter](#)
- [Finances 2023](#)
- [Closing](#)

[download a PDF of this page](#)



Muriel Staub, Wikimedia CH Board President (see the [photo credits](#) - 2)

A word from the president

First things first: **Merci, Grazie, Danke, Grazcha fich** to the Wikipedians and Wikimedians, this community, the donors and partners – and to the members, the team and the board of Wikimedia CH. Every single one of you is helping create a world where information belongs to everyone – and an open, generous community where everyone belongs.

It has been an honour and great joy of my life to serve Wikimedia CH as president of the board. I am humbled by the **commitment and passion** in this community over the years. It's rare – unique, even – for so many people to openly and genuinely share their knowledge, expecting nothing in return other than contributing to an informed society.

I've had the pleasure of watching the Wikimedia CH team and community grow in impact and sophistication.

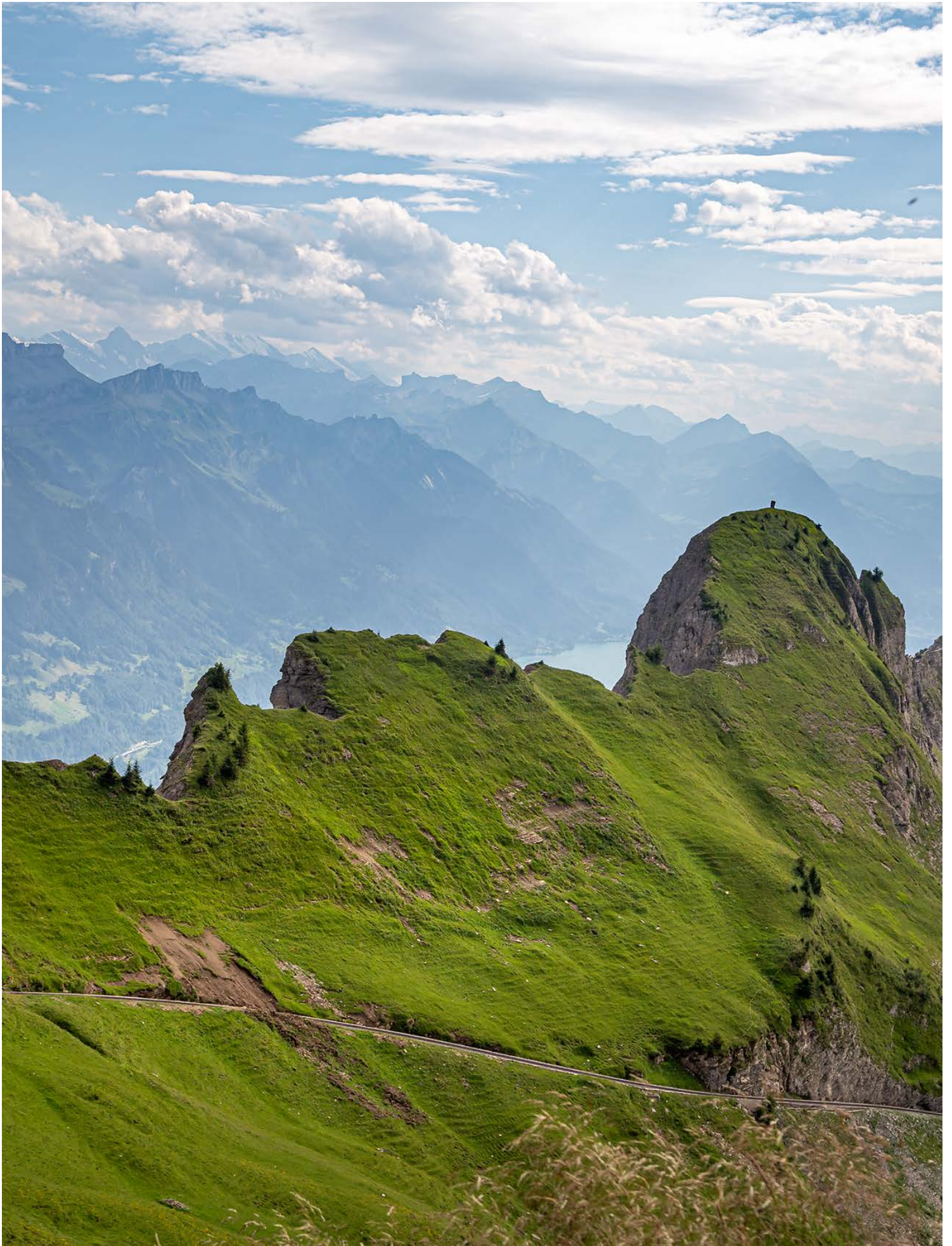
Wikimedia CH helped expand Swiss content on Wikipedia, built new partnerships to promote free knowledge, empowered the Swiss community of Wikipedians and became a trusted player in public affairs around important topics of our times.

I am inspired by the community and Wikimedia CH's ongoing commitment to protecting, collecting and sharing free knowledge. With immense gratitude, I say goodbye as president of the board. While my tenure ends, my commitment does not. Quite the contrary: Endings are beginnings – and our shared mission is far from over.

Muriel Staub

Wikimedia CH Board President

[top](#)





Jenny Ebermann, Wikimedia CH Executive Director ([4](#))

A word from the executive director

The year 2023 was a year of both consolidation and growth for Wikimedia CH. We continued implementing the ambitious plans set out in the 2022-2026 strategy, which have helped us become a major player in the field of free knowledge. As our reach and reputation have grown, so has demand for our expertise, services and financial support.

Our challenge in 2023 was to meet increasing demand while both living up to our quality standards and remaining agile in an ever-changing environment. To that end, we continued to professionalise our operations and outreach, aiming to render our processes, team and communication more effective. We also recruited several new team members to fill empty positions and build our team's capacity. We improved our membership engagement strategy and are working to secure our chapter's financial future by developing new fundraising approaches.

From a programmatic perspective, 2023 was another important year for building relationships, developing new strategies and engaging the community. We celebrated the 175th anniversary of the Swiss Federal Constitution as an occasion to highlight our work advancing free knowledge and the importance of Wikipedia and other open knowledge projects for democracy.

The strategic work done in 2023 to create a more robust, efficient and holocratic organisation has created a strong foundation from which to expand our impact in 2024. We are well-placed at various levels of society – cantonal, federal and European – and across sectors to build on the momentum we have created since launching our five-year strategy in 2022. We are now beginning to have the team and processes in place to make significant strides towards our objectives.

Thanks to the work of our team and our community, we are well-positioned to make even greater strides towards our mission. I am exceedingly proud of what we have accomplished together and of how much we have evolved over the years. I look forward to our focus on impact and our work together in 2024 and beyond!

Thank you to everyone on our team, in our community and throughout our network of partners, donors and supporters for making Wikimedia CH what it is today.

Jenny Ebermann

Wikimedia CH Executive Director

[top](#)



Strategy at a glance

Our vision

As Wikimedia CH, we:

- Open doors and bring people together with the aim of disseminating free knowledge for a smart and open society.
- Enable our communities to share knowledge and connect them with Wikipedia and other Wikimedia platforms.
- Are a collaborative and accountable association representing the interests of our multilingual communities in Switzerland.

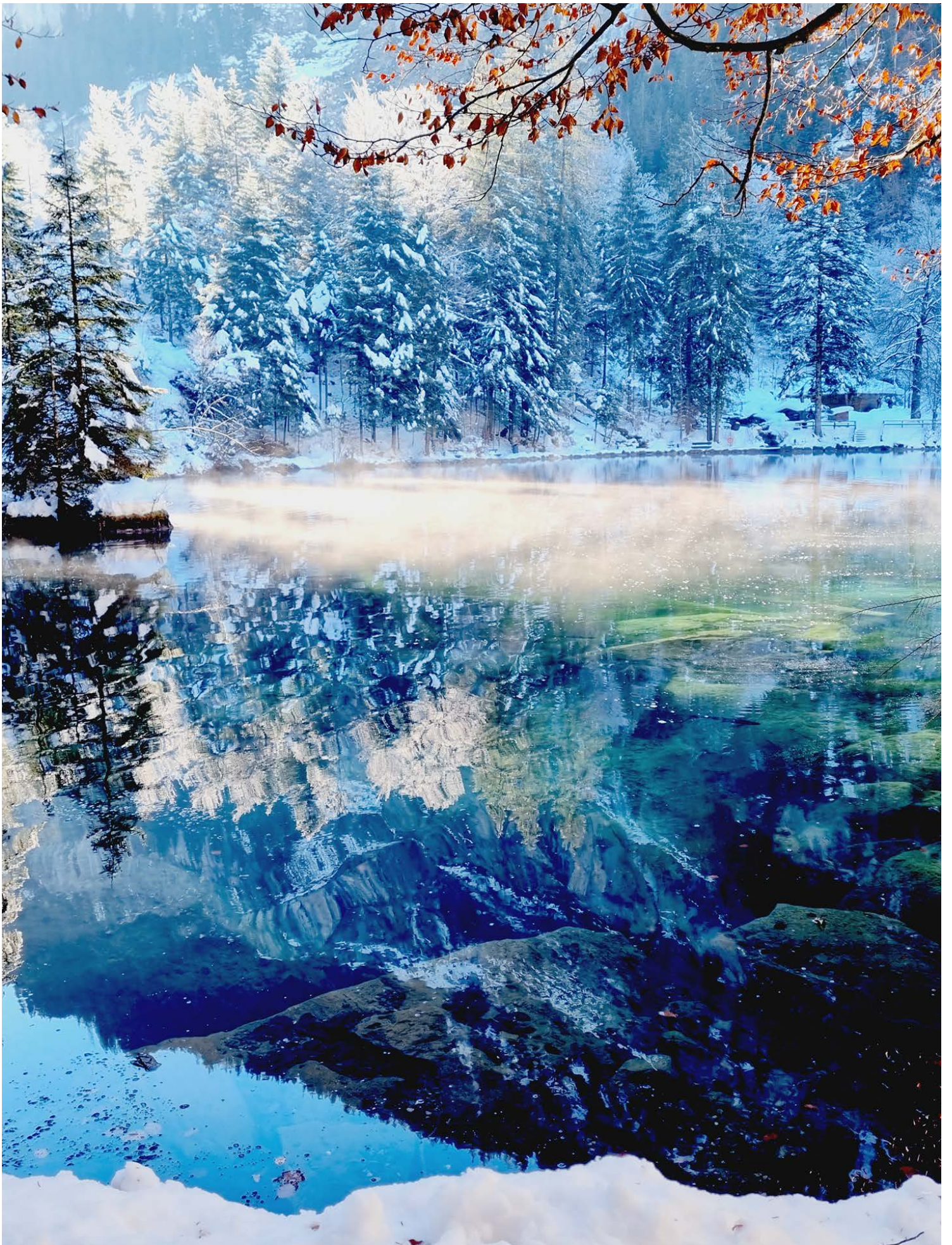
Our mission

- To support our community of volunteers in their work to collect, curate and disseminate free knowledge and promote their contributions to Wikipedia and other Wikimedia projects (more information: [Community website](#)).
- To help Swiss memory institutions share their knowledge, collections and curatorial resources digitally with a global community through a global platform – all this to make (Swiss) cultural heritage and its diversity more accessible to the world (more information: [GLAM website](#)).
- To sensitise all levels of education to sustainable use of digital information (more information: [Education website](#)).
- To advocate for free knowledge, including at the political level (more information: [Outreach website](#)).

Our strategy

Impact directions:

1. [GLAM](#) – We collaborate with galleries, libraries, archives and museums (GLAM) throughout Switzerland to provide digital access to memory institutions' collections and artefacts. We aim to share the country's culture and history in a sustainable format and across all borders.
2. [Education](#) – We deliver and collaborate on education programmes that advance learning at every level, for both children and adults. Our work supports lifelong learning as well as teachers and trainers at schools, universities and other institutions of higher education.
3. [Community](#) – We help the Wikimedia CH community grow, supporting existing members and cultivating new Wikipedians. Among other activities, we train and mentor Wikipedia editors and support the diverse and multicultural interests of our community with targeted programming.
4. [Partnerships & Outreach](#) – We believe in using our unique position in the field of information exchange to be an influencer on national and international issues concerning open access and open knowledge. We offer our viewpoints on copyright, technology and more.
5. [Innovation](#) – Our Innovation Lab is a dedicated space for experimentation and improvement that helps us anticipate and address societal changes while optimising projects that advance our core purpose. We aim to create a safe framework to explore bold ideas, exchange knowledge and improve tools in an accessible, non-judgmental way.



2023 snapshot: Key metrics for the year



Wikimedia CH reached 2 million people in Switzerland this year.



And we welcomed 150 newly registered users among 1,500 participants.



30,000 content pages were created or improved across all Wikimedia projects.



And 12,000 items of content were reused by other Wikimedia projects, showing we focused on quality impacts over mass uploading.



5 - Le lieu où se réunissaient tous
magiciens de la terre se trouvait
bord de l'océan.

Cet endroit se nommait Méduse
familles y vivaient.

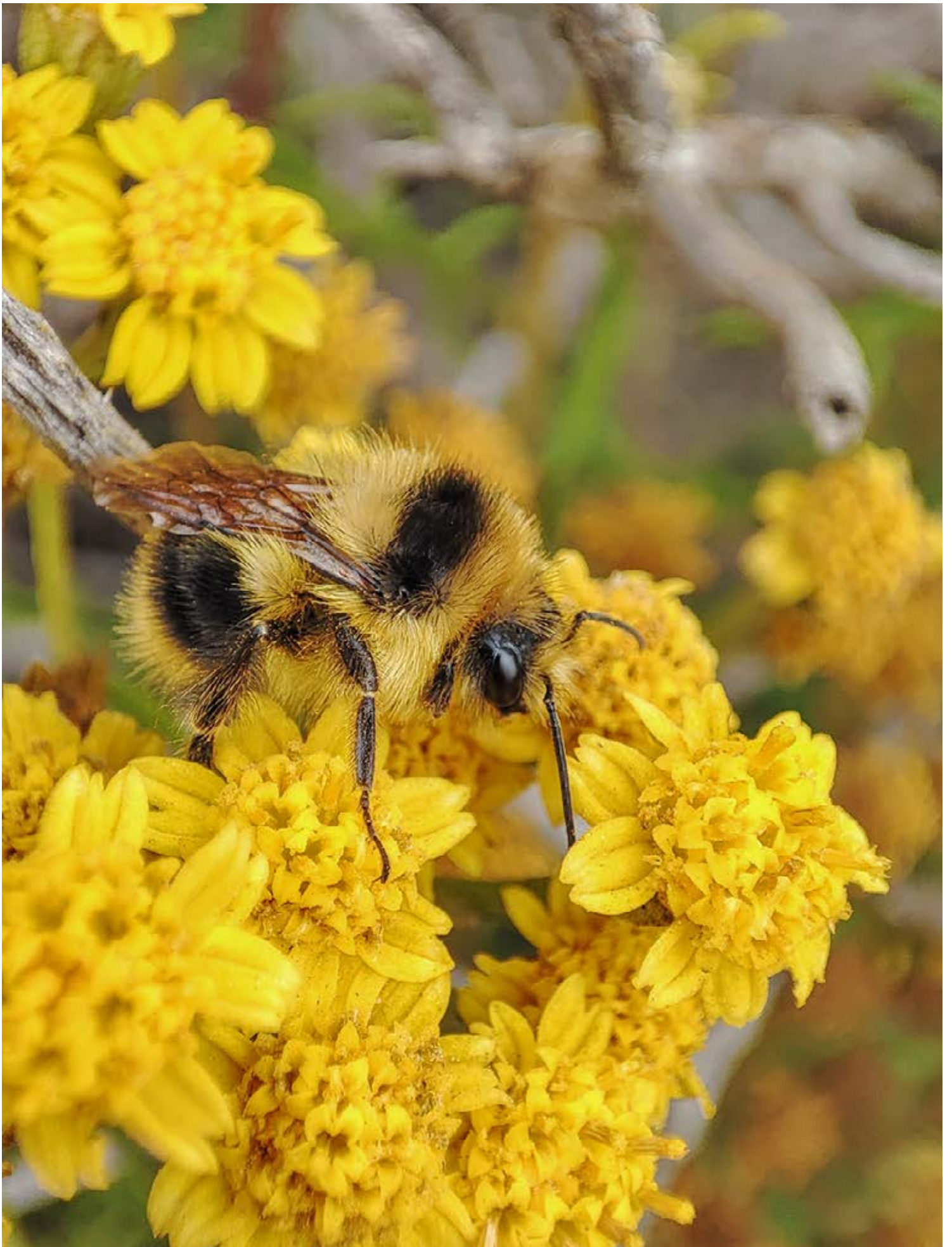
GLAM

(Galleries, libraries, archives and museums)

GLAM's strategy focuses heavily on supporting inclusivity in cultural institutions. In 2023, this work centred around museums, as per the new definition of museums announced by the International Council of Museums (ICOM) in 2022, but it also touched on more general efforts in the programme. We lent our expertise and time to amplifying access to cultural knowledge and enhancing gender equity both in the professional field and in the collections' representation of female artists. We gathered best practices from other GLAM institutions and like-minded organisations and worked to translate them for the Swiss museum landscape. We continued to strengthen our relationship with ICOM, positioning our chapter as an important partner to help realise their strategic goals.

[more about GLAM](#)

[top](#)



Education

Despite transitions within Programme Education, the team still implemented most of the annual plan. What's more, not having an Education Lead for half of the year opened up opportunities for collaboration with other programmes and for other team members to advance Education projects. The Community Managers, in particular, stepped up to meet the demand for educational activities and support the new Education team members.

[more about Education](#)

[top](#)

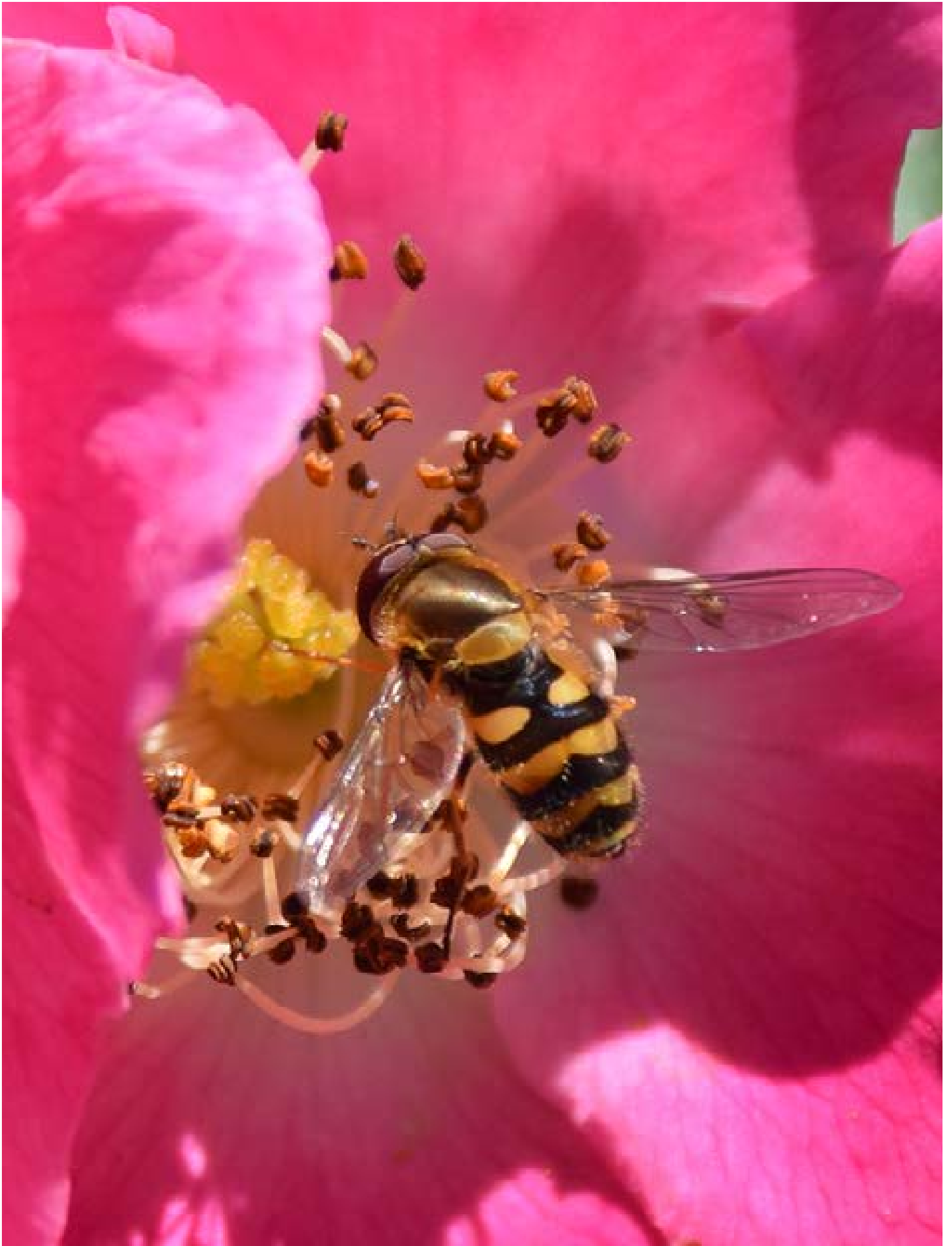


Community

This year was full of activities that engaged Wikipedians and volunteers in Switzerland's three major language regions. It was also a year of strong collaboration with the other programmes. With a complete team and diverse language capabilities, the Community Managers played an important role in activities that technically fell under programmes such as GLAM, Education and Outreach. This was a testament to the team's engagement and commitment to our mission, as well as their valuable individual expertise. Going forward, this collaboration will create a strong foundation for one of the programme's core goals: to engage the Wikimedia Community around all programmes to multiply impact.

[more about Community](#)

[top](#)



Partnerships & Outreach

In 2023, our focus was two-fold: continue our advocacy work by fostering our collaboration with like-minded organisations and strengthen our outreach work with an approach more aligned to communication, fundraising and association member management. In terms of advocacy, we continued to engage with partners like Parldigi and the Alliance Digitale in Switzerland, as well as European partners like the Free Knowledge Advocacy Group EU (FKAGEU) through Wikimedia Europe. At the national level, we provided feedback on two different public consultations on proposed laws. We also decided on a new thematic focus for the chapter, “Building a more inclusive future”, and we developed and began implementing a new membership engagement strategy.

[more about Partnerships & Outreach](#)

[top](#)

|

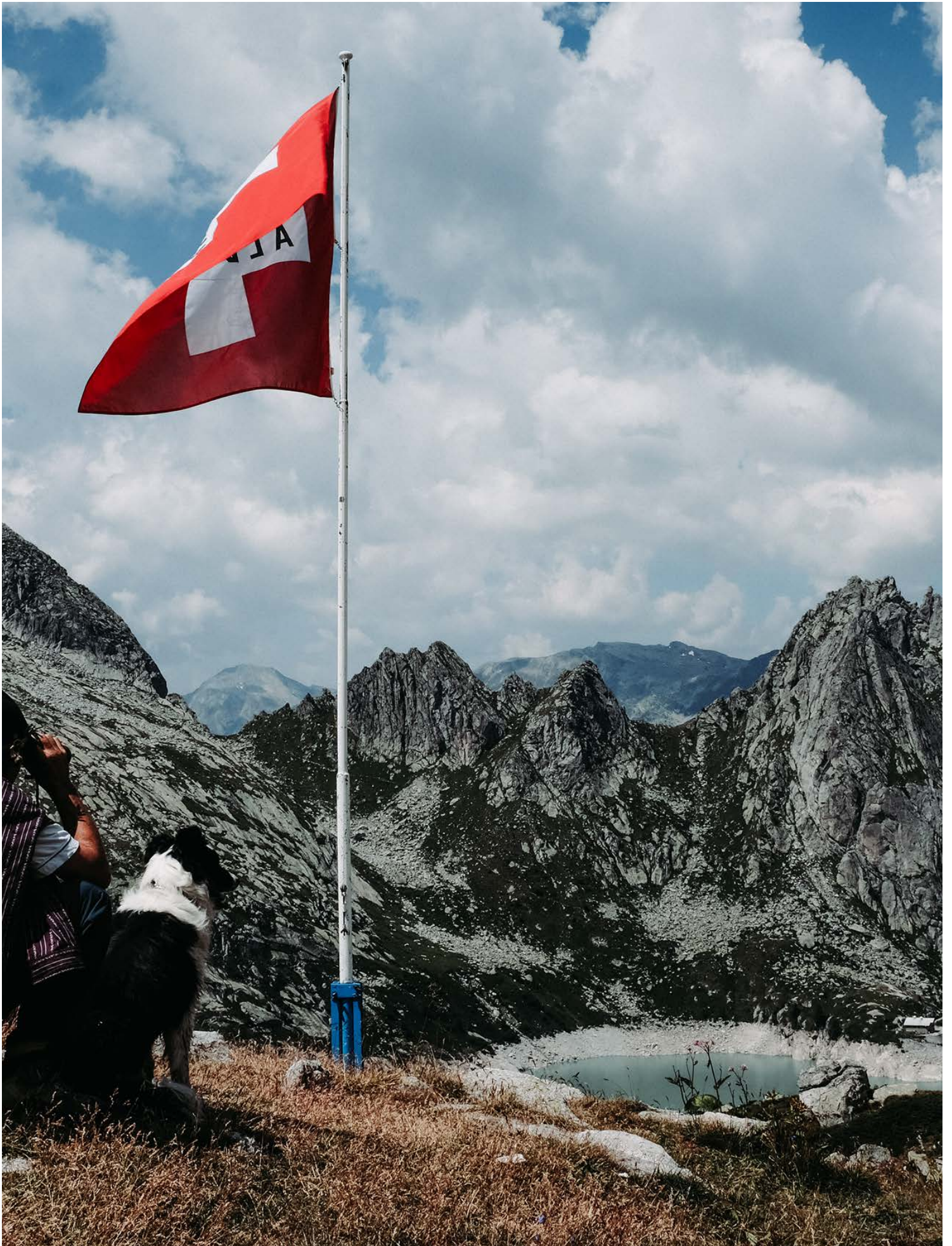


Innovation

In 2023, we celebrated the one-year anniversary of our new strategic impact direction around experimentation and innovation. The goal of the Innovation programme is to create a space and a framework for Wikimedia CH to become a learning organisation while identifying and advancing projects that support our core purpose. The programme forged important partnerships around topics like the knowledge gap, AI and climate change, among others. It also continued to support innovation within the other programmes and advance internal systems and processes that improve coordination and efficiency.

[more about Innovation](#)

[top](#)



Looking ahead as a chapter

Looking ahead, 2024 will see further movement on our path to organisational efficiency. Our participation in the “Value for Good” programme, our work to measure and improve our environmental impact and our collaboration with local works councils will help us continuously improve in all areas of our organisation.

Going forward, we will prioritise external relations and policy work, building on the excellent results we have achieved in past years through our partnership with Parldigi and other actors in Switzerland. We will also continue to collaborate closely with Wikifranca and Wikimedia Europe, both relatively new structures that need time to become fully operational.

With new GLAM and Community strategies in place and reflected in the annual plans, we will start implementing the various activities with a renewed focus and restructured teams. We hope to quickly recruit a new GLAM Manager to replace our previous one, who left at the end of 2023, so we maintain momentum.

In terms of recruitment, we will also ensure that the back office is staffed appropriately and can operate effectively. With our new Operations Lead starting in January, it is a good time to assess roles and responsibilities and ways of

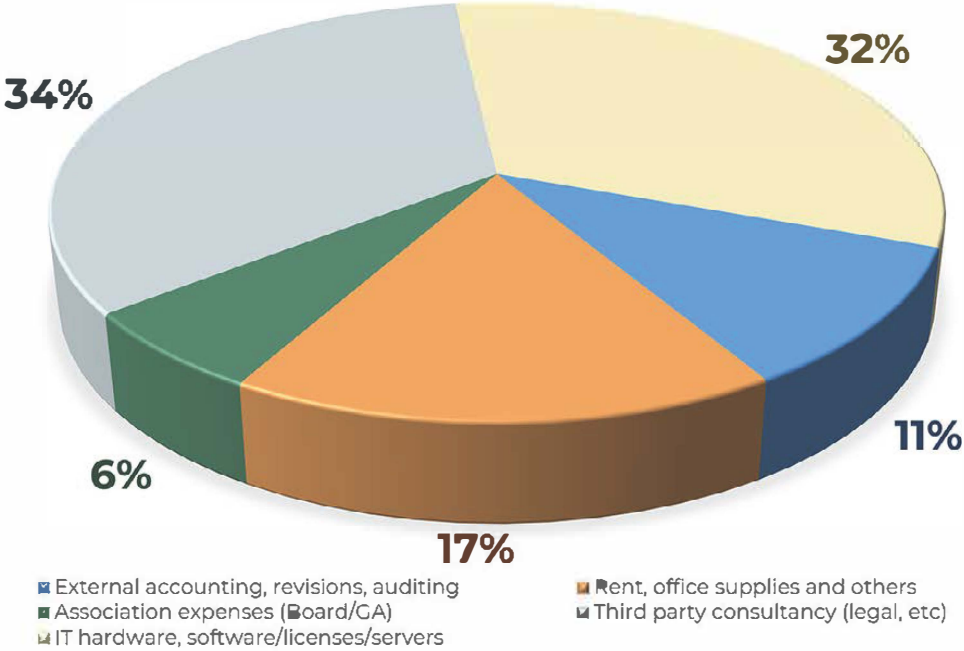
working to improve our efficiency. We have still been unable to recruit for certain competencies and for roles currently lacking in our organisation that need attention, such as digital fundraising and HR. We hope to find a way to add these skills to our team, whether by recruiting a new team member or working with an external consultant.

Overall, we're looking forward to building upon the learnings and successes of the past year as we move into a new one. With a more effective structure and processes, a stronger, more robust team and an improved approach to community and member engagement, we are well-placed to expand our impact in Switzerland and beyond.

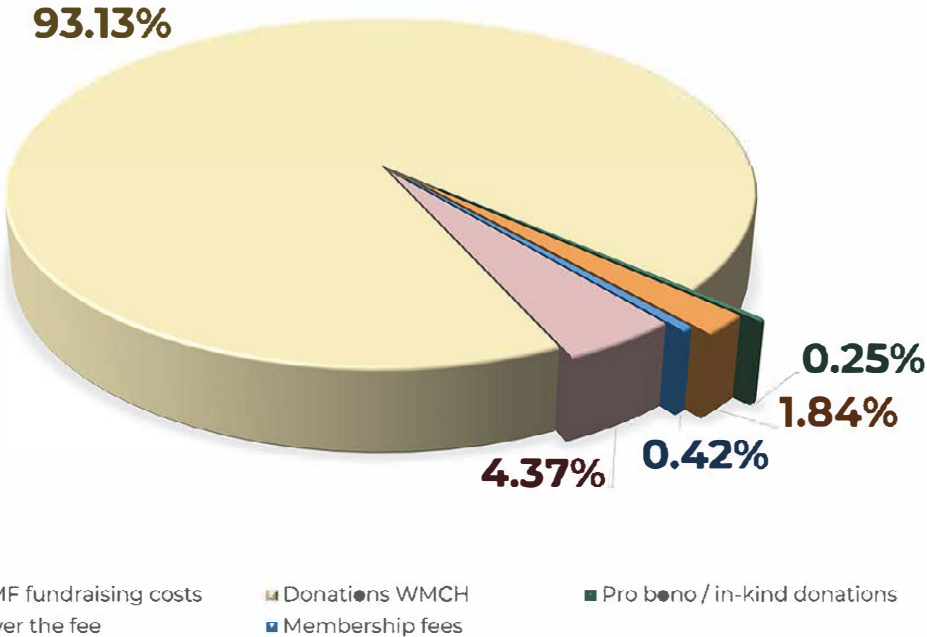
[top](#)

Finances 2023

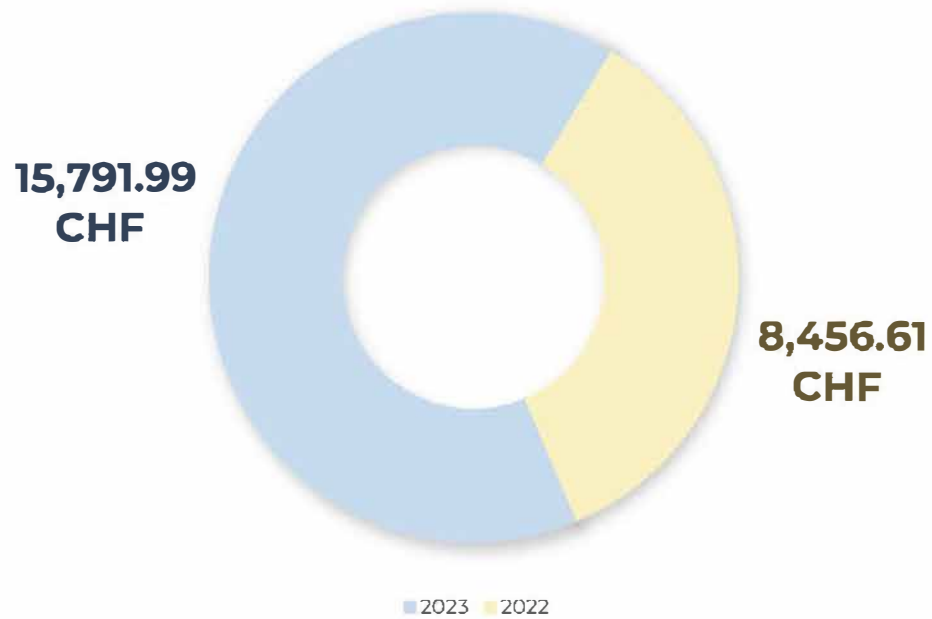
Operational expenses



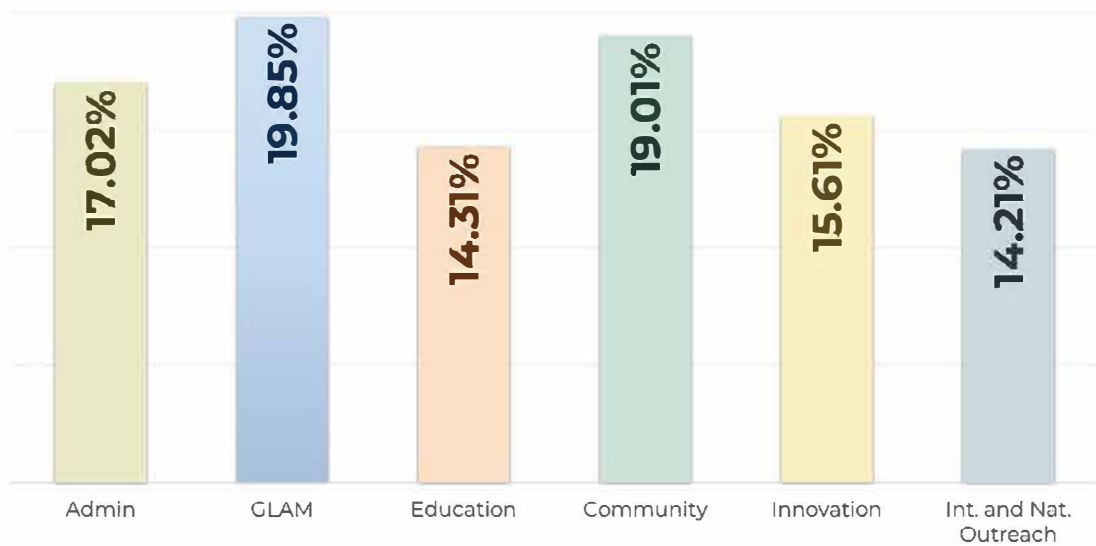
Revenues, total: CHF 3,759,903.52



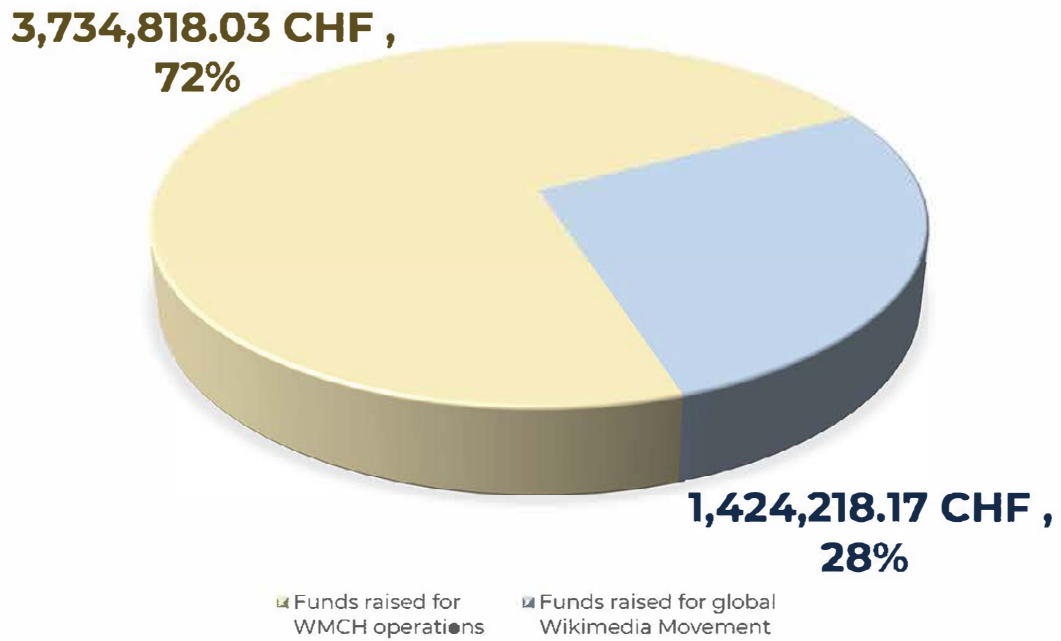
Membership fees



Budgetary distribution in Switzerland, total: CHF 2,123,386.96



Distribution of total funds (WMCH & Wikimedia Movement), total: CHF 5,159,036.20





Support free knowledge!

Join us in supporting access to free and unbiased knowledge. Besides being an active member in Wikimedia CH, or a contributor to Wikipedia and its sister projects, you can [give tax-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.

[donate](#)

Wikimedia CH would like to thank the staff, community, board, partners and donors for making these projects possible. Together, we are working towards a diverse, open and, above all, knowledgeable society in Switzerland and beyond.

[download a PDF of this page](#)

[view & download the full-length report \(all content from all pages\)](#)

[contact us](#)

Photo credits

1. Picturesque alpine flowers in the Gällihorn region of [Kandersteg](#). An entry in [Wiki Loves Switzerland 2020](#). [Photo](#) by Dghosal - own work, CC BY-SA 4.0.
2. Muriel Staub, Wikimedia CH 2023 Board President. [Photo](#) by Wikimedia CH.
3. [Brienzer Rothorn](#). Entry in [Wiki Loves Switzerland 2020](#). [Photo](#) by Philipp Ramseier - own work, CC BY-SA 4.0.
4. Jenny Ebermann, Wikimedia CH Executive Director. [Photo](#) by Wikimedia CH.
5. [Lauterbrunnen](#) in spring. Entry in [Wiki Loves Switzerland 2022](#). [Photo](#) by Giles Laurent - own work, CC BY-SA 4.0.
6. [Blausee](#) in a winter fairy tale. Entry in [Wiki Loves Switzerland 2022](#). [Photo](#) by Dini78 - own work, CC BY-SA 4.0.
7. [Parc de la Légende](#) in [Lausanne](#). This photo was an entry in [Wiki Loves Monuments 2019](#). [Photo](#) by Kanouch - own work, CC BY-SA 4.0.
8. Bumblebee on a goldenrod flower. Entry in the [Wiki Science Competition 2023](#), a global photo contest. [Photo](#) by Lavandulifolia - own work, CC BY-SA 4.0.
9. English daisies (*Bellis perennis*) on the shore of [Lake Geneva](#) (lac Léman), Montreux, during early spring. Entry in [Wiki Loves Switzerland 2022](#). [Photo](#) by Matias Senger - own work, CC BY-SA 4.0.
10. A bee gathering pollen on a pink flower. Entry in [Wiki Loves Switzerland 2020](#). [Photo](#) by Gnu-Bricoleur - own work, CC BY-SA 4.0.
11. A new monohedral polyhedron of type 3 with genus 1. It has 28 vertices, 56 faces and 84 edges, and it exhibits dihedral D_7 symmetry. The image was rendered in Blender and the polyhedron was set in scene with an iridescent surface of mother-of-pearl. The

picture is part of the article "New families of monohedral polyhedra", submitted for publication in the "Journal of Mathematics and the Arts", in collaboration with Nina Hungerbühler and Marcel Pirron. Entry in the [Wiki Science Competition 2023](#), a global photo contest. [Photo](#) by Norbert Hungerbühler - own work, CC BY 4.0.

12. Hiking in the Swiss mountains near [Albigna Lake](#). Entry in [Wiki Loves Switzerland 2020](#). [Photo](#) by Lea.C.B - own work, CC BY-SA 4.0.
13. [Lauterbrunnen](#). Entry in [Wiki Loves Switzerland 2022](#). [Photo](#) by Dini78 - own work, CC BY-SA 4.0.

Wikimedia CH would like to thank the staff, community, board, partners and donors for making these projects possible. Together, we are working towards a diverse, open and, above all, knowledgeable society in Switzerland and beyond.

[download a PDF of this page](#)

[return to the main page \(not full-length\)](#)

[contact us](#)