



Media release

International Wikimedia campaign fostering the International Museum Day 2023

## Spotlight on the new museum definition

Switzerland (9 May 2023) - Are you ready to join the annual Wikimedia campaign until 18 May 2023 to foster the [International Museums Day](#)? Exciting events and programme offers such as GLAM digital, a writing week on the Italian Wikipedia (promoted by Wikimedia Italy), a Photo Competition or a project contributing to WMCH Map Service await you. The campaign spotlights the International Council of Museums' [new definition of museums](#).

The Wikimedia chapters from Switzerland, Austria and Germany invite other chapters, user groups and community volunteers worldwide to participate in this campaign. One of the key missions of Wikimedia affiliates and groups is to support Wikipedia contributors in their volunteer work and help memory institutions to share their curatorial knowledge, collections and resources in a digital manner. "Together we advocate for free knowledge in the world", says Sandra Becker, project manager and GLAM-Lead of Wikimedia CH. This joint project is an impressive example of this commitment.

The International Council of Museums ([ICOM](#)) has been organizing the International Museum Day for over 40 years. For this year's edition there is the [new museum definition](#) that was developed over the past five years and now is ready to become a living benchmark: "A museum is a not-for-profit, permanent institution in the service of society that researches, collects, conserves, interprets and exhibits tangible and intangible heritage. Open to the public, accessible and inclusive, museums foster diversity and sustainability. They operate and communicate ethically, professionally and with the participation of communities, offering varied experiences for education, enjoyment, reflection and knowledge sharing."

Museums are key contributors to the wellbeing and to the sustainable development of communities. As trusted institutions and important threads in shared social fabric, they are uniquely placed to create a cascading effect to foster positive change.

A brilliant tool to find out more about the presence of your favourite or all other museums and more on Wikipedia is [WMCH Map Service](#).

### Read more

- [Project Page](#)
- See Wikimedia CH's video – [The new definition of museums and Wikipedia](#)

### Contact for questions

- Kerstin Sonnekalb, Communication & Outreach bei Wikimedia CH, [press@wikimedia.ch](mailto:press@wikimedia.ch), +41788131326