Annual Report 2022

Wikimedia Switzerland | Full-Length Report

Contents

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Muriel Staub, Wikimedia CH Board President (3 - see the photo credits at the end of the page)

A word from the president

A quote from Alan Watts says, "*The only way to make sense out of change is to plunge into it, move with it and join the dance.*" I feel that's what we do at Wikimedia CH because things are constantly changing – and we are changing with them.

In fact, 2022 was a year of continuous transformation for our chapter: new focus areas, a new strategic impact direction, new ways of working and new team members. As the first year of our new strategy, it challenged us to be more agile, experimental and focused as we create a strong foundation for the next five years and beyond.

Despite all of this change, we continued to make significant strides towards our vision of promoting free knowledge. For instance, Wikipedia consistently ranks as one of the top-visited websites in Switzerland. Also, Wikipedia is and has been an essential resource for machine learning models such as ChatGPT in developing its knowledge base and improving its ability to generate responses.

As we look ahead towards 2023, **Wikimedia CH aims to create new ways to serve our community** as we advocate for free knowledge in Switzerland and beyond. If you have ideas on how we can do even better, please reach out and share your thoughts with us.

While we will continue to evolve, **one thing remains constant: the passion, generosity and commitment of everyone who makes Wikimedia CH what it is.**

So let me say: Merci, Grazie, Danke, Grazcha fich to the Wikipedians and Wikimedians, to this community, the donors and partners – and to the team, the board and the members of Wikimedia CH. Without you, our work to ensure everyone has access to free knowledge would not be possible.

Muriel Staub

Wikimedia CH Board President

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Jenny Ebermann, Wikimedia CH Executive Director (5)

A word from the executive director

The year 2022 was an inflection point for Wikimedia CH. We saw significant change within our team, as well as an important evolution in our organisational structure and functioning. Nevertheless, we maintained continuity in our programmatic activities and in building a sustainable basis for our chapter.

In a way, 2022 was the year we began to harvest the fruits of the last five years of work as an organisation. From 2017-2021, we laid the foundation for financial independence, for more strategic projects and for an integrated, mindful organisational culture. In 2022, we began to reap the benefits of that work as we implemented the new strategy, grew our team, diversified our funding sources and explored new ways of working.

It was also an important year for building relationships and engaging the community around all of our impact directions. While in-person events allowed us to reconnect with volunteers and partners, we also maintained virtual collaboration, which opened projects up to contributors worldwide and ensured our work was accessible to all.

Our annual theme, the "Year of Sound", celebrated 100 years of radio in Switzerland, gave a uniting thread to our activities and helped us engage volunteers and partners. Meanwhile, we developed new strategies for Programme Education and our newly created Innovation Lab, which led to a successful collaboration between the focus areas to improve educational tools and approaches. Supporting all of this were our outreach efforts, which included partnerships, advocacy, fundraising and improving our communication channels to better share our impact.

Thanks to the work of our team and our community, we have become a trusted partner to organisations throughout Switzerland, Europe and the world to promote free knowledge, which is key to a functioning democratic society. I am exceedingly proud of what we have accomplished together and of how much we have grown, both in size and in sophistication. I look forward to our future evolution and to our work together in 2023 and beyond.

Thank you for all that you do and for making Wikimedia CH what it is today.

Jenny Ebermann

Wikimedia CH Executive Director

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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 the Wikimedia universe.

- Are a collaborative and accountable association representing the interests of our multilingual communities in Switzerland.

Our mission

- To collect, curate and disseminate free knowledge.

- To promote the work of contributors (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.

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. **Experimentation & 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.

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2022 snapshot: Key metrics for the year

Wikimedia CH reached 2 million people in Switzerland this year.

And we welcomed 150 newly registered users among 900 participants.

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

And 10,000 items of content were reused by other Wikimedia projects, showing we focused on quality impacts over mass uploading.

GLAM

(Galleries, libraries, archives and museums)

Overview

The GLAM programme was significantly impacted by changes in the team this year. With the departure of the long-time GLAM Manager and the subsequent hiring of a new Lead, our goal was continuity rather than growth. While it was a challenge, the remaining team members stepped up to maintain the planned activities. We engaged a new team member, Amandine Cabrio, who first worked part-time and later moved to 80% with the new GLAM Lead, Sandra Becker. Sandra was previously a culture ambassador and has accumulated significant knowledge of the Movement as an active Wikipedian for more than 10 years.

Despite the upheaval in the team, Programme GLAM remained focused on strategic alignment, building partnerships, strengthening tech tools and expanding cross-chapter collaboration. The team kept very busy with activities around the [Year of Sound](#) annual theme, three in-person GLAM-on-Tour events, cross-chapter events like International Archives Week and International Museum Day, the GLAM Wiki group and GLAM Digital. These activities also helped us continue to develop and strengthen new and existing GLAM partnerships.

Ad for the International Archives Week 2022 (9)

16471. P. Z - ZÜRICH, SCHWEIZERISCHES LANDESMUSEUM.

Highlight activity

A hallmark activity for the GLAM programme was International Museum Day 2022 (IMD2022) in collaboration with the International Council of Museums (ICOM), the German and Austrian chapters and GLAM partners. As in past years, we supported the various events and initiatives that call on volunteers worldwide to increase the visibility of museums in Wikimedia projects.

For this year's theme, "The Power of Museums", we developed a coordinated communication plan for the 27 participating Wikimedia chapters and helped increase Swiss museums' visibility through the [WMCH Map Service](). We also supported a Wikidata competition and various events around Switzerland and across borders.

As a result of our work, IMD2022 saw significantly more Wikimedia chapters participating than in previous years, especially from the Global South. This is especially important as one of ICOM's new strategic goals is around inclusivity in museums. Wikimedia CH supported the Wikipedia user group from Benin with a microgrant for a Benin Museum Tour with a workshop and edit-a-thon.


More than 25 Wikimedia chapters and groups worldwide supported International Museum Day 2022 by ICOM. Wikimedia CH led the Wiki campaign, calling for museum information to be added to Wikipedia and thus made freely accessible. (11)

Key programme activities

- Celebrated 100 Years of Radio in Switzerland with thematic activities around the [Year of Sound](), including an audio workshop for [SBB Historic]() and a [conference]() at the ENTER Museum in Solothurn.

- Organised three in-person GLAM-on-Tour events in partnership with important GLAM partners: one at the [Neues Museum Biel]() in June, another at the [Zentralbibliothek Zurich]() in September and the last with the [Montreux Jazz Archives]() in November.

- Created a series of WikiRomandie meetups for GLAM professionals to share how they contribute to Wikimedia projects and support each other as colleagues, despite working at different institutions.

- Supported [International Archives Week 2022]() in partnership with the Association of Swiss Archivists (VSA-AAS), focusing on the theme [#ArchivesAreYou]().

- Completed a [joint pilot project]() with the Museum of Natural History Neuchâtel to digitalise a world-famous collection of fish fossils and make it freely available on Wikimedia Commons.
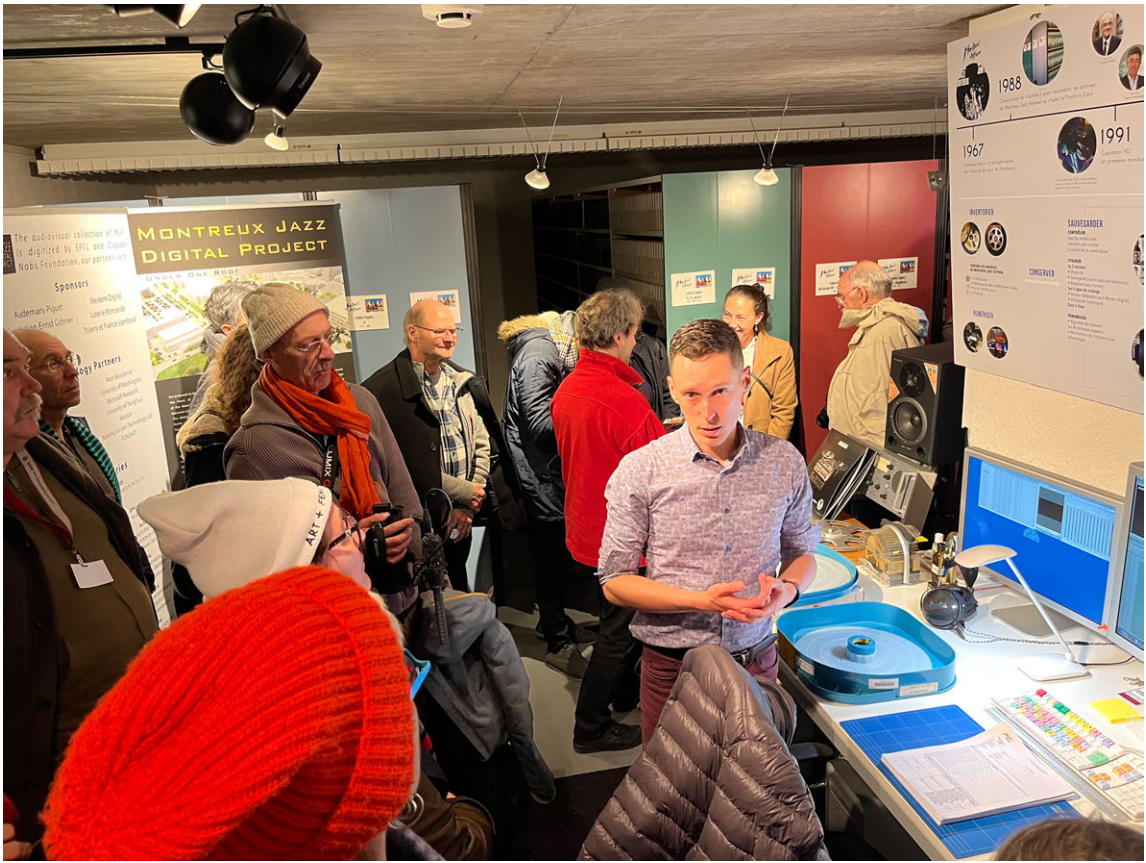
GLAM-on-Tour with the Montreux Jazz Archives, November 2022 (13)

An Instagram ad for the September 2022 meetup of the WikiRomandie series (14)

commune de milvignes

Journée des archives
samedi 11 juin 2022

La Commune de Milvignes et le Service intercommunal d'archivage (SIAr) vous invitent à découvrir les dessous du collège des Vernes - en particulier les archives qui y sont conservées - et vous proposent de vous initier à la mise en valeur du patrimoine neuchâtelois dans l'encyclopédie Wikipédia.

PROGRAMME :

100 Jahre ans anni

VSA–AAS
Verein Schweizerischer
Archivarinnen und Archivare
Association des archivistes suisses
Associazione degli archivisti svizzeri

WIKIMEDIA CH

1. Visite guidée
10h-12h
Collège des Vernes, exposition et dépôt des archives
Rendez-vous à l'entrée du collège des Vernes

2. Atelier Wikipédia (avec garderie pour enfants)
13h30-16h30
Salle du Conseil général (rue Haute 20, Colombier, entrée est du bâtiment, 2e étage)
Débutant·e·s bienvenu·e·s.
Prenez votre ordinateur portable !

Cet atelier est soutenu par Wikimedia CH. www.wikimedia.ch

Pour des questions d'organisation, nous vous remercions de vous inscrire jusqu'au 7 juin 2022 à l'adresse milvignes.communication@ne.ch en indiquant à quelle/s activité/s vous souhaitez participer.

Poster for Archives Day, June 2022, which included a guided tour of Vernes College and a Wikipedia workshop (15)

POISSONS FOSSILES
"AGASSIZ"
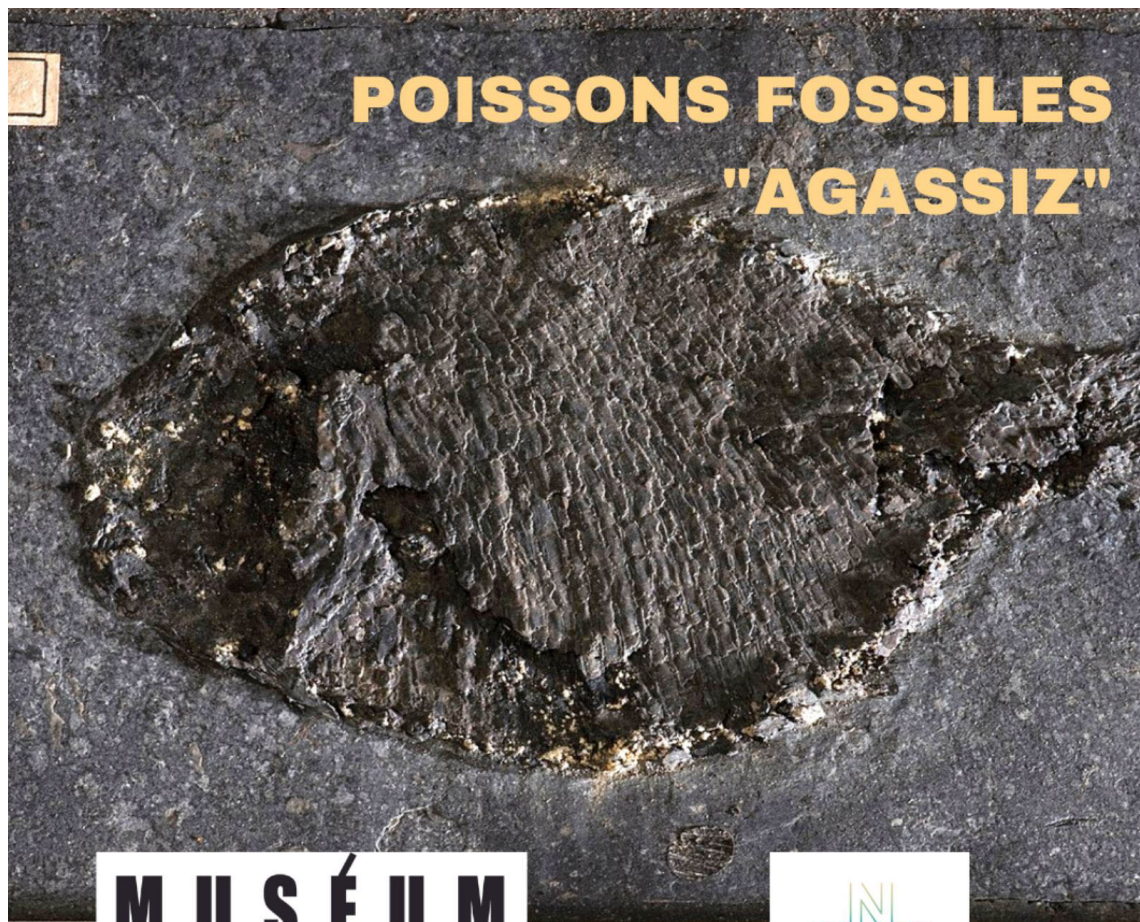
MUSÉUM
D'HISTOIRE NATURELLE
NEUCHATEL

VILLE DE Neüchâtel

WIKIMEDIA CH

The world-famous fish fossil collection at the Museum of Natural History in Neuchâtel, created in 1830, has been largely digitised and is freely available on Wikimedia Commons (16)

- Supported the 8th Swiss Open Cultural Hackathon (GLAMhack 2022) organised by OpenData.ch, bringing together those passionate about GLAM and coding to work on various projects focused on sound and audio.

- Organised and participated in various meetings with the GLAM partner group.

- Partnered with the City Library of La Chaux-de-Fonds for the UNESCO World Day for Audiovisual Heritage to make files from the Neuchâtel sound archives available on Wikimedia Commons.

- Cooperated with VSA-AAS to implement our map service on their website – a project that will be continued in 2023.

- Participated at the GLAM Europe meeting in Prague.

- Coordinated a partnership with the Museum of Communication to do a beta test there of the museum app [Makumbushu](#) by [Kiwix](#).

- Rolled out the [GLAM Statistical Tool](#) to other chapters, and several have acquired it.

Programme impact

- We helped increase the number of chapters participating in the [IMD2022](#) to a record 27 chapters and supported them with a coordinated communication plan.

- Thanks to team members stepping up and taking on additional responsibility, we succeeded in carrying out all planned GLAM activities despite significant upheaval in terms of personnel.

- We engaged two new members with the GLAM Wiki Network and welcomed several new GLAM professionals to the community. These included a curator who runs an art fair focused on female art and who has invited the GLAM Lead to speak in a panel discussion about improving data in female art during the fair's next edition.

Looking ahead

In autumn, ICOM released a new definition of "museums." The new definition includes key challenges for museums going forward, such as equity, accessibility, digitalisation, sustainability, knowledge sharing and others. In light of these challenges, we see an opportunity to support various topics related to museums. More specifically, we aim to explore ways to support more inclusive museums, amplifying access to museums' wealth of knowledge and enhancing gender equity both

in the professional field and in the collections' representation of female artists. To this end, we will gather best practices from other GLAM institutions and like-minded organisations and then see how we can translate them to the Swiss museum landscape. We also aim to continue strengthening our relationship with ICOM, positioning our chapter as an important partner to help realise their strategic goals.

While we anticipate significant work around museums, we won't forget other GLAM institutions. Throughout all our activities, we will continue to protect and promote free knowledge around heritage, culture and history, which has been threatened by recent events, such as the war in Ukraine, the COVID pandemic and climate change. We will continue to work towards gaining new partners, particularly among Swiss galleries, as well as strengthening our existing relationships with GLAM institutions and bolstering outreach to the community.

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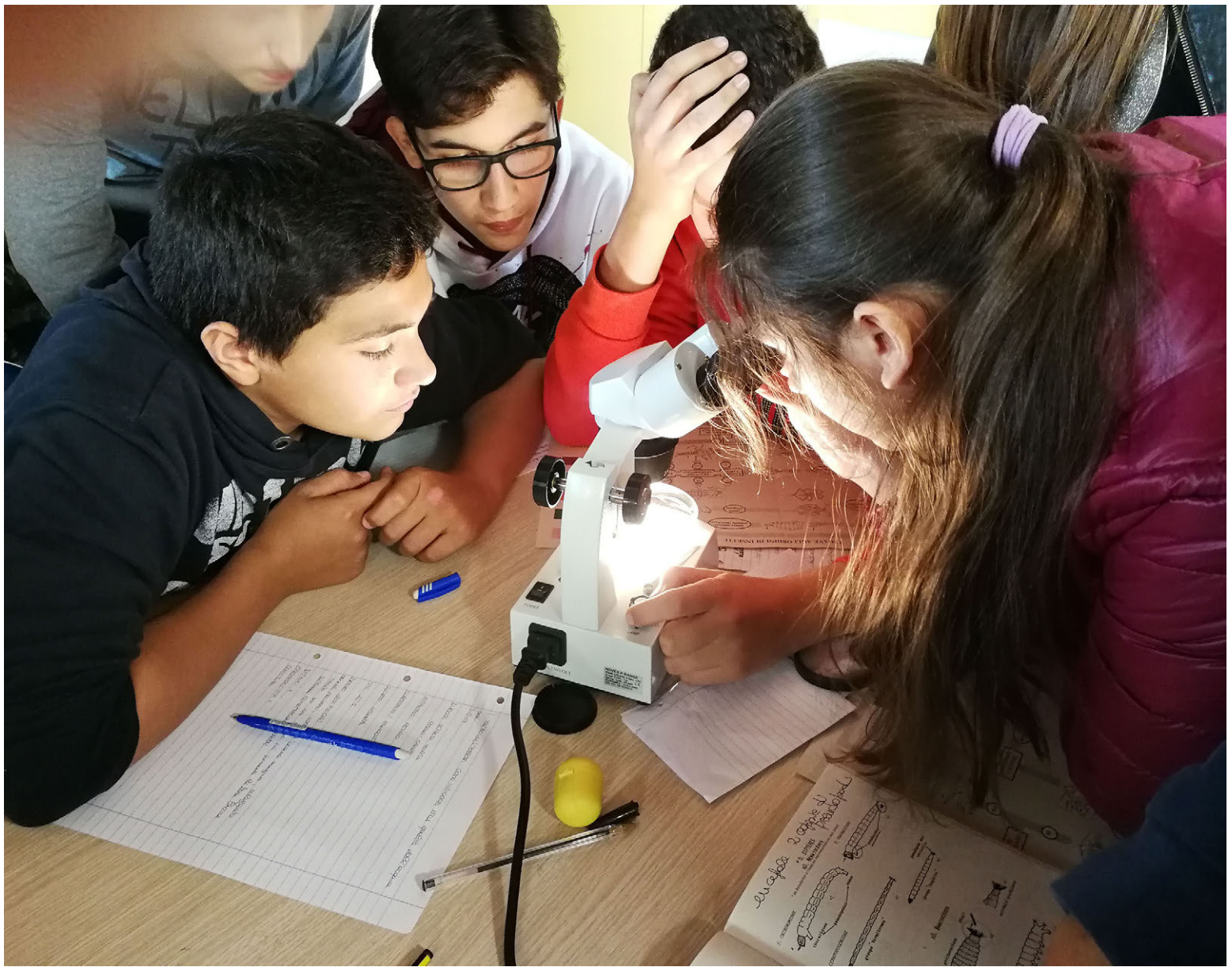
Education

Overview

Programme Education also saw important changes in 2022. As the long-time Education Manager, Ilario Valdelli, transitioned out of the role to lead the new Programme Experimentation & Innovation, we welcomed a new team member to manage Education activities in the

second half of the year. Unfortunately, that position is again open, and we had to start over with recruitment to fill it.

Beyond personnel changes, a key activity for the programme was the development of a new Education Strategy with the support of an external consultant. See the highlight activity for details about the new strategy.

Another important activity was the collaboration with the newly created Innovation Lab on the Women++ deploy(impact) Hackathon. Hackathon participants demoed potential improvements to key online educational tools, highlighting the benefit of having a dedicated space for experimentation and its demonstrable impact on the education sector and beyond.

Highlight activity

As mentioned in the overview, creating a [new Education Strategy](#) was critical to ensuring that Wikimedia CH remains at the forefront of the evolving education sector. With school curriculums changing to keep up with technological and pedagogical advancements, it is critical that we, too, evolve our approach. This evolution is essential to achieve our vision of being a relevant and recognised player in the Swiss education system.

Outsourcing the strategy's creation was key to this goal. By bringing in an external consultant, we were able to refresh our internal knowledge while discovering new opportunities.

The new strategy focuses on six guiding principles:

1. Engage, empower, network and trust teachers.

2. Establish stable partnerships.

3. Weave programmes and events, formal and informal

4. Nurture regional good practices.

5. Take care of collaborators.

6. Share in the Movement.

These principles will guide initiatives in four key domains: media and information literacy, learning about topics, learning about web technologies, and developing and contributing to Wikimedia projects.

As in the past, Programme Education aims to support learners and educators from primary school to high school, higher education and life-long learning, both formal and informal. We aim to continue building and supporting scalable partnerships, event models and learning tools that make knowledge and learning resources available to students and teachers alike.

Wikimedia CH Education Strategy 2022-2026 (20)

Key programme activities

- Collaborated with the new Wikimedia CH Innovation Lab to submit two challenges to the Women++ [deploy(impact) Hackathon](#): one on the Wikimedia CH platform [OpenEdu.ch](#) and one on [Wikimini](#), the Wikipedia for kids. (See the [highlight activity for Programme Experimentation & Innovation](#) for more details.)

- Organised an [awards ceremony](#) and related outreach for the Swiss winners from the [Wiki Science Competition 2021](#) held at the end

of last year. The celebration was a collaboration with Università della Svizzera Italiana, the University of Applied Sciences and Arts of Southern Switzerland (SUPSI) and Foundation IBSA.

- Provided workshops to teach high school students how to write and edit articles for Wikipedia per requests from partner schools.

- Organised and led a workshop for teachers on "Understanding Wikipedia for real".

- Offered an [interactive workshop](#) for young people called William Tell's Escape Box as part of the Media in Piazza, a series of events in the canton of Ticino that brings together organisations and people working in the field of media and digital education.

- Partnered with Service Civil International (SCI) Schweiz to organise the Wikipedia Workcamp [CH-SCI 4.1 Wikipedia for Peace & Media Responsibility](#) with the theme of "Peace and Disarmament".

At SUPSI's Dalle Molle Institute of Swiss Artificial Intelligence Studies. A finalist in Switzerland's Wiki Science Competition 2021. (22)

Programme impact

- We worked with the new [Innovation Lab](#) to advance free online educational platforms, including supporting [Wikimini](#) and migrating [Le Dico des Ados](#) onto our servers.

- As a result of the Women++ [deploy(impact) Hackathon](#) in partnership with the Innovation Lab, we identified potential improvements to both [OpenEdu.ch](#) and [Wikimini](#).

- We successfully carried out all planned Education activities despite transitions within the team.

- We collaborated with other programmes on various activities to ensure a more holistic approach to our Education goals.

Looking ahead

In 2023, we will focus on what has been identified as "the missing link": teacher training and lifelong learning. We will do this by strategically promoting the use of Wikimedia projects and specific tools (such as OpenEdu.ch and Dico des Ados) in schools and by offering a new certification that enables volunteer trainers to validate their work. We aim to create a more sustainable approach to the concept of "training the trainer" and empower teachers and trainers to use these tools in their classrooms.

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Community

Overview

In 2022, our work in Programme Community continued to be organised around four main areas: community health, community building, recruiting and international collaboration. Per our lessons learned in 2021, our activities focused even more on community needs and community-driven initiatives, such as a bilingual workshop in collaboration with Programme GLAM. We also began looking more at our online community and improving online projects for remote participants.

To better support our growing community, we strengthened the team this year by hiring a new Community Lead for Switzerland at 80% and a new Community Manager for the Italian-speaking area at 40%. With more team capacity, we will be able to get closer to our community members and volunteers to better understand and support their needs.

Highlight activity

One activity this year that exemplified our new Community strategy was [a workshop](#) we organised at the Buchwald Nature Teaching Centre (Naturlehrgebiet Buchwald). The goal of the workshop was to create and improve articles on natural topics, such as species and protected areas. We already began raising awareness for this topic at the end of 2021 with the [Priroda Dossier Writing Competition 2021](#).

As part of the partnership with the nature centre, the workshop was held on their premises, which allowed participants an immersive experience in a beautiful, natural setting. The workshop included a tour of the multifaceted area and an introduction to Wikipedia before participants set to work writing and editing articles, including a new article on the nature area itself.

The workshop was a great success in that we forged two communities together: our own and the community from the nature centre. As a result, several articles were and are still being created and edited. They primarily include list articles about protected areas, such as Flachmoore von nationaler Bedeutung im Kanton Graubünden, which are a good basis for additional work. While the workshop took place at the beginning of September, participants continue to work on articles around the theme.

Wikipedia workshop in the Buchwald Nature Teaching Centre (Naturlehrgebiet Buchwald), which was still under construction at the time (26)

Key programme activities

- Organised and led [Frauenbewegungen-Mouvements féministes Biel-Bienne](), a bilingual, community-driven Wikipedia workshop

in partnership with the Biel library that trained 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. Starting to create articles in German.

- Advanced [Wiki Droits Humains](#), a project to enrich Wikipedia with content about human rights issues while training new Wikipedians and teaching students at the University of Geneva to contribute to Wikipedia. Activities also included a workshop for the general public at the Bibliothèque des Bastions in Geneva.

- Supported several [community-led writing workshops](#), including a [WikiGap event](#) focusing on women's biographies in partnership with the Swedish Embassy in Bern and the German and Austrian chapters, a [Women for Wikipedia workshop](#) and the "[Outreach Wikipedia Edit-a-thon 4 World Hearing Day 2023](#)" on 18 November at the World Health Organisation in Geneva.

Flyer for the Wikipedia workshop Feminist Movements in Biel (28)

Wikimedia CH Instagram story about a WikiNeocomensia Project workshop (29)

Wikimedia CH picnic, part of the Wiki Droits Humains activities (30)

Ad for the Wikipedia Workshop 2022, WikiGap, which focused on women's biographies – a cooperation between Wikimedia CH and the Embassy of Sweden in Bern (31)

Instagram save-the-date ad for the October Women for Wikipedia edit-a-thon (32)

- Helped organise and attended three Wikicons: ItWikiCon (30 September - 2 October), the German-speaking WikiCon (7-9 October) and the French-speaking WikiCon (19-20 November). At the francophone WikiCon in Paris, members of our community and staff presented various projects.

- Supported the community-led [Wiki Atelier](#) at the SBB Historic Foundation in Brugg, which included audio files in addition to the usual articles and images in honour of our annual theme, the Year of Sound.

- Planned and led a [Wikipedia workshop](#) at the Schaffhausen Library as part of the cantonal Digital Days that focused on Schaffhausen biographies, especially of women.

- Held a workshop (led by Community Manager Ulrich Lantermann) about Wikipedia at [a conference](#) in Bern organised by the Swiss Federation of Youth Associations

- Organised a successful [Wiki Loves Switzerland photo contest](#) with the theme of Swiss natural parks. Participants submitted a record-breaking 2,304 photos!

Programme impact

- We created many new articles and improved existing ones through our various workshops and edit-a-thons, especially the [workshop at the Buchwald Nature Teaching Centre](#) and the bilingual [workshop at the Biel library](#).

- Through the [Wiki Droits Humains](#) project, we worked closely with refugees to ensure our work met real needs. A significant part of the process was creating a worklist with refugees and refugee-supporting associations around the key information they needed (or wished they had), then finding documentation to provide the

information and making it accessible and understandable on Wikipedia.

- We also improved and created several in-depth, technical articles about asylum law and processes in Switzerland. This was especially important as a 2019 law reform made many existing articles on the topic obsolete.

- Our work around the [Wiki Loves Switzerland photo contest](#) garnered a record-breaking number of photos.

Looking ahead

In 2023, we will continue to focus on organising our team and activities around the needs of our community. To this end, the Community Manager for the Italian-speaking area will become fully operative throughout the year, while all team members will work to develop a new Community strategy. Part of this strategy will include looking at how to scale our Community efforts going forward to better engage volunteers, as well as exploring a Train the Trainers programme to compensate trainers who give workshops to institutions – a clear demand from our community.

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Partnerships & Outreach

Overview

Wikimedia CH is uniquely positioned to advocate for issues important to our Movement. As Switzerland is home to the United Nations and other international organisations and non-profits, as well as the

European headquarters for many corporations and start-ups, our potential for impact at a political and social level is significant.

In 2022, as in past years, this meant aligning ourselves with the policy direction and stance of the Wikimedia Foundation and other chapters while fostering our collaboration with like-minded organisations, such as Parldigi and the Alliance Digitale in Switzerland and the [Free Knowledge Advocacy Group EU](#) (FKAGEU) at the European level. An important step this past year was the creation of Wikimedia Europe – of which we are a founding member – to further strengthen the FKAGEU network and public policy outreach at the EU level. We have also begun looking at getting more involved in free knowledge as it relates to [environmental issues and climate change](#).

Included in our outreach efforts are our communication and fundraising activities, which support all of our programmes. This year, we continued to strengthen our outreach tools and professionalise our communication channels.

Thank you!
Merci beaucoup !
Herzlichen Dank!
Grazie mille!

This visual was created to say thank you to Wikimedia CH's supporters ()

Highlight activity

One of our main focal points this year was the professionalisation of our various communication channels. This work began in earnest in 2021 with the launch of our YouTube channel and the refinement of key messages. It culminated in 2022 with the complete refresh of our website and monthly newsletter, as well as the creation of various fundraising documents.

The [website](), in particular, was a massive project that required collaboration from the entire team. In addition to aesthetic changes, the website:

- supports new membership, fundraising and the community by making key information and links easy to find;

- aids journalists, media and partners with a revamped newsroom and press information;

- professionalises our chapter's image to support our position as a trusted partner;

- allows visitors to get answers and further information through a chatbot that also connects them with a team member if necessary; and

- improves privacy for our website visitors and makes the site even more compliant with the EU General Data Protection Regulation (GDPR) by replacing Google Analytics with Matomo. This open-source software allows for 100% data ownership. The data collected on [wikimedia.ch]() remains in Switzerland, within our infrastructure, and will not be shared with any third parties.

We also continued building out our fundraising outreach by creating more professional documents to attract potential donors and partners, such as Cases for Support for the Education and GLAM programmes. Furthermore, we are working on case studies for key projects, such as Dico des Ados. In addition to these tools, we have improved our fundraising processes and approaches by:

- working to diversify our income sources by submitting requests for project-based grants, such as grants to fund edit-a-thons;

- optimising our database management, which is critical to enhancing our fundraising efforts; and

- creating an [online informational booklet](#) to encourage people to include Wikimedia CH in their will.

These activities and others create a strong foundation for our outreach and partnership efforts, as well as all of our programmatic activities.

Key programme activities

- Helped draft policy papers for [Alliance Digitale](#) to advocate for free knowledge and advance Switzerland's digitalisation.

- Ran various media campaigns to support programmatic and outreach activities, including a [joint release with Kiwix](#) and an article on our website about Kiwix and Wikipedia in Russia.

- Worked with the Wikimedia Foundation to submit requests for observer status at the World Intellectual Property Organisation.

- Helped submit a request for funding from the European Commission for MyUrbanTree, a project to encourage citizen engagement in urban forests.

- Participated in a digital humanities event at the École Polytechnique Fédérale de Lausanne with a [keynote speech](#) and information booth. Had another information booth at the university's Applied Machine Learning Days.

- Supported the [creation of Wikimedia EU](#) by recommending that the Wikimedia CH Board endorse the initiative.

- Signed a [collective opinion piece](#) submitted by Wikimedia France and published by Euractiv, an independent pan-European media network specialising in EU affairs, to form a new coalition of Digital Commons stakeholders at the European level.
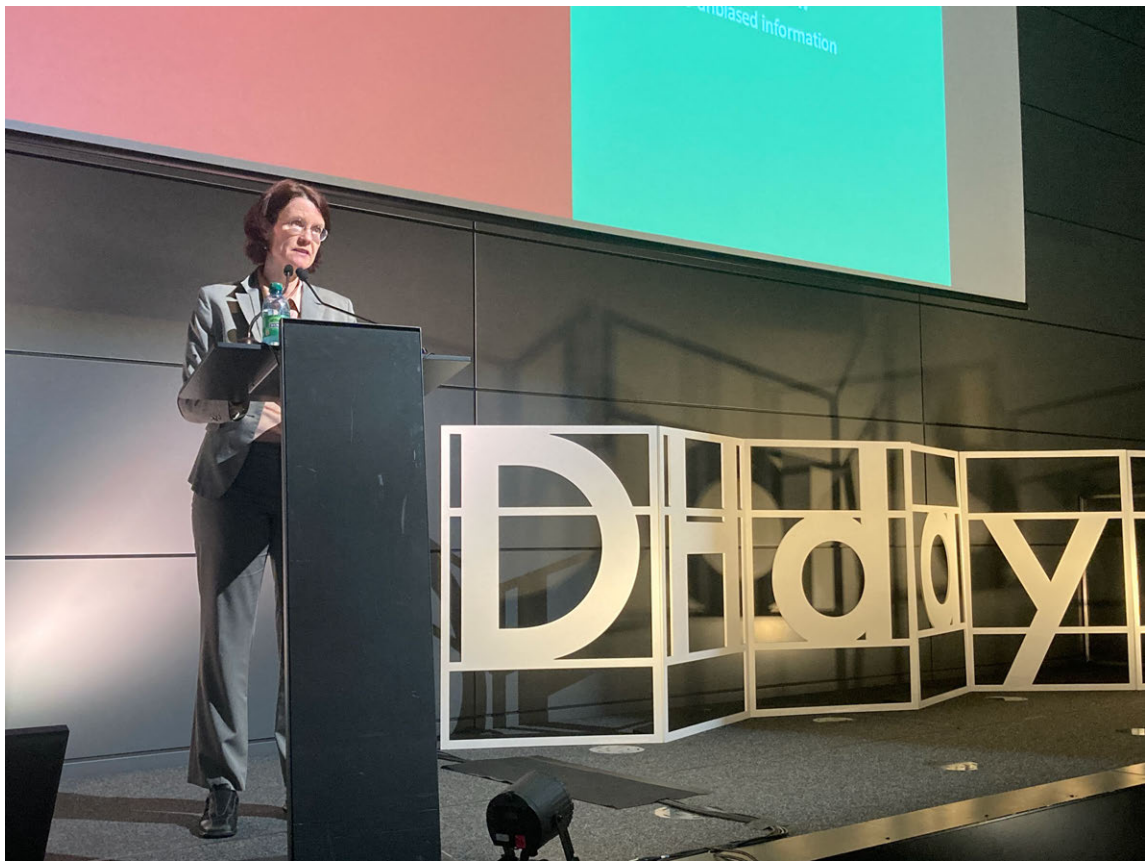
Wikimedia CH CEO Jenny Ebermann as a speaker at DHday 2022 at EPFL (38)

Instagram story for "AI for Media & Democracy", part of Applied Machine Learning Days at EPFL, 30 Mar. 2022 (39)

Wikimedia CH info booth at "AI for Media & Democracy" (40)

Programme impact

- As part of our fundraising campaign, we wrote personalised letters to key donors, which helped drive membership engagement and donations.

- We successfully supported a motion to release images of the confederation on the government's opendata.swiss portal in collaboration with Parldigi.

- We launched our new website and updated the newsletter thanks to strong team collaboration to create the content, technical support from external service providers and a new design that applies the Wikimedia Movement style guidelines introduced over the summer.

Looking ahead

In 2023, we will maintain and expand current activities, advocating for issues such as copyright, [freedom of panorama](#) and [net neutrality](#) that are important to us as a Movement. As a founding member of both Wikimedia EU and Wikifranca – a coalition of French-speaking chapters – we will support and develop both structures to help them

become viable. We are also in the beginning stages of several important potential partnerships. Last but not least, 2023 will have a theme to guide outreach for the whole of our chapter: "175 years of the Federal Constitution – our contribution to a stable democracy". This theme will enable us to continue to expand our visibility and explore new fields of both action and outreach.

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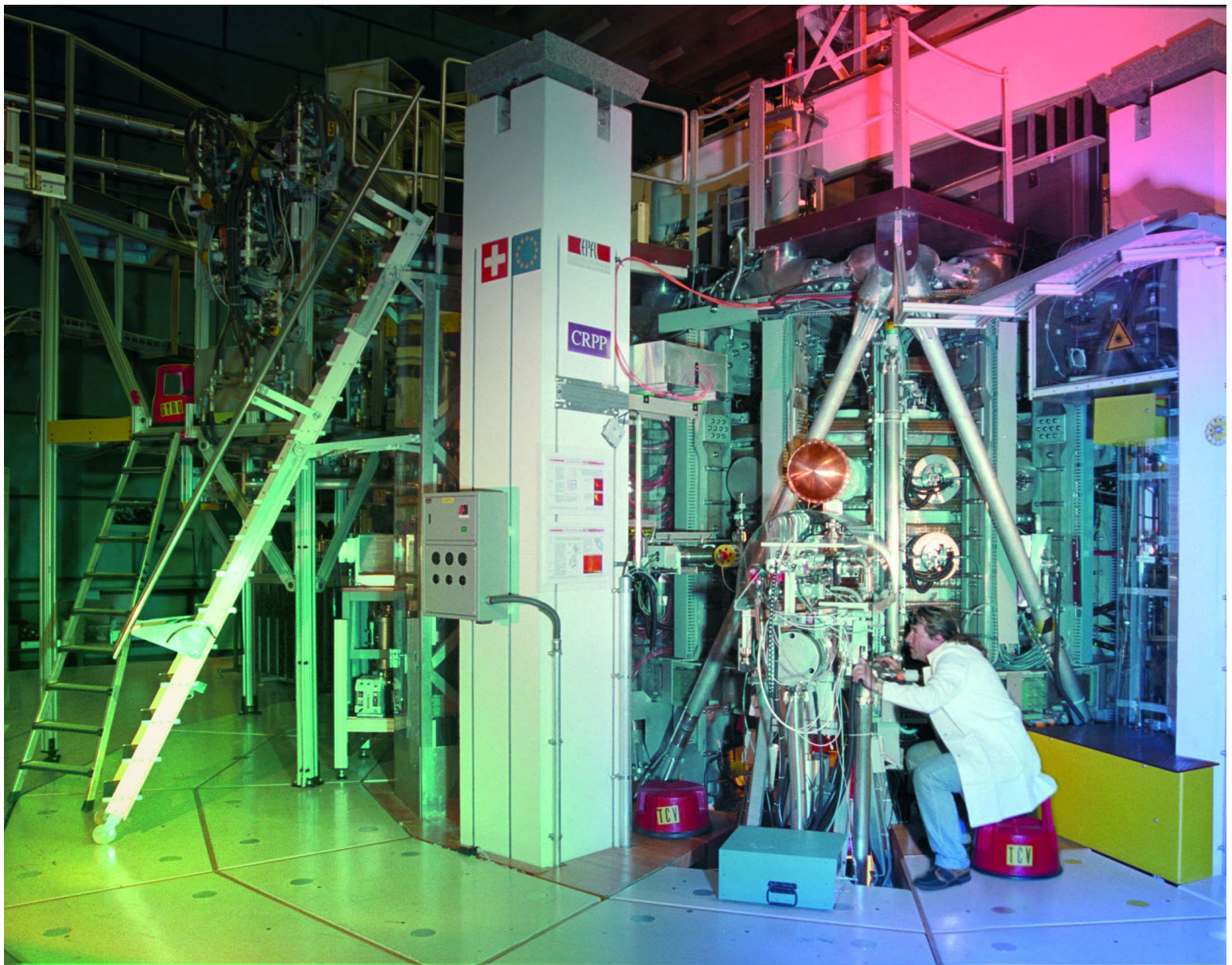
Experimentation & Innovation

Overview

In 2022, we launched a new strategic impact direction around experimentation and innovation, also referred to as the Innovation Lab. The goal of the 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. It aims to anticipate societal changes with room for experimentation and innovation while also optimising current programmes by improving the selection and quality of new projects and enhancing existing tools. The new programme was first introduced in our chapter's latest [five-year strategy](#) to address the need for more innovation within the Wikimedia Movement.

In the Innovation Lab's inaugural year, the programmatic activities focused on the foundational work of developing a [strategy](#). To ensure the lab met real needs identified by our community, we conducted a community survey and held various workshops to define what innovation meant within the Movement and what a Wikimedia innovation space might look like.

As a result of this work, we not only launched the Innovation Lab but also began various projects and partnerships through the new programme, including a successful collaboration with Women++.
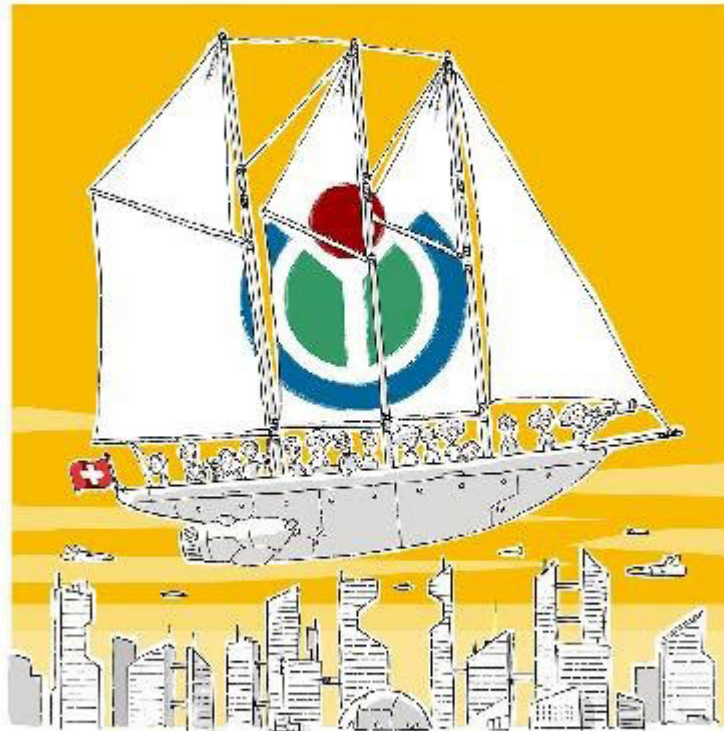
Wikimedia CH's Innovation Strategy 2022-2025

Highlight activity

The first major project of the Experimentation & Innovation programme was a collaboration with Women++, a network that promotes the participation and inclusion of women in the Swiss tech ecosystem. Following several exploratory meetings with the organisation, we partnered to support their [deploy(impact) Hackathon](#), which ran from 8 October to 19 November.

As part of the partnership, we submitted two challenges: one on how to better categorise content on the Wikimedia CH platform OpenEdu.ch and one on how to improve the usability of Wikimini, an online encyclopaedia for and by students. We also funded two of the prizes.

The Women++ deploy(impact) Hackathon was a great success. The event received more than 400 applications from all around the world and from a variety of technical backgrounds. Meanwhile, 76% of the participants were women. It was also successful from an impact perspective, as the work done around OpenEdu.ch and Wikimini has the potential to significantly improve both tools. As online educational tools are core to Wikimedia CH's Education strategy, this project exemplified how the Innovation Lab can advance our mission while benefiting our other strategic impact directions.

We are still seeing positive outcomes even months after the event. One of the sponsors, the Bootcamp Academy, liked our challenge on data analysis of OpenEdu.ch so much that they want to organise another hackathon in their academy. We will explore a potential collaboration in 2023.

Key programme activities

- Created a strategy for the programme, a process that included a workshop to explore how an innovation space might work and a community survey that got more than 250 responses.

- Provided tools and new methodologies to other programmes to improve their processes and activities. For example, the Innovation Lab collaborated with Programme Education to improve free online educational platforms, including supporting

[Wikimini](#) and migrating [Dico des Ados](#) onto our servers. This work supported the goal of teaching students about using collaborative online tools and digital media, underlining the opportunities that innovation can unleash to advance our organisation's mission.

- Implemented an Innovation Lab that not only created space for experimentation but also fortified and improved ideas for implementation. Combining this work with knowledge-sharing and mentoring, we aim to ensure the efficient use of new and existing tools to reduce risk and strain on Wikimedia CH's resources.

- Established partnerships with technical partners, mainly in the fields of innovation and science and information technology.

- Helped the other programmes introduce innovation into their activities by proposing innovations sprints and the concept of continuous improvement (particularly, the [Plan-Do-Check-Act method](#)) for their projects.

- Launched a working group dedicated to exploring climate change and created a replicable framework that other programmes and affiliates can use.

Programme impact

- As part of the foundational work of launching a new impact direction, we created the [programme strategy through 2026](#), as well as a concrete annual plan for 2023.

- We successfully collaborated with Programme Education to submit two challenges to the Women++ [deploy(impact) Hackathon](#), demonstrating how the Innovation Lab can support our other programmes.

- We created a framework and lab to incubate and improve existing projects, such as the [GLAM Statistical Tool](#), [Wikimini](#), [Dico des Ados](#) and others.

- Our Innovation Lab has engaged a community of scientists and technicians who are enthusiastic about free knowledge.

Looking ahead

In 2023, we will continue to build upon the foundations we created in 2022 through the following focal areas:

1. Define the incubator structure and the projects to incubate.

2. Define the service to support other programmes.

3. Engage in thematic areas.

4. Strengthen technology and engineering aspects.

5. Align strategically with the other programmes.

6. Build in-house knowledge.

7. Build Innovation Partnership Management.

8. Define the organisation and IT structure.

9. Expand cross-chapter collaboration and knowledge sharing.

As this is a new programme, we will also work to define metrics to measure our impact.

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Looking ahead as a chapter

In 2023, we will have a theme to guide outreach for the whole of our chapter: "175 years of the Federal Constitution – our contribution to a stable democracy". Through this theme, we aim to highlight the critical role of free and neutral knowledge sources like Wikipedia and other

Wikimedia projects in advancing a more knowledgeable society. We hope that the theme will not only give focus to our activities but also drive partnerships, membership and fundraising among like-minded organisations and people who want to protect democracy.
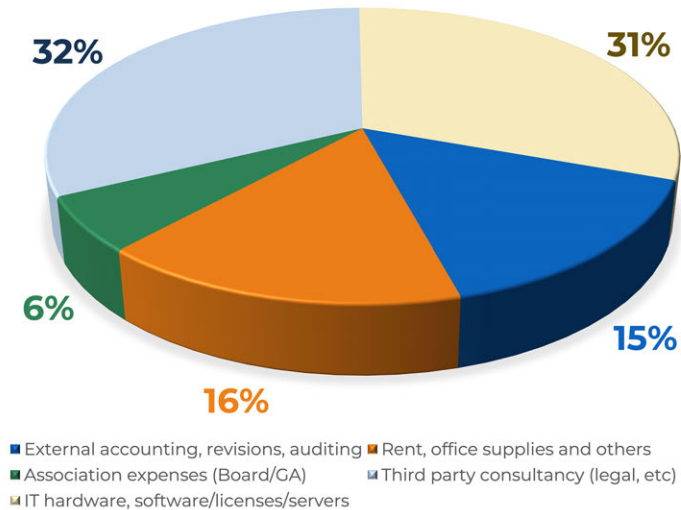
We will also continue our work to professionalise and strengthen our organisation. We are already developing new strategies for Programmes GLAM and Community, as well as a plan to boost membership. We will continue refining our organisational structure based on our new team's competencies and strengthening our back office and administration. Last, we will try out a new format for the General Assembly that includes keynote speakers and panels to attract and engage members. Throughout all our activities – programmatic and organisational – we remain committed to being a learning organisation and will continuously test, adjust and improve from our experiences.

Wikimedia CH General Assembly 2022 in Solothurn (14)

Finances 2022

Operational expenses

- 32%
- 31%
- 15%
- 16%
- 6%

Legend:
- External accounting, revisions, auditing
- Rent, office supplies and others
- Association expenses (Board/GA)
- Third party consultancy (legal, etc)
- IT hardware, software/licenses/servers

Revenues, total: CHF 3,230,468.84

- 95.95%
- 3.32%
- 0.47%
- 0.26%

Legend:
- WMF fundraising costs
- Donations WMCH (donations + cover the fee)
- Pro bono / in-kind donations
- Membership fees

Membership fees (CHF)

8,456.61 CHF

15,696.21 CHF

■ 2022 ■ 2021
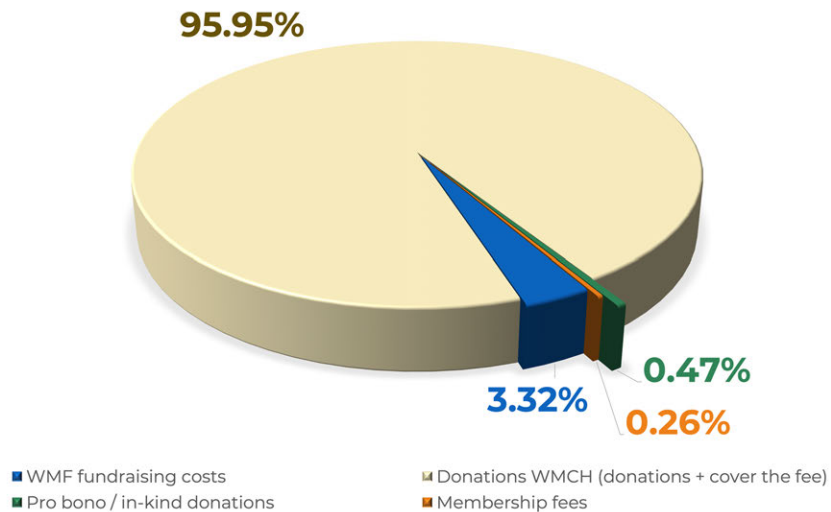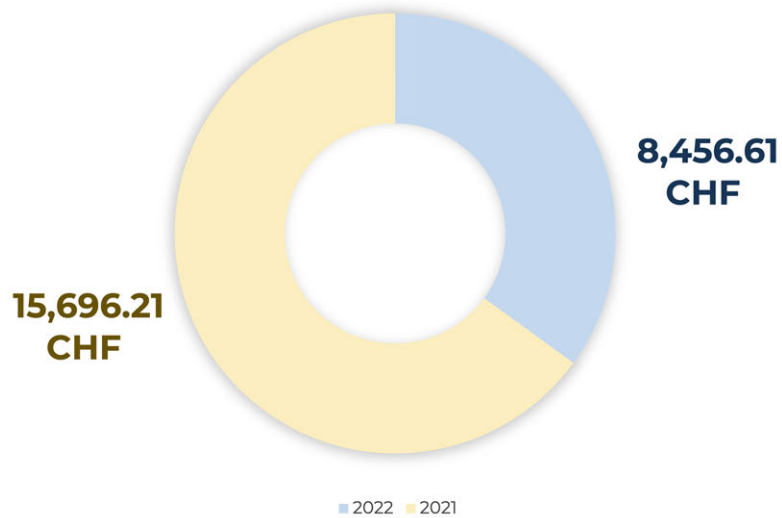
Budgetary distribution in Switzerland, total: CHF 1,780,909.62

Admin	GLAM	Education	Community	Innovation	Int. and Nat. Outreach
17.73%	19.96%	18.55%	17.93%	11.33%	14.51%
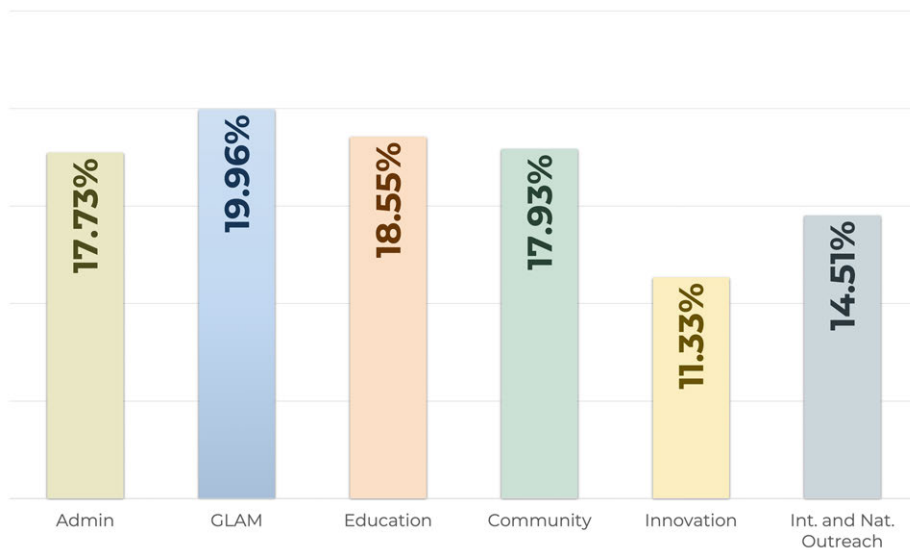
Distribution of total funds (WMCH & Wikimedia Movement), total: CHF 4,119,520.44

3,206,855.23 CHF , 78%

912,665.21 CHF , 22%

☑ Funds raised for WMCH operations   ☑ Funds raised for global Wikimedia Movement
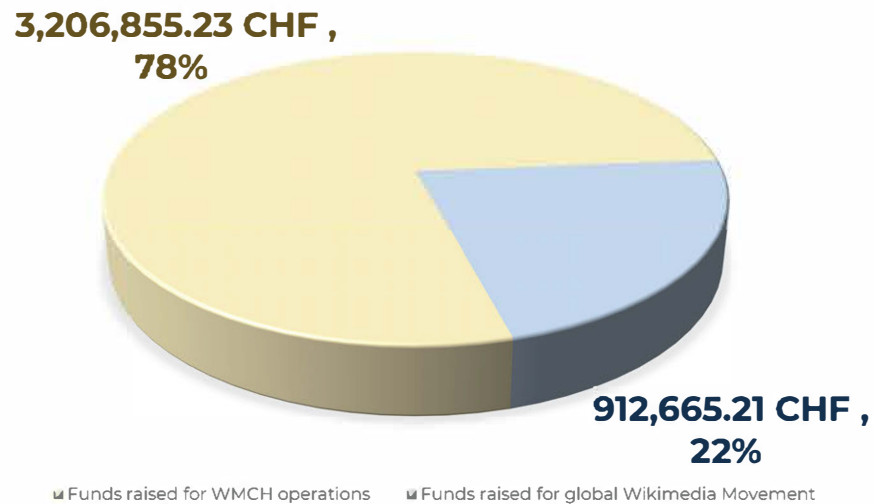
Support free knowledge!

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.

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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.

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1. [Peacock butterfly](#) (*Aglais io*, formerly Inachis io) sitting on flower. An entry in [Wiki Loves Switzerland 2022](#). Photo by Ramutras, [CC BY-SA 4.0](#), via Wikimedia Commons.

2. English daisies on the shore of [Lake Geneva (Lac Léman)](), Montreux. An entry in [Wiki Loves Switzerland 2022](). Photo by Matias Senger, [CC BY-SA 4.0](), via Wikimedia Commons.

3. Muriel Staub, Wikimedia CH Board President. [Photo]() by Wikimedia CH.

4. Alpine flowers under the [Pizol](). An entry in [Wiki Loves Switzerland 2022](). [Photo]() by Geri340, [CC BY-SA 3.0](), via Wikimedia Commons.

5. Jenny Ebermann, Wikimedia CH Executive Director. [Photo]() by Wikimedia CH.

6. Wild black-headed gull in flight at [Lake Geneva]() during the golden hour of sunset. An entry in [Wiki Loves Switzerland 2022](). [Photo]() by Giles Laurent, [CC BY-SA 4.0](), via Wikimedia Commons.

7. Alpine chough on the [Jungfraujoch](), "Sphinx" platform of the research station, with a view of the Eiger, Jungfrau and Mönch Mountains. An entry in [Wiki Loves Switzerland 2022](). [Photo]() by Ariane Totzke, [CC BY-SA 4.0](), via Wikimedia Commons.

8. *Bridge near Wiesen*, 1926, oil on canvas, [Kirchner Museum Davos](). [Painting]() by [Ernst Ludwig Kirchner](), Public domain, via Wikimedia Commons.

9. [Ad]() for the [International Archives Week 2022]() in Switzerland, themed "Archives Are You." By Amandine (WMCH), [CC BY-SA 4.0](), via Wikimedia Commons.

10. [Swiss National Museum Zurich](). [Photo]() from the U.S. Library of Congress. Print no. "16471" (title from the Detroit Publishing Co., Catalogue J-foreign section, Detroit, Michigan, Detroit Publishing Company, 1905) in the "Views of Switzerland" category,

Photochrom print collection, U.S. Library of Congress (https://lccn.loc.gov/2001703362). Public domain, via Wikimedia Commons.

11. More than 25 Wikimedia chapters and groups worldwide supported International Museum Day 2022 by ICOM. Wikimedia CH led the Wiki campaign, calling for museum information to be added to Wikipedia and thus made freely accessible. Ad posted by Kerstin Sonnekalb (WMCH), CC BY-SA 4.0, via Wikimedia Commons.

12. *Sunset, Vevey, Switzerland* at the Cincinnati Art Museum. Painting by Gustave Courbet, public domain, via Wikimedia Commons.

13. GLAM-on-Tour with the Montreux Jazz Archives, Chalet Claude Nobs Foundation, November 2022. Photo by Kerstin Sonnekalb (WMCH), CC BY-SA 4.0, via Wikimedia Commons.

14. An Instagram ad for the September 2022 meetup of the WikiRomandie series. Posted by Kerstin Sonnekalb (WMCH), CC BY-SA 4.0.

15. Poster for Archives Day, June 2022, which included a guided tour of Vernes College and a Wikipedia workshop. From Service intercommunal d'archivage (SIAr) – canton de Neuchâtel.

16. The world-famous historic collection of fish fossils at the Museum of Natural History in Neuchâtel, created in 1830, has been largely digitised. The images of the exhibits are freely available on Wikimedia Commons. This project was a collaboration with Wikimedia CH. Ad posted by Kerstin Sonnekalb (WMCH), CC BY-SA 4.0.

17. *Forest Brook at Leissingen* from the Kunsthaus Zürich collection. Painting by Ferdinand Hodler, public

domain, via Wikimedia Commons.

18. Little scientists grow. … Teaching: Classification of [Diptera](#) for the quality of water in irrigation canals of rice paddies of [Vercelli](#), Italy. An entry in a past [Wiki Science Competition](#). [Photo](#) by Monica Girelli, [CC BY 4.0](#), via Wikimedia Commons.

19. Young student of ETH-University Zürich participating in a hackathon competition organised by a software company in Zürich, Switzerland. [Photo](#) by Arthur Gamsa, [CC BY 4.0](#), via Wikimedia Commons.

20. [Wikimedia CH Education Strategy 2022-2026](#). [CC BY-SA 4.0](#).

21. Cichlid fish hiding in an abandoned snail shell in [Lake Tanganyika](#), Zambia, one of the oldest and deepest freshwater lakes in the world. [A finalist](#) in Switzerland's Wiki Science Competition 2021. [Photo](#) by Charlotte E. T. Huyghe, [CC BY 4.0](#), via Wikimedia Commons.

22. At SUPSI's [Dalle Molle Institute of Swiss Artificial Intelligence Studies](#). [A finalist](#) in Switzerland's Wiki Science Competition 2021. [Photo](#) by Marian Duven, [CC BY 4.0](#), via Wikimedia Commons.

23. A kingfisher (*Alcedo atthis*) on a pole in Switzerland where the [Limmat](#) flows into the [Aare](#). An entry in Switzerland's [Wiki Science Competition 2021](#). [Photo](#) by Scarabinol, [CC BY 4.0](#), via Wikimedia Commons.

24. Group photo from the [Wikimedia Summit 2022](#) in Berlin. [Photo](#) by Jason Krüger for Wikimedia, [CC BY-SA 4.0](#), via Wikimedia Commons.

25. The west view of the nature centre in the [Buchwald Nature Teaching Area (Naturlehrgebiet Buchwald)](#),

Ettiswil, Canton Lucerne. The area is an amphibian spawning area of national importance. [Photo](#) by Naturlehrgebiet, [CC BY-SA 4.0](#), via Wikimedia Commons.

26. [Wikipedia workshop](#) in the [Buchwald Nature Teaching Centre (Naturlehrgebiet Buchwald)](#), which was still under construction at the time. [Photo](#) by Kerstin Sonnekalb (WMCH), [CC BY-SA 4.0](#).

27. [Valais Blacknose Sheep](#) in front of the [Matterhorn](#). Photo taken above the Edelweisstrail close to Höhbalmen in [Zermatt](#), Valais, Switzerland. An entry in [Wiki Loves Switzerland 2022](#). [Photo](#) by Jochen Heite, [CC BY-SA 4.0](#), via Wikimedia Commons.

28. [Flyer](#) for the Wikipedia workshop [Feminist Movements in Biel](#), 12 Mar. 2022. Graphics: Cinzia Sigg (aldine.ch); photo: Meyer & Kangangi (meyerkangangi.com). [CC BY-SA 4.0](#).

29. Wikimedia CH Instagram story about a workshop of the [WikiNeocomensia Project](#). [Image](#) posted by Kerstin Sonnekalb (WMCH), [CC BY-SA 4.0](#).

30. Wikimedia CH picnic in [Parc des Bastions](#), Geneva, part of the [Wiki Droits Humains](#) activities. [Photo](#) by Rama, [CC BY-SA 4.0](#), via Wikimedia Commons.

31. [Ad](#) for the Wikipedia Workshop 2022, [WikiGap](#), which focused on women's biographies – a cooperation between Wikimedia CH and the Embassy of Sweden in Bern. Posted by Kerstin Sonnekalb (WMCH), [CC BY-SA 4.0](#).

32. [Instagram save-the-date ad](#) for the October [Women for Wikipedia edit-a-thon](#). By Kerstin Sonnekalb (WMCH), [CC BY-SA 4.0](#).

33. Wild golden eagle and Majinghorn (Pfyn-Finges, Switzerland). Photographer Giles Laurent won first place in Wiki Loves Switzerland 2022. Photo by Giles Laurent, CC BY-SA 4.0, via Wikimedia Commons.

34. Attendees at the Wikimedia Summit 2022 in Berlin, Thursday, 8 September 2022. Photo by Jason Krüger for Wikimedia, CC BY-SA 4.0, via Wikimedia Commons.

35. Wikimedia CH's efforts to promote free knowledge are possible only due to donations from supporters. This visual was created to say thank you! By Kerstin Sonnekalb (WMCH), CC BY-SA 4.0, via Wikimedia Commons.

36. A directional beam station, parabolic antennas, at Jungfraujoch. Photo (http://doi.org/10.3932/ethz-a-000655778) by Patrick Lüthy, part of the ETH Library collection, CC BY-SA 4.0, via Wikimedia Commons.

37. The coats of arms of all Swiss municipalities were displayed on a pyramid during Expo 64. Photo by Anidaat, CC BY-SA 4.0, via Wikimedia Commons.

38. Wikimedia CH CEO Jenny Ebermann as a speaker at DHday 2022 at EPFL. Photo by Kerstin Sonnekalb (WMCH), CC BY-SA 4.0.

39. Instagram story for "AI for Media & Democracy" at EPFL. Posted by Kerstin Sonnekalb (WMCH), CC BY-SA 4.0.

40. Wikimedia CH had an info booth at "AI for Media & Democracy", part of Applied Machine Learning Days at EPFL, 30 Mar. 2022. Photo by Kerstin Sonnekalb (WMCH), CC BY-SA 4.0, via Wikimedia Commons.

41. Vineyard on Lake Geneva with the Alps in the background. An entry in Wiki Loves Switzerland

2022. Photo by Hu9423, CC BY-SA 4.0, via Wikimedia Commons.

42. Tokamak à Configuration Variable (TCV). Photo by Claude Raggi, courtesy of CRPP-EPFL, Association Suisse-Euratom. CC BY-SA 2.5, via Wikimedia Commons.

43. Wikimedia CH's Innovation Strategy 2022-2025. CC BY-SA 4.0.

44. A Wikipedian and a young person help edit Wikimini. Photo by Sara Mörtsell (WMSE), CC BY-SA 4.0, via Wikimedia Commons.

45. A day in the large open space of the Dalle Molle Institute for Artificial Intelligence, managed by SUPSI and USI. A finalist of the Wiki Science Competition 2021. Photo by Marian Duven, CC BY-SA 4.0, via Wikimedia Commons.

46. Nebula in Andromeda, 29 December 1888. Part of the ETH Library collection. Photo by Isaac Roberts, public domain, via Wikimedia Commons.

47. On top of Pizzo Cramalina, a mountaintop 2.322 m high, reachable from the valley of Onsernone in Ticino. An entry in Wiki Loves Switzerland 2022. Photo by Giovanni Bona, CC BY-SA 4.0, via Wikimedia Commons.

48. Wikimedia CH General Assembly 2022 in Solothurn. Photo by Kerstin Sonnekalb (WMCH), CC BY-SA 4.0, via Wikimedia Commons.

49. Narcissus field with a view of Lake Geneva and the Swiss Alps at sunset. An entry in Wiki Loves Switzerland 2022. Photo by Giles Laurent, CC BY-SA 4.0, via Wikimedia Commons.