WMCH Annual Plan 2017

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Overview

Consolidating all previous work and efforts, workshops and community consultations, WMCH decided to use the image of a house as a metaphor illustrating the road ahead in terms of impact directions for the years to come (2017-2020). The roof in this image represents content sharing, curating and collecting in terms of free knowledge. The house itself is made up of **three main impact directions** that WMCH will focus its efforts on in future:

- Education
- GLAM
- Community (support, bridge, train).

Underneath with dotted lines are our **three enablers**:

- Communication
- Diversity
- Technology/Know-how

These enablers will allow us to evaluate whether a project/program should be integrated into our Annual Plan or not. The more enabler in a particular project, the better!

The wall of the house (not shown in the picture) represents WMCH with its processes (policies, financial, guidelines, ICT etc.), soft skills (human resources, people development) and tools. We would like to **professionalize the organizational structure** and therefore see the walls as holding the house together. The windows of our house are transparent and indicate **good governance**. There are no hidden closets or pitfalls. The basis of the house is given by the **legal background**; without a solid ground, no house can stand for a sustained period of time.

Our neighbors are **like-minded organizations**, **other Chapters**, the **Wiki Universe** and of course the **Wikimedia Foundation**; we are seeking contact and inviting people in, also attending "house warmings" and meetings at their houses. Our intention is not only to reach out, link, collaborate and network but also to lobby and influence where it makes sense. In the present document, you will therefore see that underneath the three impact directions, a fourth focus has been added for 2017 entitled "*Partnerships and Public Relations*".

In order to re-build WMCH and to regain the trust from its members and wider community, the following process was engaged in, adhering to the overarching principles that:

- The impact of programs/projects in Switzerland would need to be commensurate with the money/time spent (human resources included)
- Programs/projects to be focused on need to add value to the Swiss operations meaning that a volunteer or community member could not (or only with difficulty) possibly work on the project/program on his/her own.
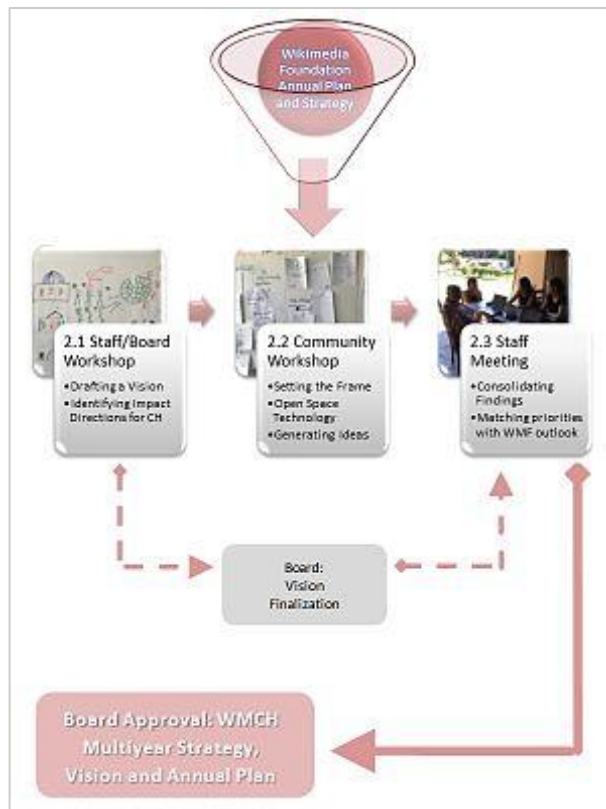
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Workflow: Strategic Planning and Community Engagement

For the first time in 2016, a staff and a community workshop were conducted on one hand to creatively brainstorm around the vision of WMCH as well as the main directions of impact/focus for the years to come; on the other hand, to consult the Wikimedia community about ideas, programs/projects that could be taken forward by WMCH and thus inserted into its plan for 2017. After consolidation of our three directions of impact (Education, GLAM and Community), our enablers (Communication, Diversity and Technology/know-how) as well as the way forward, a call for proposals was issued on meta during the summer months and ending on August 29 to allow submissions from the community for our Annual Plan 2017. As this process worked very well and was also well received from the community, the intention is to continue implementing it in the years to come, possibly fine tuning the process so that more time can be allocated to the actual submission process.

It is important to note that most of the projects suggested in the Annual Plan are tributary to the availability of volunteers and the establishment of partnerships with certain institutions (eligibility criteria). Indeed, the call for projects requires a strong anticipation from the community members on their commitment and topics of contribution for the following year. Please note that, if certain projects do not fulfill our initial criteria, i.e.: volunteer driving the project / institutions not meeting our partnership requirements, we will re-evaluate and eventually re-assign project funds and resources to more attractive feasible projects during the year.

We therefore acknowledge that our Annual Plan and Multiyear Strategy are both working/living documents and planning/implementation might change over time. We will of course report back in a timely and adequate manner on outcomes and possible changes.

Furthermore, a needs assessment will again be conducted at the end of 2016, as has also been done last year, in order to find out more about community needs and health. This is now also an integral part of our Annual Plan.

Overarching Organizational Priorities

Currently, WMCH is following a strategy which could be called "*fix the basis*". In 2016 we started a major review of our **ICT tools and environment**; the migration will however continue during 2017 as the revision of internal processes takes time. We are doing this in order to be able to effectively align our resources to the tasks instead of losing precious time and efforts due to double -tasking and non-compatibility of tools.

Next to our ICT processes and tools, we are also **revisiting job descriptions** so that the staff can adequately allocate its resources to the programs explained below, aligning with their development potential and wishes as well as with their strengths. Emphasis is put on **nurturing** and **enabling employees** as WMCH values the time and efforts each and every one is putting into the Association - evolving in an environment which is not always easy to handle.

Finally, aligned with WMF, WMCH is also putting **communications/marketing** at the forefront leveraging our programs and projects and becoming more visible as well as beginning to engage in initiatives to diversify our funding sources. An **internal** as well as **external communication/marketing strategy** along with relevant channels and measures has to be drafted as a first step in 2017 in order to:

- Adequately and timely inform our diverse audiences in the relevant languages
- Allow for effective re-use of content, data and material for the purpose of outreach and meeting our various program/project goals and objectives.
- Allow to portray a professional organization servicing our community and responding to external needs/requests
- Gaining new members and offering them the possibility to become active in our Organization.

All of these efforts related to organizational effectiveness, namely:
- ICT related tools and processes
- Adequate allocation, nurturing and development of existing human resources
- Internal and external communications and marketing

will be directly linked to programs and projects so that their goals/objectives can be evaluated and followed over time. Related budgetary expenses will be reflected in the various programs.

Finally, it has to be noted, that WMCH will be doing all it possibly can, to use the money allocated to it from the WMF solely for Programs/Projects and raising its own funds to cover the administrative and operational costs. This change in mindset and fund allocation will happen slowly as appropriate

and reliable sources of income have to be found to support this model. Already in 2017, appropriate measures will be taken so that WMCH can demonstrate relevant impact in Switzerland and the wise as well as strategic use of funds.

Impact Direction 1: GLAM

Within the WMF, but also in other Chapters, it can be seen that more and more GLAM partnerships, activities and support are being prioritized. In the past years, WMCH has already begun to extend its help and further collaboration in terms GLAM outreach and partnerships to face the increasing demand of collaboration. Currently, there is an excellent initiative encompassing many of the major institutions in CH that has a great potential for expansion and quality work, going beyond the usual Wikipedian in residence model. In addition, new statistic/administrative tools are being looked at which have definitely a great potential to be used in other countries.

Generally speaking, the GLAM landscape in Switzerland is composed of many large institutions as well as a patchwork of smaller but nevertheless dynamic institutions. The universe of these institutions creates a high density of cultural heritages which are now facing change management for technological innovation. These small museums, galleries and cultural entities are very distinctive from the canonical GLAM as they help preserve a precious and singular heritage. WMCH therefore believes that here also, there is a major potential in terms of development and impact to be achieved in that particular field, sometimes even linked to education or to the technological innovation. More regional/international collaboration could also possibly be a very interesting way of promoting these excellent initiatives and work further.

Project line 1: Develop major GLAM

Background/Story

Expanding and strengthening the GLAM (Wiki Collaboration) Network
In order to coordinate the Wikimedia-related activities of GLAM institutions in Switzerland, a "GLAM Wiki Collaboration Group" was established at the beginning of 2015 as an experimental solution to create a collaborative space for all GLAM Wikimedia CH partners. At the start, the group consisted of the following members: Swiss National Library, Swiss Federal Archives, Cantonal Library of Thurgau, Central Library of Solothurn, University Library of Basel and Swiss Economic Archives (Schweizerisches Wirtschaftsarchiv), Swiss Social Archives and the ETH Library Zurich. In 2016, 5 more GLAM institutions joined the Network: Historic Museum Basel, SBB Historic, Diplomatic Documents of Switzerland (DODIS) and the Archives Cantonales Jurassiennes - which results in a total of 11 GLAM institutions participating in this Network.
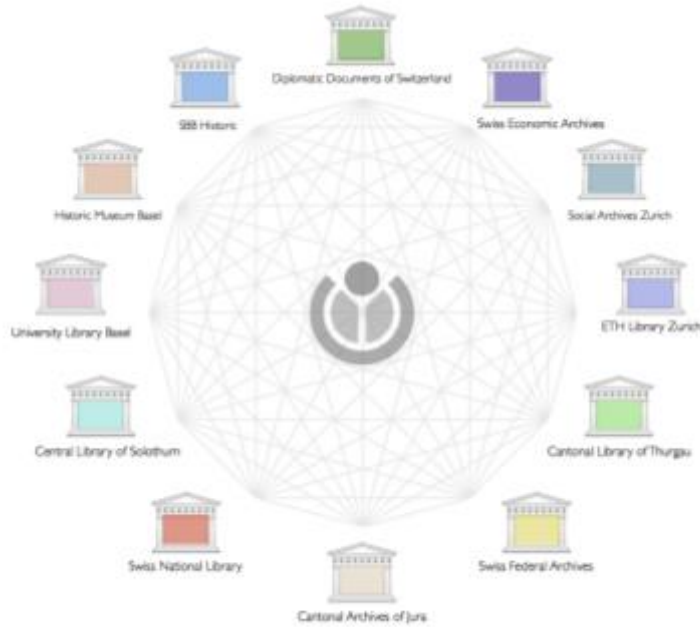
The current list of the members of the GLAM Wiki Collaboration Group reads as follows:

GLAM	Project	Active (before 2016)	Acquisition (2016)	Contacted (2016)	Type of collaboration
Swiss National Library of Bern	GLAM Wiki Collaboration Group	X			Network, content donation, events
Swiss Federal Archives of Bern	GLAM Wiki Collaboration Group	X			Network, content donation, events
Cantonal Library of Thurgau	GLAM Wiki Collaboration Group	X			Network, events
Central Library of Solothurn	GLAM Wiki Collaboration Group	X			Network, content donation, events
University Library of Basel and Swiss Economic Archives	GLAM Wiki Collaboration Group	X			Network, content donations, events
Swiss Social Archives	GLAM Wiki Collaboration Group	X			Network, content donations
ETH Library of Zurich	GLAM Wiki Collaboration Group	X			Network, content donation
Historic Museum Basel	GLAM Wiki Collaboration Group		X		Network, content donation
SBB Historic	GLAM Wiki Collaboration Group		X		Network, content donation

Diplomatic Documents of Switzerland (DODIS)	GLAM Wiki Collaboration Group		X		Network

Our strategical aim is not only to retain, nurture and support this network but also to extend it to other linguistic areas including some partners from French - and Italian speaking Switzerland (having the resources to actively participate).

Additionally, and to strengthen this network, the group of GLAM collected a set of requirements for a GLAM statistical tool (priority 1) and an administrative tool (priority 2) which are going to be developed by WMCH.

Organize GLAM on Tour 2017 (Outreach/Communication)

The project *GLAM on Tour* fosters the collaboration between active Wikipedia volunteers and GLAM institutions on a local level. It constitutes a win-win for all partners: employees of GLAM institutions are introduced to the Wikimedia projects - and Wikimedians get access to the collections and the inventory of these cultural organizations. As partners, the GLAM institutions and Wikimedia volunteers - with the support of Wikimedia chapters - organize events, guided tours and Edit-a-thons which lead to the improvement of content on Wikimedia projects.

What has been successfully done in Germany for years will now be systematically introduced to Switzerland.

Technological innovation

Wikimedia CH has received requests to improve the collaboration and the activities of GLAM in Wikimedia projects. In 2016 already, the GLAM Coordination Group issued a first request of development and implementation of a statistics tool having very specific requirements (please see above under "Expanding and strengthening the GLAM Network")

Additionally, during the course of 2017, WMCH will also work on the Natural Language Processing (NLP). Already one year ago, an analysis with an experienced expert of NLP has been conducted to evaluate the possibility to use this technology for the improvement of internal processes, i.e. the transcription of texts uploaded in WikiSource after the OCR process and the creation of short articles. The identified solution would solve the workload problem of the WikiSource community, currently heavily depending on the limited "intelligence" of the OCR. WMCH conducted a test involving a book in old Latin language and found out that the NLP solution would in fact permit to solve at least 70% of errors connected with the OCR!
Finally, the know-how acquired with NLP would be very helpful in future to investigate other uses of this technology like the generation of short articles or the improvement of articles to be used by people with disabilities.

How is this project linked to WMCH's 2017-2020 Enablers and vision?

Expanding and strengthening the GLAM (Wiki Collaboration) Network

This Network not only supports WMCH in retaining existing GLAM partners but also offers a link-up for newly acquired GLAM partners. This Network is aligned with WMCH's vision with regards to connecting/bringing people and institutions together with the aim to share free knowledge.

Organize GLAM on Tour 2017 (Outreach/Communication)

The project "GLAM on Tour" is rooted in the GLAM area, which is one of our three priorities for 2017. *Communication*: As this project is local and tangible, it will be easy to communicate and show the added value of local initiatives to our donors during the upcoming fundraiser.

Diversity: Diversity is a high priority for WMCH. The first GLAM on Tour event in 2017 will take place in the bilingual city Fribourg in order to attract Wikimedia volunteers from the German- and French-speaking communities as well as improve content on several language projects.

Know-How transfer: Last but not least, a technology transfer is guaranteed with the teaching of know-how to the employees of GLAM institutions.

Technological innovation

Technology is one of the enablers of WMCH's multi-year strategy. We will aggregate tools and technical solutions which are designed like a set of solutions to be proposed and shared among several GLAM. We have seen that WMCH is considered frequently as an important partner to help with "change management" connected with technological evolution. In fact, one of the most pertinent requests received from GLAM involved the aspect of driving or training them concerning the technology behind Wikimedia projects. In addition, there is a high expectation for Swiss GLAM to fill the gap with other countries concerning this particular aspect. WMCH happily takes on the role as guide/mentor in that regard.
(https://outreach.wikimedia.org/wiki/GLAM/OpenGLAM_Benchmark_Survey).

Main priorities

Expanding and strengthening the GLAM (Wiki Collaboration) Network

Due to WMCH's scarce resources and the big interest of GLAM institutions wanting to collaborate with the Association, we support the creation of a collaborative group of GLAM institutions working on Wikimedia projects. This collaborative group independently contributes in the long run and shares experiences as well as suggestions among members. WMCH is thus aiming for a "Collaborative GLAM Platform and Group" in Switzerland. WMCH would act as mentor for these entities and would also offer guidance and best practices.

Organize GLAM on Tour 2017 (Outreach/Communication)

Host two GLAM on tour events in Switzerland in 2017 and bring the various language communities together.

Technological innovation

The technological projects would support and improve the processes connected with GLAM. The two areas of action are:

- Statistic & Admin tool (Cassandra project)
- Natural Language Processing (NLP) to improve the process of review of WikiSource (Argo project)

The "Cassandra Project" (first area of action) comes as a specific request from the GLAM Wiki Collaboration Network in order to monitor the impact of their activity. It is considered as a crucial tool to follow the evolution of any GLAM project and to improve the decision making process.

The "Argo Project" (second area of action) has the aim to develop a solution to diversify and boost the participation of GLAM in WikiSource because it would improve the process of text verification and transcription after the OCR process. The specific aim here is to increase the quantity of processed texts and to support small linguistic WikiSource communities.

Main Goals

Expanding and strengthening the GLAM (Wiki Collaboration) Network

- To continue the hosting of quarterly meetings with all participants of the GLAM Wiki Collaboration Group; purpose: coordination, sharing learnings and experiences, benefiting from each other
- To advance GLAM projects in Switzerland

Organize GLAM on Tour 2017 (Outreach/Communication)

- Online: Make local and high quality content accessible on Wikimedia projects
- Offline: Bring the different language-communities together in person to look into a subject in-depth and cover it on Wikipedia and Wikimedia Commons
- Improve content on Wikipedia in the German- and French-speaking Wikipedia
- Acquire new GLAM institutions and therewith get access to local content of highest quality

Technological innovation

- Develop a tool to monitor the statistics and the impact of content upload by GLAM partners
- Improve the statistical tool creating a change control board with the most active GLAM partners
- Develop a prototype using NLP to improve the process of review of texts as they result after an OCR process
- Run a test phase with some selected texts in a single language (i.e. Latin language)
- Extend the results of the NLP for OCR to two languages

SMART Objectives/Metrics

Expanding and strengthening the GLAM (Wiki Collaboration) Network

- Acquire 3 new GLAM partners who will participate in the GLAM Wiki Collaboration group

- Open up the Network for participating GLAM institutions to French- and Italian speaking Switzerland
- Organize simultaneous edit-a-thons (per language areas) in Switzerland on June 9, 2017 for the National Archive Day. Organize a pre-training day during Q17 in 3 national areas
- Deliver a total of 30'000 media uploads to Wikimedia Commons

Organize GLAM on Tour 2017 (Outreach/Communication)
- Acquire 2 new GLAM institutions as partner for the GLAM on Tour events
- Attract 40 volunteers to attend these 2 events
- Contribute content to 2 different language versions of Wikipedia
- Get two media to report about these 2 events and reach a total of 80'000 readers (online/offline)

Technological innovation
- Development of a two releases of the statistical tool (Cassandra project) at the end of 2017
- Development of a prototype re: Argo project before the end of 2017
- Test of Argo project done using two old books in Latin language
- Ability to correct 50% of errors of the OCR process through use of prototype (humans only have to manually work on 50% of the corrections)

Project line 2: Small GLAM

Background/Story

WMCH has defined as "small GLAM" entities having *less* than *10 full-time employees*. The percentage of small GLAM in Switzerland is major as there already is a high percentage of GLAM per inhabitant thanks to the distribution of small cultural entities. The strategic approach and the project management for small GLAM is very different from major GLAM. We therefore think that a separate project line is justified besides a different approach. Indeed, sometimes these GLAM do not understand the benefits that they might have when contributing to Wikimedia projects and they do not know whether they have the "right" size to take part on these projects. We would thus like to centralize a single point of communication where those potential future partners can have access to all relevant information in that regard.

During 2015, WMCH already started an outreach program for smaller GLAM in Italian speaking Switzerland involving the Laboratory of Visual Culture of SUPSI. The final delivery included a microsite for the outreach and clearly for being able to target communications (http://glam.wikimedia.ch). The "Alpine dialects Project" has produced a similar result also leading to new partnerships with GLAM in alpine valleys.

WMCH is closing the gap, informing and enabling smaller GLAM to potentially participate in the GLAM Wiki Collaboration Network, wherever this makes sense.

How is this project linked to WMCH's 2017-2020 Enablers and vision?

WM CH considers GLAM to be one of the foundations of its multi-year strategy. Smaller GLAM Projects involve the enabler of *diversity* because they often have a local impact such as in regions like the valleys of the Alps with their communities.

Main priorities

22% of GLAM in Switzerland have less than 1 FTE paid staff and 22% are volunteer driven (https://outreach.wikimedia.org/wiki/GLAM/OpenGLAM_Benchmark_Survey). WMCH would like to tailor its approach for these GLAM in order to be able to satisfy requests and at the same time to create a solid and reliable link with these cultural entities.

The learnings from these programs will help to find solutions for bigger projects because smaller GLAM have a different organizational structure, less employees and less money. Therefore naturally have other requirements to successfully lead Wikimedia projects than bigger GLAM.

WMCH will define clearer process for GLAM to collaborate with the Association using a for example a dedicated website to store all information. Considering the scarce resources of WMCH, this solution would at the same time enable WMCH to respond to more demands. In addition, WMCH remains open in terms of a potential collaboration if contacted by other entities that own interesting cultural material (i.e. religious dioecesis).

Main Goals

- Upload content to Wikimedia projects
- Build a network of smaller GLAM
- Automatize the process of acceptance of GLAM
- Revamp the microsite dedicated to GLAM
- Diversify type of donations regarding content
- Include the "Alpine Dialects Project"

SMART Objectives/Metrics

- In 2017 the content of http://glam.wikimedia.ch will be reviewed and extended to other languages. It will contain guidelines and processes to create partnerships and collaborate with WMCH
- Three GLAM will upload their content in several formats (i.e texts, metadata, etc.)
- At least 4'000 new uploaded files uploaded (images and data)
- Upload of 400 texts of alpine dialects
- Potential collaboration with another chapter on a transnational project

Project line 3: Collaboration with other communities

Background/Story

Sometimes WMCH collaborates with other specific associations or communities in terms of GLAM projects. In this section we will highlight the collaborations with the **Swiss Foundation Public Domain** and with the **Wikisource** Community in the French speaking area.

Make old and rare music records accessible for Wikimedia projects

The **Swiss Foundation Public Domain** is a charitable organization which is specialized in the conservation and use of public domain music and film material. The Foundation sees its mission in rescuing recordings from past decades, which are produced on sensitive and easily damaged materials, from deterioration and potential oblivion. The goal is to have gramophone records and motion pictures transformed into long term readable and usable data files and uploaded to Wikimedia Commons. One challenge remains: the time-intense investigation of the copyright status of these music and film records.

Building traction & content on the WikiSource project

Since its inception, twelve years ago, Wikisource has never officially been presented to the French speaking community or greater public in Switzerland. Having met the active user: Yann Forget at the WikiConvention in Paris this summer and having noticed the enthusiasm on this particular project, WMCH decided to expand the initiative to the French speaking community in Switzerland. This will be carried out by building strong synergies with the existing language community to help improve the content. We expect the greater public to learn about the project thanks to press coverage and by approaching a variety of institutions. By focusing our communication on one of Wikipedia's sister projects we help support the discovery of further Wikimedia projects by the greater public and we expect to develop new contribution efforts and synergies on additional projects. Yann lives at the franco-swiss border and has provided a submission through the association's call for project 2017 page: here. Swiss libraries have unique content that is now available in the public domain and we would like to make it available within the Wikimedia reader's sphere. For instance, the "Bibliothèque de l'Université de Genève" has some of the rarest manuscripts from the Swiss philosopher Jean-Jacques Rousseau such as one of the first versions of one of his most famous contributions "Du Contrat Social". Although the content has been digitised, it is not being disseminated via a Wikimedia project. You may consult the library's collection here. We believe WikiSource has not only tremendous potential for GLAM but also to grow/attract members in Switzerland.

How is this project linked to WMCH's 2017-2020 Enablers and vision?

Make old and rare music records accessible for Wikimedia projects
Diversity: Autists support the cleaning and digitization process of the music records for Wikimedia Commons.

Building traction & content on the WikiSource project
- *Diversity*: WikiSource provides visibility to an existing Wikimedia project for which we do not know if there are any Swiss based French speaking contributors

- *Communication*: through the development of new/existing partnerships with GLAM
- This project also shares synergies with the impact direction entitled "Community" as it will enhance collaboration with like-minded chapters such as WMFr as well as with their members. It may also provide the possibility to develop local clusters of contributors either from an existing base of users and/or the greater public. There are three active contributing hubs in France based in the regions of Brittany, Lyon and Paris who are willing to support WMCH in carrying out its initiatives. Furthermore, we could build synergies with the Italian speaking community that currently owns the ongoing project of the rhaeto-romansch library. Indeed, in 2016 Wikimedia CH has been helping the user Gian Francesco Esposito, aka Mizardellorsa, to build a Rhaeto-Romance digital library in Wikisource. Currently the library has 173 new texts in Ladin language and 241 new texts in Romansh language

Main priorities

Make old and rare music records accessible for Wikimedia projects
- Preserve old and rare music records - and therewith a part of our culture - for us and our descendants
- In terms of activities, the priority is the clarification of copyrights and the subsequent uploading to Wikimedia Commons

Building traction & content on the WikiSource project
- Inform local GLAMs about the existence of the WikiSource project
- Build a database of digitized content for the WikiSource community

Main Goals

Make old and rare music records accessible for Wikimedia projects
- Enrich Wikimedia Commons - and other Wikimedia projects such as Wikipedia - with high quality and culturally valuable audio files

Building traction & content on the WikiSource project
- Provide visibility to the Wikisource project to the greater public and present it to existing Wikimedia contributors
- Support the building of rare French speaking content that is specifically available in Switzerland
- Develop new partnerships with libraries that could possibly lead to them to join the Swiss GLAM network
- Provide additional qualitative offline content to the Kiwix software

SMART Objectives/Metrics

Make old and rare music records accessible for Wikimedia projects
- 300 newly uploaded music records to Wikimedia Commons

Building traction & content on the WikiSource project
- 2 WikiSource contribution workshops will be scheduled during 2017. Those in-presence get together will involve current contributors (possibly coming from abroad) as well as local members of our community

- The project will involve a total of 55 participants throughout the year that will have proceeded to one or more of the following activities: scan a book, upload the images on Wikimedia Commons, correct their transcription on WikiSource
- Connect with the National Swiss Library as well as the libraries based in Geneva and Lausanne to help develop GLAM partnerships on the WikiSource project
- We hope to create & retain 10 active contributors within the Swiss community
- By the end of 2017, we hope to have 60 books scanned and uploaded to Wikimedia Commons as well as 30 of them added in full to WikiSource

Project line 4: Participate to an international GLAM network "Europeana"

Background/Story

A first European GLAM coordinators meeting, took place in March 2014 and further discussions were held in Esino Lario in June this year. Within WMCH, we believe that a coordinated effort, providing precious networking and learning opportunities will allow us to streamline our own efforts in Switzerland

The Europeana Art History Challenge (part of Europeana280) on the other hand, was the first wide scale collaboration effort in the field of GLAM and communities to work collaboratively on Wikimedia content. There were many outputs and learnings from this event and as a result a modified quality project EuropeanaOne has been proposed. We would like to explore this as a potential next step towards bigger and more collaborative events, where our GLAM, Education and Community, as well as Outreach activities come together to create quality Wikimedia content. Creating a benchmark for the future and for our work in Switzerland is extremely important as we have such a diverse and multilingual community.

How is this project linked to WMCH's 2017-2020 Enablers and vision?

- *Diversity*: reaching out and learning from partners in Europe will allow us to invest our money and resources wisely without reinventing the wheel. Our horizon will be broadened and we will have the chance to learn from different linguistic regions and initiatives.
- *Communication/Outreach*: Switzerland will position itself adequately as a key player in Europe; content will be shared and the learnings adequately communicated with relevant members and groups in Switzerland. This will also benefit our national GLAM activities.

Main priorities
- Exchange
- Learning from other chapters
- Outreach with aligned organizations having similar strategic direction
- Position Switzerland as an important player in the European GLAM world and in Switzerland in particular

Main Goals

- Participate in the proposed EuropeanaOne campaign
- Attend and contribute to the possible GLAM coordinators meeting

SMART Objectives/Metrics

- At least one participant from WMCH attends/contributes to the GLAM coordinators meeting
- Build on and leverage the EuropeanaOne campaign for reaching other GLAM objectives in CH (see other project lines under GLAM)
- Meet with at least 2 new potentially interesting partners for CH on an international level

Impact Direction 2: Education

In 2016, WMCH received a large amount of unexpected bottom-up requests namely from schools and Universities. On various occasions, the community has also expressed the need for more activities in that particular domain. In conclusion and considering on one hand the importance of the field of education (generating new community members, sensitization, outreach and dissemination of free knowledge) and on the other hand the fact that Education has also been identified as an important strategic direction for like-minded chapters, WMCH decided to make it one of its three impact directions for the next years to come.

WMCH analyzed the origin of these requests and found out that schools are having a similar impact than GLAM with the web 2.0 innovation and that in particular there is an ongoing discussion about how to introduce new technologies at schools. Students consider Wikipedia since a long time as an important source for their homework, but now there also is a re-evaluation of Wikimedia projects by cantonal departments of education.

The related project lines for 2017 are thus twofold:

a) Engaging actively in concrete educational related projects
b) Building up our capacity and learning from a couple of pilots and new initiatives in order to find out where WMCH can have its biggest impact.

Looking at the situation in Switzerland, we would like to focus our activities in 2017 mainly on **schools** and **universities** while of course keeping a close eye on developments within the academic world. New and existing partnerships will be leveraged in order to serve this impact direction in the best possible way. In 2017, WMCH will continue to investigate this trend and to set up a strategy of action. For the moment, it seems to be feasible to collaborate with associations or entities which are receiving the same feedback as WMCH, like for example the associations for education for coding at the schools.

Project Line 1: Education in Secondary school

Background/Story

Building Schools 2.0

Schools in general, and more specifically Swiss schools, are adapting their programs and the training of teachers to improve the technical use and the digitalization in the educational processes.
The coding, the use of digital books, the change of methodology is producing a large transformation and the creation of a kind of definition of "School2.0" or of "Classroom2.0". WMCH has frequently received requests to participate in events and conventions as well as working groups to define this new model of school.

WMCH would like to take advantage of this favorable situation to propose the use of Wikimedia projects within the school environment.

Teach-the-teachers models

Teach-the-teacher models are very effective in order to reach as many students as possible in Switzerland, using teachers as multiplicators. Following the success of last year's initiative, WMCH will be rolling out the project in 2017 by teaching tomorrow's teachers how to understand and incorporate Wikipedia in their classrooms. WMCH pursued this approach in the past years in Zurich and Bern at the Universities of Education and already trained a total of roughly 400 teachers in Switzerland.

How is this project linked to WMCH's 2017-2020 Enablers and vision?

Building Schools 2.0

Education is one of the main priorities for WMCH; the use of *technology* and *diversity* two of its enablers: children with special educational needs in the schools will be better supported based on the learnings and findings of related projects such as the one for visually impaired and blind people or the use of NLP in GLAM projects.

Teach-the-teachers models

We are interested to establish a strong relationship with teachers and schools in order to enable students all over Switzerland to use Wikipedia in a critical way. Establishing solid bridges of communication with the teachers of tomorrow by empowering them with the knowledge of the Wikimedia projects can help bring Wikipedia to schools.

Main priorities

Building Schools 2.0

The priorities is to propose a point of reference for teachers and cantonal departments that would introduce Wikipedia at the school as part of a largest offer involving new technologies. WMCH would facilitate this interest "speaking the same language of the teachers", it means using different pedagogical methodologies (i.e. "learning by doing", "focus groups", etc.) and offering modules and didactical units. This solution may help Wikimedia CH to solve a problem of high demand with relatively scarce resources.

Teach-the-teachers models

Focus on training teachers on Wikipedia in the canton of Bern and Zurich. The priority lies on contributing and consuming content on Wikipedia.

Main Goals

Building Schools 2.0

The model would be the "coderdojo" format with a repository of lessons and didactical units to be downloaded by teachers and to be proposed at school and a model of classroom to be replicated easily. We would proceed following four different steps:

- Creation of a microsite using the model of the Coderdojo to propose the educational use of resources for the organization of local events to teachers
- Conduct of a feasibility study for the creation of a Wikispace, a physical and experimental laboratory, where schools could come to experiment new technologies and coding. This is a model used a lot in Switzerland when it comes to using didactical visits to laboratories
- Collaborate with neighboring chapters for shared solutions
- Outreach to cantonal departments to refer to the educational solutions of WMCH

Teach-the-teachers models

Wikipedia plays an official part of the curriculum of secondary-teacher-education in the canton of Bern and Zurich.

SMART Objectives/Metrics

Building School 2.0

- Creation of a microsite http://edu.wikimedia.ch
- Upload of 10 didactical units to be used by teachers (theory, exercises, evaluation)
- Three classrooms experimenting the didactical units
- Project plan of a Wikispace at the end of 2017 (with identification of costs and sponsors)

Teach-the-teachers models

- Reach a total of 150 teachers in 2017
- Potential: Indirectly reach a total of 3'000 pupils

Project Line 2: Education in Universities

Background/Story

Carry on to include Wikipedia as an official component in the academic curriculum in Higher Education

Inspiring ourselves from what Ivy League Universities have set up by providing credit to students contributing to Wikipedia, we implemented Wikipedia related activities to student's curriculum in Switzerland, particularly in the french speaking area. WMCH has been collaborating with the teacher

Stéphanie Pouchot from the HEG in Geneva since 2014. Up until now, the association was able to provide a subject per class that was attributed to a group of 3 students. The grades they received were included in their year end grades. The novelty for this year was that we were able to include a Wikipedia activity to all the students in the classroom. We carried on providing a group topic for a class (the "Produit Documentaire" project) but we also set up an activity in class. A group of 25 students actively contributed to Wikipedia during a three hour edit-a-thon and their individual articles received a grade following an established scoring criteria. Also, an interesting fact, the students of this specific course are taking a Bachelor degree in Science de l'Information to become tomorrow's librarians. For next year, we hope to carry on running activities with this teacher and explore further opportunities in other higher education institutions.

Collaboration with Wiki2Learn community

Wiki2learn (https://wikitolearn.org/) is a new user group recognized by the WMF (https://meta.wikimedia.org/wiki/WikiToLearn_User_Group) which wants to create free collaborative and readily accessible textbooks. On this platform, teaching and studying merges into the cooperative writing and revision of notes and textbooks, which can then be organized and reassembled, according to each user's needs. A number of contributors come from a large network of academic institutions. The project has several connections with Wikiversity but the community has a double goal: the first one is to increase the content and the second one is to also improve the software. The User Group asked WMCH to support concerning the development of some plugins for Mediawiki and to operate jointly with them to involve universities.

Expand Open Science Fellows Program to Switzerland

"The Open Science Fellows Program" was launched in 2016 by Wikimedia Deutschland in collaboration with the "Stifterverband". The program promotes opening up research and teaching in accordance with the principles of open science, a movement that enables researchers and society as a whole to access scientific research findings. The goal is to support scientists in making their own research more accessible.

The idea of improving access to science and research in accordance with the principles of open science is at the heart of the program, with transparency, reproducibility and comparability of scientific research as basic prerequisites. In particular, exchanges and networking between individuals active in open science must be promoted in order to further advance the opening up of science and research. In addition, the program offers participants the opportunity to network with experts from various disciplines who will provide insights into their independent research practices. For 2017, WMCH will look into the outcomes of the German pilot and see whether an expansion of the "Open Science Fellows Program" to Switzerland will make sense, so that potentially one fellow could be sponsored.

For more information, please see:
https://meta.wikimedia.org/wiki/Wikimedia_Deutschland/Open_Science_Fellows_Program

Support to PhD students

WMCH is collaborating with the NCCR LIVES team, a research pole dedicated to studying life course perspectives at the University of Lausanne during the autumn of 2016. The workshops intend to provide a better understanding of the Wikimedia movement and the values it stands for.

It also teaches PHD students to contribute to Wikipedia to support the building of content in the fields of social sciences. We hope to carry on providing this support throughout the year 2017 and possibly develop new synergies with other programs at the University.

How is this project linked to WMCH's 2017-2020 Enablers and vision?

Include Wikipedia as an official component in the academic curriculum in Higher Education

- *Diversity*: bring students & teachers into the Wikimedia sphere
- *Communication* channels: improve the communication flows with the greater public within the academic field
- There is also a strong synergy with the GLAM program as today's students (in specific fields) will be the people employed in GLAM tomorrow

Collaboration with Wiki2Learn community

The collaboration with Wiki2Learn has a triple value: firstly, education is one of the main priorities for WMCH this time focusing on universities; secondly it involves the *technology enabler* because the approach is to improve Mediawiki as a Learning Management System. Thirdly, the *collaboration with other entities* in a joint program, as Wiki2learn could potentially be an excellent partner for our action towards universities.

Expand the Open Science Fellows Program to Switzerland

It is our aim to foster the dissemination of free knowledge for a smart & open society. This being said, we would like to change how knowledge is built, curated and made accessible. To reach our vision, we need to initiate parallel and complementary initiatives which tackle our challenge holistically.

Support to PhD students

WMCH wishes to provide ongoing support to students in Universities to foster the *diversity* of new contributors. This activity will also shed some light on the Wikimedia movement and help expand the values of free knowledge to an academic audience.

Main priorities

Include Wikipedia as an official component in the academic curriculum in Higher Education

Include a Wikipedia related activity in the official curriculum of a higher education school through collaboration with forward thinking teachers in the French speaking region (i.e.: "mandat sur des produits documentaires", courses, end of study theses).

Collaboration with Wiki2Learn community

The main priority of the collaboration with Wiki2Learn is to experiment a new GUI and a new solution build upon Mediawiki with a low impact on Wikimedia communities. This collaboration may help to experiment technological innovation like the introduction of solutions for blind people (see Project line 1: "Diversify Communities" in the Impact Direction C).

Expand the Open Science Fellows Program to Switzerland
- Evaluate German pilot
- Conduct feasibility analysis for Switzerland
- Sponsor one potential fellow

Support to PhD students
- Build a network with teachers and communication departments within the Universities
- Build on 2016's network of students and develop new contacts with others

Main Goals

Include Wikipedia as an official component in the academic curriculum in Higher Education
- Nurture existing partnerships with teachers & institutions with whom positive collaborations occurred in recent years
- Build partnerships with new higher education institutions

Collaboration with Wiki2Learn community
- Help developing a Swiss community, engaging Universities and research centers into producing more free and open content
- Realizing a plugin to improve the editing
- Implement input and experiment solutions of support to blind/visual impaired people

Expand Open Science Fellows Program to Switzerland
Raise awareness for Open Science and Free Knowledge in Switzerland and provide proven concepts and best practices for the academic community.

Support to PHD students
Show students and teachers in the field of higher education the importance of participating in Wikimedia projects.

SMART Objectives/Metrics

Include Wikipedia as an official component in the academic curriculum in Higher Education

- Organize 1 edit-a-thon at the HEG Geneva during the month of the contribution for the French speaking community (Q1)

- Suggest a research topic to the students at the HEG Geneva for the project entitled "Produit Documentaire" (Q4)
- Present Wikipedia to the University of Education in Zurich and in Bern (Q2 + Q3)

Collaboration with Wiki2Learn community
- Support for the development of at least one plugin for Mediawiki
- Contacts with 3 Universities
- Define an implement a solution for blind/visual impaired use

Expand the Open Science Fellows Program to Switzerland
- Enable one scientist from Switzerland to participate in the Open Science Fellows Program.
- Possibly indirectly reach a total of 100 academics in Switzerland through Networking and outreach.

Support to PhD students
- Organize 2 "learn to contribute" workshops during the year
- Involve 25 students and attempt a contributor's retention figure of 10%
- Improve 50 articles
- Develop a new partnership with an educational partner
- Inform the greater public that WMCH is supporting actions in Universities via the various communication channels of the association

Project line 3: Partnerships & Tools

Background/Story

Provision of offline tools leveraging already existing frameworks

Kiwix is a software solution that allows for the offline use of educational content. Independently owned and managed by volunteers, it has been increasingly supported by WMCH over the years. As it stands, Kiwix is also currently the only fully offline, multi-platform solution for the distribution of Wikimedia content. Based on server statistics alone, Kiwix will finish its 10th year of existence with more than 1 million unique downloads for 2016 alone; adding in institutional users (schools, prisons, refugee camps, etc.) who accepted to share their audience data, offline Wikipedia reach is much higher, and set to grow further in the next 3 years as major entities have launched programs involving its use. WMCH is therefore willing to leverage this work further, tying it into one of its main priorities for the years to come where it makes most sense: Education.

Youth Hackathon & Devoxx4kids

WMCH organized a Youth Hackathon in Esino Lario in 2016, one month before Wikimania. The event was successful reaching 40 children, 20 mentors and 20 volunteers. WMCH has been helped by local organizers of Coderdojo and Devoxx4kids (http://www.ated.ch/ated4kids/) and, as result of this activity, the group proposed to experiment the inclusion of Wikimedia sessions in the Devoxx4kids format, foreseeing also another Youth Hackathon in 2018 using NAO robots

(https://en.wikipedia.org/wiki/Nao_(robot)) or Pepper
(https://en.wikipedia.org/wiki/Pepper_(robot)).

How is this project linked to WMCH's 2017-2020 Enablers and vision?

Provision of offline tools leveraging already existing frameworks

- *Technology/know-how:* please see under SMART objectives below
- *Communication:* through new/existing partnerships
- *External partnerships* and new opportunities for funding

Youth Hackathon and Devoxx4kids

Education is a strategic impact direction for WMCH and *technology* is one of the enablers. A project like this also fosters *diversity* because it can attract children and young people with different needs in terms of education (i.e. look at "Learning by doing").

Main priorities

Provision of offline tools leveraging already existing frameworks

- *Wikimed/Wikivoyage (Mobile):*
  Wikimed is the offline medical application that was recently launched. Its growth is currently exponential, with 80% of downloads in the Global South. Once the main languages are covered, we would like to use it as a Continuous Medical Education (CME) tool, possibly in collaboration with local medical schools and also continue our successful education in prison model

- *Collaboration WikiPack Africa/Ideas Cube*
  Wikipack Africa is an offline editing project that was already started in 2016. It aims at increasing participation from offline communities in Western, Eastern and Southern Africa. Currently used in 500 schools and 12 countries it is running on Raspberry Pi. For 2017 the partnership with the Orange Foundation is already foreseeing various communication activities. We would like to align ourselves to these and use them as a platform for outreach in Switzerland (where it makes sense). We would also like to identify whether an extension of the already existing partnership would make sense and under which conditions. Currently WMCH is the fiscal sponsor for this project meaning that we are entitled to an admin. fee. All the metrics will also be shared with us. Furthermore, Wikipack Africa us a very nice case story for potentially generating new partnerships in CH.

- *Desktop (WikiSource)*
  Wikisource is the repository of public domain books, and is often used in educational services. The biggest issue right now is that is does not correctly read dynamic pages (e.g. categories). WikiSource is the only project that uses them as a central way to display content: Kiwix was built with Wikipedia in mind, whose articles are hard-coded and can be saved as-is; dynamic pages are generated "on the fly" at every request. We thus need a critical update seeing that the problem might even expand more as the integration of Wikidata is growing a lot (also dynamically used).

Youth Hackathon and Devoxx4kids

The main priority for the Youth Hackathon is to propose a solution of workshops for young people next to the more traditional workshops on coding. The aim is a creation of modules and lessons easy to replicate by trainers and Wikipedians and to propose Wikimedia projects using a different approach.

Main Goals

Provision of offline tools leveraging already existing frameworks

- To build upon existing technology to generate new partnerships in the field of medical education, eventually conducting a pilot project (maybe Swiss Medical School)
- To build upon existing technology to extend already existing partnerships in prisons to new regions in CH
- To serve the identified market need for offline tools specifically targeted at schools, universities and NGOs in the medical sector and prisons
- To tap into new income sources through partnerships with major institutions, foundations, international organizations

Youth Hackathon and Devoxx4kids

- Propose Wikimedia projects modules besides the more traditional modules of coding (.i.e. scratch, robotics, etc.)
- Create a set of lessons to be replicated by trainers
- Receive feedback from young people about the quality and the efficiency of the proposed modules
- Organize a Youth Hackathon to be held in the 2018 (feasibility study, test, analysis)

SMART Objectives/Metrics

Provision of offline tools leveraging already existing frameworks

Wikimed/Wikivoyage:
- Release 2 more language versions making it a total of 8 (Q1)
- Implement CSS mobile extension to Android for mobile use: all mobile platforms (Q2)
- Implement Quiz extension for use as CME tool (Q3)
- Add asynchrone article feedback/comment (Q2)
- 5'000 edits by 1000 users (Q4)
- Overall: approx. 150'000 users worldwide
- To maintain an overall app rating above 4.6
- Releasing Wikivoyage Switzerland
- Run at least 1 pilot in a Medical School

R3 plug (WikiPack Africa/Ideas Cube)
- Integrate Khan Academy video packages (Q1)
- Release updated offline editing extension (Q3)
- Start development of SD card generator.
- Create 200 more articles approx. during the course of 2017

- Potentially have 200,000 users at the end of 2017
- Build upon the international PR campaign to raise readership and awareness in CH about Wikimedia

Desktop (WikiSource)
- Provide ZIm contents for Swiss Alpine dialects (Q1)
- Replace Xulrunner as backbone service by (Q2)
- Enable dynamic page off-lining (Q3)
- Roll out to Swiss prison education services if possible, start with French speaking Switzerland
- Global roll out throughout Q4

Youth Hackathon and Devoxx4kids
- Propose Wikimedia project lessons for two Devoxx4kids events in Switzerland (http://www.devoxx4kids.org/)
- Define a project plan for a Youth Hackathon to be held in 2018
- Participation of 100 young people in the events of Devoxx4kids where Wikimedia projects are presented in form of a module

Impact Direction 3: Community

Empowering our communities by servicing existing users in our three languages (four with English) the best we can but also approaching new ones (young people, special audiences like for example visually impaired users etc.) has been identified as a key priority for the years to come. Building on the great steps made in 2016 to reach out to various audiences and gather their input, we would like to further *effective communication* by updating existing and creating new appropriate communication channels (internal and external). *Diversity* also remains a key component that we continue to successfully drive forward. WMCH defines diversity as addressing:

- The various language communities
- Audiences from various ethnic origins, ages and backgrounds
- Men and women alike

Project line 1: Diversify communities in CH (F, D, I)

Background/Story

Follow up on Let's fill the gender gap

WMCH invested intensive staff time resources in 2015 to set up the "Let's fill the gender gap" project in Geneva which has experienced fantastic momentum since its launch. We believe that as a Chapter, representing the movement, we have a social responsibility to ensure that women are included within the Wikimedia sphere. We wish to support initiatives that include women from two perspectives, first with regards to their participation to Wikimedia initiatives and secondly in terms of building content concerning them.

Art & Feminism Events

Art+Feminism is a rhizomatic campaign to improve coverage of women and the arts on Wikipedia, and to encourage female editorship. Already in 2015 & 2016 we hosted parallel Art & Feminism events in Switzerland, on the occasion of the World Women Day. We wish to continue this tradition and participate in the worldwide "Art & Feminism" campaign in 2017 by supporting three satellite events throughout the country.

Online Banner Campaign

Attract new female users with online banners and motivate them to contribute to female-specific content in Wikimedia projects: in collaboration with the scientist Jana Gallus, WMCH will presumably launch a banner campaign on the German speaking Wikipedia in Switzerland to raise awareness and attract new female contributors. The banners will ask readers to contribute to female-specific content to Wikimedia projects - such as writing biographies about local female personalities.

Providing a voice to visually impaired and blind users

The visually impaired community has a natural obstacle to overcome in order to use or participate in the Wikimedia projects. Currently, we are on one hand unfortunately missing valuable content and knowledge from that specific community and on the other hand maintaining entrance barriers preventing it from becoming an active part of our movement. WMCH hence decided to attempt to tackle this phenomenon by providing a voice to the visually impaired community. Indeed, the idea is to ask the final end-users, either suffering from blindness or visual impairment to provide feedback on the issues they face when using or contributing to the Wikimedia projects. WMCH is right now working with a visually impaired expert called Simone Mignami to help analyzing and understanding what could be done in future to reduce this gap. We also would like to understand if the efforts that would have to be made to transform the Wikimedia projects into user-friendly platforms for blind or visually impaired people would be sustainable. Following the analysis of the data collected in the last quarter of 2016, the second phase of the project will be to establish guidelines in 2017, possibly with national reach.

How is this project linked to WMCH's 2017-2020 Enablers and vision?

Follow up on Let's fill the gender gap
- Keep communication channels open with new contributors to ensure the best retention rate possible
- Develop constructivism criticism on the inclusiveness of the Wikimedia projects which will involve technology for the visually impaired community
- By welcoming diverse contributors we ensure that the Wikimedia projects remain inclusive and open to all

Art & Feminism Events
Those events will carry on nurturing our attempt to *diversify* our communities as well as getting more variety in terms of content.

Online Banner Campaign

This campaign is strongly linked to our enabler "*diversity*".

Providing a voice to visually impaired and blind users

This section is focused on the community but using two enablers: *technology* and *diversity*. The use of new technologies is considered strategic for people with disabilities in order to reduce barriers.

Main priorities

Follow up on Let's fill the gender gap

- Online: Banner campaign on Wikipedia, targeting new female contributors and achieve to obtain more female-related content
- Offline: Let's fill the gender gap ateliers
  A budget for in person meetings to support the development of the Geneva-based community following the completion of the [let's fill the gender gap workshops](#) in 2015-2016 is allocated from the Wikimedians in Switzerland provision. Indeed, the project "Les Sans Pages" (https://fr.wikipedia.org/wiki/Projet:Les_sans_pagEs) will be organizing workshops especially in the french speaking area of Switzerland for which WMCH wishes to support food and room rental costs

Art & Feminism Events

Encourage the delivery of content on articles about women and art in the Italian-, French-, German- and English-speaking Wikipedia.

Online Banner Campaign

Evaluate the potential of converting readers into contributors with the help of "call to actions" on central notice banners on Wikipedia.

Providing a voice to visually impaired and blind users

After the initial analysis phase, WMCH would like to continue supporting the approach with proposals for solutions, also starting to experiment with technological implementations in order to reduce barriers (handicaps) and to improve the inclusion of people with disabilities (reading and/or contributing).

Main Goals

Follow up on Let's fill the gender gap

- Build on the previous year's efforts to foster a diverse community of new contributors
- Establish WMCH as an inclusive and pro-active association in the field of diversity
- Produce more guidelines and an action plan after the study of feasibility from 2016

Providing a voice to visually impaired and blind users

- Continue the analysis of usability of Wikimedia content for blind people
- Introduce more guidelines to Wikimedia projects
- Involve more associations of blind people

- Drive technological innovation to support the project (i.e. to be experimented in the Wiki2learn project)
- Make contact with other Wikimedia communities to build a joint working group

SMART Objectives/Metrics

Follow up on Let's fill the gender gap
- Sponsoring the catering and room rental of one monthly meeting for the "Les Sans Pages" contributors based in Romandie on an ad hoc demand (max. 12 meetings)

Art & Feminism Events
- Sponsor an Art & Feminism event (incl. online communication) in each language area that could gather a total of 100 participants in Switzerland (total of 3 events); childcare will be foreseen to attract more women to the event
- Sponsor an edit-a-thon on the history of women rights in partnership with the Gostelli foundation (http://www.gosteli-foundation.ch/fr) and FemWiss

Online Banner Campaign
- Reach a total of 65'000 readers with the banner campaign
- Acquire a total of 50 new contributors
- Have a total of 50 articles edited

Providing a voice to visually impaired and blind users
- Introduction of WikiSource as source of books in two Associations for blind people
- Introduction of a technological solution to improve the use of Wikimedia projects for blind people
- Creation of a working group recruiting volunteers from Wikimedia communities to work around the problem

Project line 2: Engage with and support our communities

Support & Monitor our Communities ONLINE

Background/Story

WMCH has had difficulties in identifying volunteers operating in the different language communities and providing them adequate support. This is connected with the specific division of Wikimedia projects by languages and the consequence of sharing the linguistic projects with other Chapters.

The only available tool that WMCH can use is the geotargeted banner, operating using the geographical identification over the internet provider. Unfortunately, this tools is insufficient for our needs. In general, WMCH misses the "gray zone" of users and editors operating occasionally which need to be motivated in order to have a more frequent and continuous relation with Wikimedia projects.

Community Survey

WMCH has already conducted some surveys in the past thanks to the central notice. In 2017, WMCH would like to conduct new ones in order to update our data from the last survey.

Content monitoring tool

WMCH has a major problem of identification of contributors operating in Switzerland or around topics concerning Switzerland. This is indeed a barrier for adequately supporting the online community. However, the use of the IP is limited for security reasons or is inefficient. This project would develop a statistical tool to monitor a subset of articles or files connected with Switzerland and to identify users that contribute to specific topics in order to plan actions of support where there are specific weaknesses.

Community enablement through adequate and timely information

Revamp of Wikipedia.ch: WMCH owns the domain Wikipedia.ch. For the moment, the portal only hosts a copy of the Wikimedia.org page. With the introduction of the Wikimedia API, we could evaluate a different use of this domain for more effective action and support to the community. We would in fact like to inform the Swiss general public about what happens in Wikimedia projects and to focus more on relevant Swiss content.

How is this project linked to WMCH's 2017-2020 Enablers and vision?

We will be supporting the community in their contribution endeavors and thus foster the diversity of projects, improving communication channels between institutional partners and members of the community. In particular:

Community Survey
Wikimedia uses technology and specifically the surveys to identify needs, wants and moods of the community.

Content monitoring tool
Technology and *Know/how* are enablers of our strategic plan; this project uses a technological solution to solve a problem which limits our action in terms of our crucial impact direction: "Community".

Community enablement through adequate and timely information
Communication is an important enabler, in this case its improvement would greatly support the whole project line.

Main priorities

Community Survey
Identify the needs of the communities.

Content monitoring tool
- Support users interested in Swiss topics
- Monitoring quality of content to plan actions

Community enablement through adequate and timely information
- Provide a network of contacts and link people and institutions with same interests in order to generate synergies
- Provide services to our volunteers and making contributing to Wikimedia projects easier
- Revamp Wikipedia.ch as channel for informing our broader communities about the Wikimedia projects and the content of Wikimedia projects connected with Switzerland (i.e. also for schools and educational purposes)
- Keep the broader community informed about ongoing activities via social media and Newsletters

Main Goals

Community Survey

Repeat the community survey which has been hosted in 2015 (and will be conducted again in 2016) to assess the needs of the communities online in order to align the offering.

Content monitoring tool
- Identify users interested in Swiss topics
- Plan actions to support and to motivate these users
- Plan focused surveys to receive feedback from the community
- Reach more volunteers
- Monitoring quality of content to plan adequate actions

Community enablement through adequate and timely information
- Provide advice on the WMF funding opportunities to the members of our communities if and when submitted projects lie beyond the local Association's spectrum
- To strengthen the exchange of information, ideas and best practices as well as align specific services among chapters serving the same language communities, i.e. through bilateral contacts or the Volunteer Supporters Network
- Revamp of Wikipedia.ch creating a portal to reorganize the content of Wikimedia projects related to Switzerland and to propose it to various target groups such as schools and the community in general

SMART Objectives

Overall: A total of 200 editors shall directly and personally benefit from the ONLINE support offered by WMCH in Switzerland in 2017.

Community Survey
- A total of 150 editors participate in the community survey
- At least 2 specific initiatives are implemented after the evaluation of the survey-results

Content monitoring tool

In order to reach our strategic goals in terms of supporting the community and the use of technology to reach this goal, a study of feasibility will be conducted within a period of 3 months to define clear

requirements. At the end of Q2 2017, a first release of a community monitoring tool targeting a smaller linguistic community in Switzerland will be released. The three following months will be dedicated to revisit the quality and to fix eventual bugs.

As WMCH is already working around a tool for statistics targeting GLAM, the software code, the architecture and the know/how of that project will be reused for this one.

Community enablement through adequate and timely information
- Reorganization of Wikipedia.ch and first release of the portal (using Wikimedia API) at the end of 2017
- Plan of communication to relaunch the Wikipedia.ch portal at the end of 2017

Support our Communities OFFLINE

Background/Story

Scholarships
WMCH has a strong track record in supporting offline activities of volunteers in Switzerland, guarantee professional event organization and infrastructure and enable volunteers to participate in international Wikimedia and non-Wikimedia events.

Micro-grants
Will be delivered through META to our volunteers, in order to enable them to launch their own projects throughout the year.

Enable offline reunions & meetups
By participating in organizing workshops and events, we have developed the interest of new contributors in our respective language communities. By informing active contributors of the possibility for WMCH to sponsor in presence meetings for members of the community, we intend to strengthen the existing community and retain new contributors. Last but not least we will evaluate the possibility of having a community space in Switzerland, as this was a desire which was mentioned several times by our community.

How is this project linked to WMCH's 2017-2020 Enablers and vision?

Main priorities
Scholarships
- To support Wikipedia Ateliers with financial resources to attend Wikimedia events
- To grant scholarships for local conferences and Wikimedia events in Europe, with a special focus on WikiCons. Enable volunteers to attend events which are organized by their neighbor chapters.

Micro-grants

Micro-grants are a means to support Wikipedia reunions with financial resources. Moreover they provide financial resources to individuals for implementing their own project throughout the year.

Enable offline reunions & meetups

With the intent to foster diversity and healthy communication, we support occasional in person meetings within and across our respective communities, which will help deliver positive initiatives and outcomes.

Last but not least: A potential future community space in Switzerland can enable Wikimedia CH to live up to its role to "bring people together".

Main Goals

Scholarships

Enable people to attend Wikimedia events, transferring this know-how back to their online communities.

Micro-grants

Retain existing editors and provide opportunities for personal development of our volunteers by granting ownership for specific projects.

Enable offline reunions & meetups

- Encourage the community to build autonomy in organizing local meet-ups
- Support the possibility for new contributors to join the movement through in-presence workshops and contribution sessions

SMART Objectives

General

A total of 100 editors (existing & new) shall benefit from the OFFLINE support offered by WMCH in Switzerland in 2017.

Scholarships:

A total of 25 scholarships shall be granted in 2017.

Micro-grants:

A total of 22 micro grants are available in 2017.

Enable offline reunions & meetups

- Organize three parallel Wikimedia New Year's Brunches in January 2017 to kick off the year together with our communities. This has already a strong tradition within the Wikimedia community in CH
- Financially support a minimum of a quarterly meeting in each language area from the "Wikimedians in Switzerland" budget line. If active contributors do not take on the lead, WMCH may opt organize the meetings.

● Evaluate the possibility of having one community space in Switzerland

Project line 3 Community Innovation: Building a tech community of individuals and of companies

Background/Story

Switzerland is a great place for incubators and hubs where creative and innovative minds meet. In addition, Switzerland is considered at [the first place for technological innovation](http://www.wipo.int/pressroom/en/articles/2016/article_0008.html) (http://www.wipo.int/pressroom/en/articles/2016/article_0008.html). It means that there is a big potential community of technical people that could be attracted by Wikimedia projects. Startups could consider to build know/how about the integration of Wikimedia content directly into their tools (Wikipedia, Wikidata, WikiSource, etc.).

The development of APIs by the Wikimedia Foundation may help a lot to reach these goals and to propose a different point of view to this specific target group.

How is this project linked to WMCH's 2017-2020 Enablers and vision?

In this specific case, the enabler *technology/know* is considered as helping diversity, in terms of *diversity of contribution*. Not only content will be diversified but also software, gadgets or other contributions from the technical community.

Main priorities

Building a community of developers and people interested to contribute to the technical aspects, offers a different approach to the expansion of the community and a different motivation for this specific segment of volunteers. The concept is to consider the "community at large", meaning including companies or startups interested in the open software and in Wikimedia APIs.

Main Goals

● Participate in the "Hack-the-city" event offering a prize for the best tool (https://www.hackthecity.ch/) using Wikimedia API
● Development of a network of developers which are interested in the use of Wikimedia API
● Development of a network of startups interested in the use of Wikimedia API

SMART Objectives

● Participate in the "Hack-the-city" event offering a prize for the best tool (https://www.hackthecity.ch/) with the participation of at least 4 teams
● Two training days for developers which are interested in using the Wikimedia API
● Two training days for startups interested in the use of Wikimedia API

Project line 4: Support to photography

Background/Story

WMCH has supported photography since a long time already. This support has resulted in a huge amount of quality material.

WMCH noted that people contributing to Commons are, in general, very targeted and focused on the production of photos and not of texts. In our view, this constitutes a very specific type of contribution that might be lost if not well supported. We thus propose to support photographers with three different type of actions:

1. Help with press accreditations
2. Budget allocation for active photographers
3. Photo contests

Press Accreditations

Over the course of time, we realized that by asking members of our community to go through the association for press accreditations sometimes delays or prevents the volunteers from deploying their project. Communication is key but it may occasionally add a layer of bureaucracy that might not be counterproductive. We decided to rethink how to channel communication in order to best support our community. The way we currently proceed is to set up active photographers with a wikimedia.ch address in order to facilitate their requests when contacting event organizers. These active members then only contact us when two scenarios arise:

- Either when having received a negative answer or
- When they wish to attend a major global event for which the Chapter's full support is requested.

Other than that, WMCH always supports requests from new contributors to foster diversity.
In terms of outcomes, WMCH usually only includes the outcome of the photographic projects into its reports, when staff time is invested or providing direct support. In this case, photographers are asked to use the category "Supported by WMCH" when uploading their content.

Budget allocation for active photographers

The active photographers in our communities have been independent for many years and approach WMCH for specific requests. We have allocated a financial provision to cover their logistic costs as well as some equipment costs. We adopt the approach to buy or to rent photo equipment to the most active users of our communities (i.e. user Sailko). In this case, he/she uploads all photos or other objects using the category "Supported by WMCH". We use this approach as it encourages future contribution and diversity of content without jeopardizing the community's motivation with bureaucracy and too many constraints.

Photo Events

We hosted several photo contests, like Wiki loves Earth or Wiki Loves Monuments in the past and could provide great results. However, in 2017, we would specifically like to ensure content gaps on
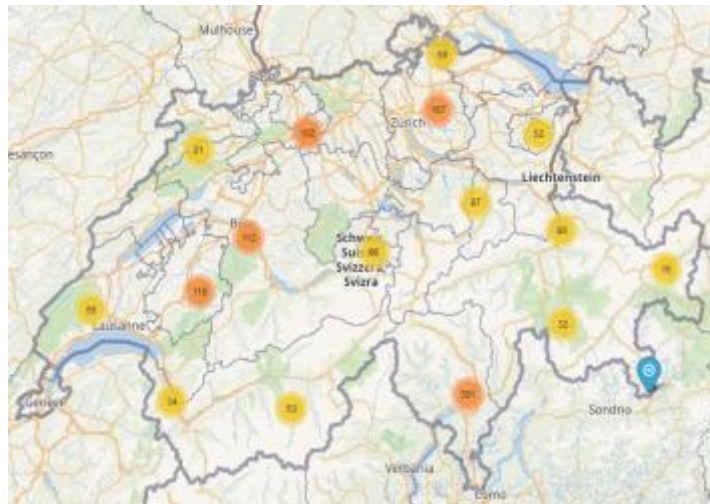
Wikimedia Commons and Wikipedia are filled. We will thus launch a photo contest for which people will be asked to take photos of "things" which are not yet photographically documented on Wikimedia projects. There are many villages or displays of public art (in Switzerland there is the freedom of panorama) in Switzerland for example, which do not have a picture yet to illustrate their articles. In order to be clear with the messaging, we thought about organizing a photo contest with the title "Wikipedia needs your photos" to reach a broader audience and to provide a clear "call to action", if WMCH is able to secure the right partnership during the course of Q1 and Q2 2017.

How is this project linked to WMCH's 2017-2020 Enablers and vision?

Through photography, WMCH supports the community and its enabler diversity and communication.

Main priorities

The group of photographers is an important section of the community. The aim of this section is to support and to retain these volunteers.

Press accreditation
Continue to offer this service as it is the second most requested service by photographers.

Budget allocation
Continue to offer this service as it is the first most requested service by photographers.

Photo Events
Participation at one of the international contests (Wiki Loves X) but with a specific target like "Wiki needs pictures". Basically the list of objects/things would be created using the list of cultural heritages without a photo (https://tools.wmflabs.org/wiki-needs-pictures/). Additional events may be organized during the year locally or connected to a specific target.

Main Goals

Press accreditation
- Support new editors/photographers with press accreditations
- Provide existing editors with business cards and email addresses so that they can ask for accreditations themselves

Budget allocation

Support the main contributors of Commons with financial resources to buy photo equipment or rent it for them.

Photo events
- Finding partnerships for a contest
- Increase particular content of Wikimedia projects filling the less represented cultural heritages' gap in Commons (https://tools.wmflabs.org/wiki-needs-pictures/)
- Increase the participation of new volunteers to the contest

SMART Objectives

Press accreditation

Treat 25 volunteers' requests in 2017.

Budget allocation

Upload 3'000 photos "Supported by Wikimedia CH" in 2017.

Photo events
- Finding at least one partner for a contest
- At least 1'000 photos and 100 participants for particular photo events

Overall:
- Upload of a total of 10'000 images in three years -> 4'000 photos in the 2017

Project line 5: Innovations (for upcoming opportunities throughout the year)

Switzerland is rated first in the field of Global Innovation by WIPO and the theme of technical innovation is a major topic locally. WMCH is invited to participate to a variety of events and think tank groups with regards to key projects developing future scenarios for Web 3.0 and beyond. Indeed, the Wikimedia movement is part of the network of potential key players for the next web evolution. The Chapter is considered an important local partner to bring in know/how and innovation and we would like to strengthen this even more.

In 2016, new requests were addressed to join in projects of innovation in schools, in GLAM or to support the community. However, our budget constraints prevented us from carrying through those projects. We realized that by provisioning for ongoing requests and now having a multiyear strategy, we needed to equip ourselves with the means to remain flexible throughout the year and at the same

time prepare for the years to come. This project line is thus intended to open up new roads of servicing the community and developing projects, while being flexible throughout the year.

Partnerships and Public Relations

At WMCH we don't believe that we need to reinvent the wheel each time. We would like to focus on our unique selling proposition and build a strong, viable organization. However, we cannot do this without partnering up with other Chapters, like-minded organizations and of course the WMF.
We also believe that as an association of such notoriety we can and should use our unique position in the market to influence and make our point wherever necessary and possible. This should of course be done in Switzerland, where WMCH is already seen as a prominent partner and stakeholder when it comes to freedom of panorama and copyright questions. On a European level, where WMCH can partner with other European Chapters while working through a representative in Brussels, our work should also be reinforced.

Please see attached the corresponding logic model to explain how we in Switzerland will also benefit from this important European work and collaboration.

Project line 1: EU Outreach through the Free Knowledge Advocacy Group EU (FKAGEU)

Background/Story

Since 2013 when a first attempt was made in terms of joining the efforts of various chapters to give Wikimedia a voice in Brussels in front of the European Institutions and Legislators, a lot of ground has been covered to make sure the association is recognized as a reliable partner and subject matter expert by policy makers. Common ground was found globally and in Europe, exact goals were defined, the necessary human resources trained or hired to acquire the necessary skills and build contacts to be effective in this line of work.
However, as outlined by our representative in Brussels, Dimitar Dimitrov, the EU public policy initiative is currently overly dependent on a single individual, which is not the ideal situation. What is more, the European copyright reform is starting for real in autumn 2016 and will be a hot topic over the coming years, not only in Brussels but also internationally. The timing is thus right for an increased investment and effort in order to enable sustainable change on the legal and policy framework for free knowledge in Europe.
Dimitar Dimitrov is proposing an ambitious yet targeted plan and budget for 2017, which are both designed to address the weaknesses and augment the strengths of Wikimedia's public policy work.
Acknowledging that those kinds of activities cannot be funded by the WMF, WMCH would nevertheless like to increase its share in the European activities from currently 2500,- EUR to 8.826, 25 EUR.

How is this project linked to WMCH's 2017-2020 Enablers and vision?

- This initiative is linked to the roof and the basis when looking at our house picture
- *Communication* and *technology/know-how* would also be represented

Main priorities

- Common voice on a European level
- Cross-fertilization by using European outreach, good practices and knowledge also in Switzerland

Main Goals and SMART Objectives

These common goals have been established between the different partners financing and supporting the FKAGEU initiative.

Goals	SMART Objectives
By the end of 2017 we have established at least 15 more working relationships between Wikimedians and Decision Makers (regular meetings, e-mail exchange, phone calls).	By the end of 2017 we will have established working relationships with at least 15 more relevant decision makers who work on digital policy and have a say on copyright reform. These should come from the following groups: MEPs of the Digital Intergroup; MEPs in JURI, ITRE, IMCO and CULT committees; Digital/IP Policy Advisors of the Permanent Representations; Commission staff from DG Connect, DG Market, DG EAC; Political cabinets of President Juncker, First Vice-President Timmermans, Vice-President Ansip, Commissioner Oettinger, Commissioner Jourova, Commissioner Navracsics.
In 2017 Wikimedia will participate in all dialogues, consultations and events on EU level that have an impact on copyright reform (at least 40, no more than 100 events).	In 2017 Wikimedia will participate in: Thematic EP Events organized by MEPs or groups (~40); Dialogues ran by the European Commission on dossiers relevant to our goals (~6); Meetings with European Commission unit staff and cabinets (~12); EU IPO working groups and plenary (3); Copyright-related events organized by non-decision makers in Brussels (~20); Events organized by media outlets in Brussels (~4)
6 Wikimedians will receive travel support to go to Brussels and work on our public policy goals.	-
Wikimedia has collaborated (e.g. event, position paper,	Wikimedia has collaborated (e.g. joint events, position papers, sharing of resources) with different stakeholder groups. In order to ensure we are well integrated in the entire debate, but keep our independence, we

strategic collaboration) at least once with each of the following stakeholder groups: digital & tech industry; digital civil society; libraries & academia; authors	should aim at working with the technology sector (i.e. EDiMA, CCIA, EuroISPA), civil society (i.e. EDRi, BEUC Communia, AccessNow), science & education (i.e. IFLA, EBLIDA, LIBER, Science Europe) and authors (either individual authors who we give a voice or pro-reform organisations like IMMF).
Ensuring that the text of the EU Copyright reform allows for more content on Wikimedia projects.	The EU Copyright reform includes wording that would allow for more content on Wikimedia projects while not additionally burdening the gathering and dissemination of free knowledge. Freedom of Panorma and "safeguarding the Public Domain" (no new copyright on digitization) are part of the text. There is no new requirement for content identification technologies on our projects. The reform proposal will be published by the end of September 2016. EP Committee vote will be scheduled for March, but will most likely take place June or July. Possibly even later. Plenary vote almost surely after August, but before year's end. Then Council and trialogue in 2018.
At least two respresentatives of Wikimedia are known to the EU institutions and partners. They can replace each other at events.	-

Project line 2: Outreach and Policy influencing in CH

Background/Story

Policies in Switzerland affect Wikimedia projects: we have seen this in 2016, where the Copyright law as well as the Telecommunications Act - and therewith net neutrality - were under revision. Such revisions, depending on their outcome, could negatively affect the future of Wikimedia projects in Switzerland. This being said, WMCH wants to take responsibility for a safe and fair future of the Internet - most of all to grant a safe environment for Wikimedia projects. Copyright and net neutrality will be the two main areas where WMCH is continuing its efforts to leverage a positive development, building on existing and creating new partnerships and allies as well as leveraging the European efforts in Brussels (see priority line 1 above).

How is this project linked to WMCH's 2017-2020 Enablers and vision?

It is our vision to disseminate free knowledge for a smart & open society. In order to do that, we need to have a basis and a specific frame condition: an environment, which actually allows

our users & volunteers to collect and curate free knowledge, on a platform where everybody is granted equal access to.

Main priorities

We will focus on the areas of net neutrality and copyright.

Main Goals and SMART Objectives

- By the end of 2017 we will have established at least one new relationships with #1 member of the parliament as well as #1 relevant decision maker who works on net neutrality and have a say on the ongoing copyright reform
- Furthermore, WMCH is evaluating to <u>become a member</u> of, and actively participate in <u>the parliamentary group "Digital Sustainability"</u> in order to support the political conditions for a prosper digital future of Switzerland
- In order to raise awareness and win sponsors for our mission, we will be <u>evaluating</u> the possibility of organizing a conference (possibly also having a charity/fundraising connotation) about free knowledge in Switzerland in 2017 to reach out to numerous stakeholders and put our projects and needs in the spotlight/on the forefront of public opinion on selected topics

Project line 3: Collaborate with like-minded associations

Background/Story

International partners WMF & chapters

We have a long history of working closely with our neighbor chapters who support same language projects as well as with the Wikimedia Foundation. We are persuaded that all parties will benefit if we intensify these collaborations and continue to institutionalize information exchange and share knowledge.

That being said, WMCH also has privileged contacts with the International Olympic Committee and the International Sports Movement. Hopefully, in 2017 a first partnership will be established possibly with the Olympic Museum working closely with Germany on integrating Wikidata into the project.

Local partner ATED

ATED is the Swiss Italian Association of Computer Scientists. It's one of the oldest Associations of computer scientists in Switzerland (since 1975) and the main organizer of some national events for children (Devoxx4kids http://www.devoxx4kids.org/) as well as for IT (Voxxed days https://voxxeddays.com/). As sponsor, WMCH is frequently involved in conferences and events in terms of networking in IT fields. Thanks to the collaboration with ATED, WMCH is now in contact with NetComm, the Swiss association of e-commerce, with Clusis, a Swiss association for cyber-security, and with local administrations.

Local partner Opendata.ch

With the Swiss Chapter of the Open Knowledge Foundation we have a sparring partner in the area of outreach and "influencing" local policy. With Opendata.ch we collaborate in order to promote free knowledge and open data in Switzerland. We do this either by influencing policymaking, writing statements or by hosting common events.

Local partner foraus

foraus (Swiss Forum on Foreign Policy) is a Swiss think tank which generates independent and high quality recommendations for Swiss foreign policy decision makers and the public, thereby bridging the gap between academia and politics. Similar to the Wikimedia movement, foraus is based on its members' voluntary commitment. This being said, foraus and WMCH want to introduce a joint initiative with the aim of depicting Switzerland in its international context and with all its international relations on Wikipedia. The feasibility of the collaboration will be explored in 2017!

Local partner Digitale Allmend

Digitale Allmend is an association which has the lead regarding Creative Commons licenses in Switzerland. It is considered as "opinion maker" on subjects like net politics and copyright law. pursues at the same time similar aims as WMCH in terms of free content.
Local partner Digitale Gesellschaft

Local partner Digitale Gesellschaft

The "Digitale Gesellschaft" is an association which is considered to be an opinion leader and lobbyist for free internet, human rights and consumerism in the digital space in Switzerland. The association has prominent members such as Digitale Allmend, Chaos Computer Club Schweiz and Wau Holland Stiftung. Because WMCH projects are based on net neutrality and also on the protection of our users we build alliances to associations like Digitale Gesellschaft if that helps us to reach our goals.

How is this project linked to WMCH's 2017-2020 Enablers and vision?

International partners: WMF & chapters
We consider ourselves a collaborative Association and as part of the Wikimedia Movement. Therefore it is self-explanatory that the collaboration with neighbor Chapters and the WMF is deeply rooted in WMCH's DNA.

Local partner ATED
The enabler is *technology* as well as the *connection with external partners* in order to reach results working in collaboration. The involvement of ATED is important for education and to improve our presence in tech or IT related communities.

Local partner Opendata.ch
It's both our vision and mission to disseminate free knowledge in Switzerland. Opendata.ch follows the exact same purpose and it is efficient and obvious to use synergies and collaborate.

Local partner foraus

With foraus we have a partner organization who has a very knowledgeable community. We would like to leverage the foraus community for Wikipedia in order to have extraordinary high quality content relevant for Switzerland on Wikipedia.

Local partner Digitale Allmend

Digitale Allemend pursues similar aims as WMCH in terms of free content.

Local partner Digitale Gesellschaft

WMCH projects rely and are based on net neutrality and also on the protection of our users. As an association, we therefore believe in building alliances, in pursuit of reaching our goals.

Main priorities

International partners: WMF & chapters

Strengthen the relationship with WMDE & WMAT and continue our alignment of Community Support on the German-speaking Wikipedia. Collaborate on the possible partnership with the IOC.

Also strengthen the ties with French speaking countries as well as Italy.

Local partner ATED

ATED has built a strong network of contacts in its long history and the majority of companies of ATED are IT companies. The presence of WMCH as sponsor helps to strengthen the brand of WMCH within IT companies and to raise awareness of the brand. The main priority is to join the effort for results at educational level (introduction of new media in schools) and to increase the presence of WMCH in technical and IT related fields.

Local partner Opendata.ch

Strengthen the partnership and develop a common plan of action.

Local partner foraus

- Attract new and competent editors
- Increase the amount of quality content about Switzerland in de, fr and en Wikipedia

Local partner Digitale Allmend and Digitale Gesellschaft

- Exchange of information
- Sharing best practices
- Using Synergies

Main Goals

International partners: WMF & chapters

- Make sure to use synergies and share best practices which can be easily adapted by other Wikimedia entities

- Institutionalize information exchange on all levels: staff, board, ED

Local partner ATED
- Working jointly on the introduction of new media at school
- Working jointly on the organization of events for young people
- Using shared communication channels for media
- Working with joint press releases
- Brand awareness in Italian speaking Switzerland and possible nationally

Local partner Opendata.ch
- Exchange information on ongoing and relevant policy issues in Switzerland
- Keep each other posted on ongoing discussions and plans

Local partner foraus
- Depict Switzerland and its foreign relations on Wikipedia in German-, French- and English-speaking Wikipedia

Local partner Digitale Gesellschaft and Digitale Allemend

- Approach both associations with the aim of exchanging information and possibly planning joint actions

SMART Objectives

International partners: WMF & chapters
- Possibly provide financial and personnel resources for the organization of the German-speaking WikiCon 2017, in collaboration with WMAT & WMDE (according to human resource and financial possibilities)
- Provide financial and logistic support to WMFr for the planning of the FR WikiCon (according to human resources and financial possibilities)
- Provide financial and logistic support to WMIT for the planning of the IT WikiCon (according to human and financial resources possibilities)
- Bi-weekly/monthly calls among WMDE, WMAT and WMCH to align online & offline activities
- Reach an agreement with the IOC by Q2 2017 in order to start a fruitful partnership

Local partner ATED
- Invitation to participate at least at two events with IT companies
- 4 joint press releases and at least a total of 10'000 users reached
- WMCH present as sponsor at least at 10 events of ATED

Local partner Opendata.ch
- Host one common event in 2017

Local partner foraus (if feasibility study conclusive)
- Establish 1 new partnership

- Host 2 editing events in 2017
- Attract 50 new editors on de: wp and fr: wp
- 100 articles edited or newly created

Local partners Digitale Gesellschaft and Digitale Allemend

- Initial meetings to find out if and how a collaboration could make sense
- Possibly joint events or calls to action