



**WIKIMEDIA**  
**CH**

## Annual Report

Prepared for the General Assembly  
2011

## Facts and Figures

As of April 1<sup>st</sup>, 2011, Wikimedia CH has 105 members, which is an increase of about 13% compared to one year before. Thereof, 10 are supportive members and 6 members represent legal entities. From the remaining 89 members, 63 are primarily German-speakers, 20 French-speakers, 4 Italian-speakers and 2 Romansh-speakers. The gender distribution is as follows: 80 male, 9 female.

Between June 9<sup>th</sup>, 2010 and June 29<sup>th</sup>, 2011, the Board of Wikimedia CH consists of:

Mourad Ben Abdallah, President  
Bagawathram Maheswaran, Treasurer  
Patrick Kenel, Secretary  
Frédéric Schütz, Press speaker for French language  
Ilario Valdelli, Press speaker for Italian language  
Charles Andrès

The new Board, elected by the General Assembly 2011 will formally take up its work on June 30<sup>th</sup>, 2011, 60 days after the General Assembly.

In the same time period, auditors of Wikimedia CH have been:

Zutter Treuhand AG  
Höheweg 2  
Postfach 687  
CH-3053 Münchenbuchsee (BE)

The choice of an external auditor follows the 2010 General Assembly's decision to externalize this task out of the association.

Chief Information Officer of Wikimedia CH is Manuel Schneider.

Press speaker for German language is Nando Stöcklin. As he announced his intention to resign, Patrick Kenel has been appointed to take over as of September 2011. In the name of the association, the

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Board would like to thank Nando for his precious contribution to Wikimedia CH and the German-speaking Wikipedia community during his five years serving in that function.

## Activities

### GLAM

#### Federal Archives Group

The Board gave a mandate to a negotiation group / task force, led by Rupert Thurner, to start negotiations with the Federal Archives and find out whether they are interested to cooperate with WM CH to make all or part of their works accessible to the public and take necessary steps toward defining a possible agreement. The group invited WMF GLAM fellow Liam Wyatt to Switzerland to learn from his past experiences. Liam spent a week in a couple of Swiss cities in March after the Wikimedia Conference in Berlin.

#### Valdensia project

Wikimedia CH initiated cooperation with the Cantonal and University Library of Lausanne (BCU): <http://fr.wikipedia.org/wiki/Projet:Valdensia>. The goal of the so-called Valdensia project is to create, in a semi-automatic mode, several thousand of articles in Wikipedia concerning biographies of people from the canton of Vaud, mainly artists and cultural people. 2-3 training and information sessions will also be given to BCU people to explain Wikipedia constraints and language to write articles. November 2011 has been defined as the deadline to complete this project. First tests have been made so to create most of the articles from July till October. Communication on the project will be done at its closing in coordination with the BCU.

#### Wiki Loves Monuments contest

Wikimedia CH will participate in 2011 to the Wikimedia Loves Monument ([http://commons.wikimedia.org/wiki/Commons:Wiki\\_Loves\\_Monuments\\_2011](http://commons.wikimedia.org/wiki/Commons:Wiki_Loves_Monuments_2011)) photography contest. This will be focused on items listed in the Swiss Inventory of Cultural Property of National significance and will take place from late June to early September. During all this time, people will upload on Commons self-made pictures of items and announce it on a dedicated web application (<http://www.wikilovesmonuments.ch>). It displays the full list of items per canton, allow participants to "book" an item, link a photo to the corresponding Item and download KML files of all selected items. At the end of the contest, a jury of 5 people

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specialized in photography and/or historical monuments will designate the 10 best pictures and award four additional prizes. A closing ceremony will be held in early October in Bern. A subvention request of 3,000 CHF has been submitted for review to the Federal Office of Culture.

## Summer Conference

In the context of a Wikimedians meeting organized on August 20<sup>th</sup>, a GLAM conference will be organized and take place at the Prangins Castle, the National Museums headquarters in Romandie. Details on the agenda and speakers will be communicated later on.

## **TAO Project**

Based on the decision taken by the General Assembly on April 10<sup>th</sup>, 2010, the Board allocated 27,000 CHF for the preparation of the TAO project and related fundraising activities. It also decided to confirm Wolf Ludwig as project coordinator for Wikimedia CH and thus lead for the “Community Activities” and “Public Relations / Community Relations” TAO sub-projects. A grant proposal for funding of TAO community coordination was submitted to the Wikimedia Foundation in May 2010, which was approved at the beginning of July with an amount of 25,000 \$.

Several activities have been planned:

- A workshop will be organized by the end of the summer in the Lausanne area, in partnership with Connaissance 3 and Pro Senectute. The objective is to recruit elderly people and teach them how to scan their old pictures and share them under a free licence. The organisation of these workshops is jointly assigned to Ludovic Péron and Sandrine Pache.
- A booth has been booked to represent Wikimedia CH at the *Question d'âge* event held in Bulle on June 17<sup>th</sup>-19<sup>th</sup> 2011.
- *Freie Fahrt ins Internet* operation was held at Coop Wankdorf shopping centre in Bern. The objective is to replicate the operation in other Coop shopping centres, such as in Neuchâtel and Vaud.
- A landing-portal on Wikipedia in French was created (<http://fr.wikipedia.org/wiki/Projet:ThirdAgeOnline>). Not yet operational, it is intended to welcome and guide those contacted during workshops or other types of activities.

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- Nicolas Ray is in contact with the senior Internet café of Pro-Jet Nyon to try setting up workshops about Wikimedia projects.

In March 2011, the Board decided to terminate the mandate of Wolf Ludwig as project coordinator. This decision has been motivated by a certain lack of commitment and leadership in the sub-projects assigned to him, of regular reporting to the Board, and of coordination with SeniorWeb. Charles Andrès, member of the Board, has taken over the lead as project coordinator until a final replacement is found.

## **Wikipedia Offline / openZIM**

As no developers meeting was organized in 2010, 6,000 EUR were left from the estimated 9,000 EUR budget approved by the Board. Due to the decision to combine the next developers meeting with Wikimania 2011 in Israel and pay travel costs in order to allow all contributors to participate, a budget of 16,000 EUR was submitted. Considering the amount left from the previous budget and the one left from non assigned Wikimania scholarships, the Board approved this new budget, bringing into light the importance to search for complementary sponsors if the budget continues to grow.

## **Wikimedia in Africa**

Wikimedia CH has supported an initiative in 2010 to build up Wikimedia projects in Mali, through the facilities of the Kunnafofi association. The main goals were to enable the equipment, awareness and training of local people. A budget of 1,550 CHF was dedicated to this project and helped the creation of a Bambara/French lexicon and the improvement of the OpenStreetMap map of Bamako, the capital of Mali. Based on the success registered, a new budget of 5,600 CHF has been approved to extend the initiative in 2011.

Wikimedia CH also decided to pay about 60 \$/year to register the wikimedia.or.ke domain on behalf of Wikimedia Kenya that is currently having their bylaws reviewed to become a new chapter. Manuel Schneider provided a sponsored webspace, Wikimedia Kenya also receiving support to set up their first website by Wikimedia Israel.

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## Photography

The Board has approved some requests through the year to support Swiss Wikimedians willing to take pictures from specific museums and events. This has mainly taken the form of partial reimbursement of travel costs and/or specific photographic material. Pictures taken at such occasions are specifically marked in Wikimedia Commons ([http://commons.wikimedia.org/wiki/Category:Supported\\_by\\_Wikimedia\\_CH](http://commons.wikimedia.org/wiki/Category:Supported_by_Wikimedia_CH)). The Wikipedia Signpost had an article dedicated to this policy by presenting two of our photographers ([http://en.wikipedia.org/wiki/Wikipedia:Wikipedia\\_Signpost/2011-02-14/Accreditation](http://en.wikipedia.org/wiki/Wikipedia:Wikipedia_Signpost/2011-02-14/Accreditation)). Other initiatives are underway in this domain such as the Wiki Loves Monuments contest.

## EDMA Scanning

Wikimedia CH, in collaboration with the association Yinternet.org, has arranged for the *Encyclopédie du monde actuel* to be available under a free licence. This encyclopedia was published in the 1970s, and Wikimedia CH paid for the scanning of the books, which are now available from Wikisource.

## Music

Early in 2010, conductor Felix Reolon approached Wikimedia CH with plans for high-quality audio recordings of classical music. 3,500 CHF were attributed to this project which took shape only on January 22<sup>nd</sup> and 23<sup>rd</sup>, 2011 with test recordings in Winterthur. Cellist Mirjana Reinhard interpreted *Cello Suite No. 4* by Johann Sebastian Bach. The recorded piece currently needs technical adjustments and will soon be available on Commons. Mr. Reolon intends to continue this project, in collaboration with Wikimedia CH, and has founded his own association to raise funds.

## Fundraising

The 2010 Fundraising has been another great success for Wikimedia CH. More than 307,000 CHF have been collected compared to some 4,250 CHF in terms of fundraising expenses. Based on the fundraising agreement, half of this revenue has been transmitted to the Wikimedia Foundation. Further details are provided in the Annual Financial Report.

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## Wikimania 2011

Wikimedia CH has offered five scholarships for Swiss Wikimedians willing to attend Wikimania 2011 in Israel.

## Wikipedia's 10<sup>th</sup> anniversary

January 2011 has been dedicated to celebrations for the 10<sup>th</sup> anniversary of Wikipedia throughout the world, also in Switzerland:

- Various media stations in almost every corner of the country brought reports on the success of the free encyclopedia and stories about its communities. Many Wikimedia CH members have been asked for interviews and/or portraits (see a few examples under the Communications section).
- On January 15<sup>th</sup> itself, two Wikipedia meetings in German-speaking Switzerland have been held, in Zurich and in Basel. They were among 473 meetings worldwide that marked this 10<sup>th</sup> birthday (<http://ten.wikipedia.org>).
- On January 26<sup>th</sup>, Jimmy Wales received the Gottlieb Duttweiler Award in Zurich. Wikimedians Nando Stöcklin, Manuel Schneider and Frédéric Schütz participated as invited guests of the prize ceremony.

## Contact with like-minded organisations

Wikimedia CH has provided a sponsorship of 1,000 CHF for the Public Domain Day at the Cabaret Voltaire in Zurich. This yearly event is aimed to celebrate works which become Public Domain, 70 years after the death of the creator, each January 1<sup>st</sup>. The edition 2011 attracted mostly families. As part of an activity, children rearranged paintings and photos using their imagination.

A meeting was held on January 19<sup>th</sup> with Laurent Jauquier, founder of Wikimini, a free encyclopedia focused on children from 8 to 13 years old. The goal was to receive an overview of the project and define opportunities of support from Wikimedia CH. The outcome was to request Mr. Jauquier to provide a more precise list of items and budget to be reviewed by the Board.

## **Internal Communication**

### Wikimedia CH Websites

Following first discussions held in April 2009 around the idea of working on a new website for the association and appeals sent to all members to gather ideas and interest to participate, the consensus within the Board came on the fact the current site is not appropriate to communicate toward publics potentially interested in some way or another by our activities. The strategy is to separate the current site under Mediawiki, that will continue to run under a different URL for collaboration between members, from the new site that will present WM CH, its projects and activities underway, how to help the association through membership and/or donations, etc. Based on this assessment, the Board had the willingness to leave all options opened regarding the Content Management System (CMS), the hosting and the payment portal that could be joined to this website. Ludovic Péron has taken the initiative, with the agreement of the Board and based on these requirements, to contact various providers for a panel of solutions using various CMS including Mediawiki if at all possible. The results of his investigations were provided to the Board in February 2011. The Board has reviewed the proposals and has unanimously chosen Dellarocreative as provider of this future website. Suggestions and ideas regarding what should be the visual guidelines for the website have been requested, that will then be used for all future communication & marketing materials of the association. Implementation of the new website is scheduled for the second quarter of 2011.

### Mailing lists

In order to clarify internal communication of the association, a new mailing list has been created. Known as “Executive”, it aims to group the Board members and any active member who wants to take the lead for a given project and stay closely connected to current initiatives. The “Board” mailing list is now restricted to current Board members only for confidentiality purposes.

## Communications

### Swiss media

- 14-Sep-2010: *Le miracle de Wikipédia*  
(<http://www.24heures.ch/actu/economie/miracle-wikipedia-2010-09-13>)
- 10-Jan-2011: *Wikipédia a 10 ans. Et maintenant ?*  
(<http://www.letemps.ch/Page/Uuid/a562b73c-1c38-11e0-818c-243b17333d61>)
- 12-Jan-2011: *Wissen sammeln ist menschlich*  
(<http://epaper2.tagblattzuerich.ch/ee/tazh/main/2011/01/12/002/>)
- 12-Jan-2011: *Wikipédia a 10 ans : que reste-t-il des encyclopédies papier ?* ([http://medias.rsr.ch/couleur3/programmes/tout-le-monde-il-est-beau/2011/tout-le-monde-il-est-beau\\_20110112\\_standard\\_info-3\\_20110112-0820\\_ceafe3f6-de4c-4758-961d-b922593e0a09-128k.mp3](http://medias.rsr.ch/couleur3/programmes/tout-le-monde-il-est-beau/2011/tout-le-monde-il-est-beau_20110112_standard_info-3_20110112-0820_ceafe3f6-de4c-4758-961d-b922593e0a09-128k.mp3))
- 14-Jan-2011: *Pour la bonne cause : Wikipédia*  
(<http://www.nouvo.ch/2011/01/pour-la-bonne-cause-wikipedia>)
- 14-Jan-2011: *Wikipédia fête les 10 ans d'un succès planétaire*  
(<http://www.tsr.ch/info/sciences-tech/2896257-wikipedia-fete-les-10-ans-d-un-succes-planetaire.html>)
- 15-Jan-2011: *Wikipédia fête ses 10 ans* ([http://medias.rsr.ch/la-1ere/programmes/forum/2011/forum\\_20110115\\_standard\\_developpement-5\\_20110115-1853\\_4dcba762-52a5-4d8b-b4b9-81e8c4d2a82e-128k.mp3](http://medias.rsr.ch/la-1ere/programmes/forum/2011/forum_20110115_standard_developpement-5_20110115-1853_4dcba762-52a5-4d8b-b4b9-81e8c4d2a82e-128k.mp3))
- 15-Jan-2011: *10 Jahre Wikipedia*  
(<http://www.energy.ch/zurich/programm/id/10-jahre-wikipedia/>)
- 15-Jan-2011: *Das Wissen mit der Welt teilen*  
([http://www.nzz.ch/nachrichten/politik/schweiz/das\\_wissen\\_mit\\_der\\_welt\\_teilen\\_1.9100350.html](http://www.nzz.ch/nachrichten/politik/schweiz/das_wissen_mit_der_welt_teilen_1.9100350.html))
- 15-Jan-2011: *Die fleissigen Helfer hinter Wikipedia*  
([http://wikimedia.ch/images/0/03/2011-01-15\\_Basellandschaftliche\\_Zeitung\\_10\\_Jahre\\_Wikipedia.pdf](http://wikimedia.ch/images/0/03/2011-01-15_Basellandschaftliche_Zeitung_10_Jahre_Wikipedia.pdf))
- 19-Jan-2011: *Wikipedia diventa grande*  
([http://www.swissinfo.ch/ita/societa/Wikipedia\\_diventa\\_grande.html?cid=29276394](http://www.swissinfo.ch/ita/societa/Wikipedia_diventa_grande.html?cid=29276394))

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- 25-Jan-2011: *Wikipedia-Gründer erhält den Gottlieb-Duttweiler-Preis*  
(<http://www.sendungen.sf.tv/10vor10/Sendungen/10vor10/Archiv/Sendung-vom-25.01.2011>)
- 26-Jan-2011: *Les étudiants, collégiens journalistes ou entreprises utilisent massivement le site Internet Wikipédia, sans toujours l'avouer d'ailleurs* (<http://www.tsr.ch/video/info/journal-19h30/2921313-les-etudiants-collegiens-journalistes-ou-entreprises-utilisent-massivement-le-site-internet-wikipedia-sans-toujours-l-avouer-d-ailleurs.html>)
- 29-Jan-2011: *Anonymer Autor mit Millionenpublikum*  
([http://www.nandostoecklin.ch/nandostoecklin/medienarbeit/docs/zt\\_29jan11\\_pg33.pdf](http://www.nandostoecklin.ch/nandostoecklin/medienarbeit/docs/zt_29jan11_pg33.pdf))
- 14-Feb-2011: *Schwarzwaldradio: Alemannische Wikipedia*  
([http://download.wikimedia.ch/2011-02-14\\_Schwarzwaldradio\\_Wikipedia\\_Alemannisch.mp3](http://download.wikimedia.ch/2011-02-14_Schwarzwaldradio_Wikipedia_Alemannisch.mp3))

## Press Releases

- September 18<sup>th</sup>, 2010: *Prep Meeting for Wikimania 2011 in Haifa, Israel*
- October 21<sup>st</sup>, 2010: *Interview with President Mourad Ben Abdallah*
- December 1<sup>st</sup>, 2010: *At the start of a three-year project*
- December 29<sup>th</sup>, 2010: *Progresses for Wikimedia in Mali*

## Statement by the President

The past months have seen great opportunities and challenges for our association. As a matter of opportunities, we are progressively extending our network with public institutions, such as museums or archives, building projects and working on potential partnerships, an effort that needs to be continued through the months to come. We also continuously work to improve our visibility and external communication by creating a new website turned towards the public, by initiating a photography contest on a national level or by dedicating a small percentage of our budget to support initiatives around Wikimedia projects in Africa.

In the meantime, challenges around the TAO project should be occasions for us to learn from past experiences and define corrective actions, particularly around the hiring of future project managers and/or employees. The significant increase of funds received through the annual fundraising also implies better tools to manage those donations and an even stronger management of budget planning to meet the Wikimedia Foundation's fundraising requirements.

Hoping for the support and active participation of our members through the year to come, I would like to take this opportunity to thank to all those that supported the association financially, by volunteering their time or by submitting new projects and ideas.

Zurich, April 30<sup>th</sup>, 2011

Mourad Ben Abdallah  
President