



**RISK
ANALYSIS
FOR THE
WLE BRAZIL**

**2024 VERSION
BY FOTO.WIKI.BR**



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I - INTRODUCTION

This report provides a detailed analysis of the key risks identified for the WLE Brazil 2024 project, aiming to inform decision-making, prioritize mitigation efforts, and ensure the project's success. Each risk is assessed according to its likelihood, impact, potential cascade effects, affected parties, root causes, mitigation strategies, long-term actions, and possible long-term consequences.

Risk Assessment Template:

For each risk, the following information will be provided:

- **Risk Name:** A clear and concise name for the risk.
- **Description:** A detailed explanation of the risk, outlining the potential challenges and their implications.
- **Likelihood:** The probability of the risk occurring (High, Medium, Low).
- **Impact:** The potential severity of the risk's consequences if it occurs (High, Medium, Low).
- **Who May Be Affected:** A list of individuals, groups, or organizations the risk could negatively impact.
- **Potential Cascade Effects:** A description of the likely chain of negative consequences that could arise if the risk is not mitigated.
- **Root Causes:** An analysis of the underlying factors or causes contributing to the risk.
- **Mitigation Strategies:** Specific actions or measures that can be taken to reduce the likelihood or impact of the risk.
- **Long-Term Actions & Strategies:** Steps that can be taken to address the risk in the long term and prevent its recurrence.
- **Long-Term Consequences (Even if Mitigated):** Potential adverse outcomes could persist even if mitigation efforts are successful.

II - RISK ASSESSMENT MATRIX

RISK	LIKELIHOOD	IMPACT	RISK LEVEL	WHO MAY BE AFFECTED	POTENTIAL CASCADE EFFECTS	ROOT CAUSES	MITIGATION STRATEGIES	LONG-TERM ACTIONS & STRATEGIES	LONG-TERM CONSEQUENCES (EVEN IF MITIGATED)
LOW PARTICIPATION	4	4	H	Potential Participants, Wikimedia Community, Researchers & Educators, Conservation Organizations	Decreased content volume, Reduced representation, Weakened community, Limited impact on conservation & open knowledge initiatives.	Inadequate Outreach, Perceived Barriers, Lack of Incentives	Targeted Outreach, Demystify Wikimedia Commons, Enhance Motivation, Address Technical Barriers	Develop long-term outreach strategy, Create dedicated community engagement team, Develop comprehensive training program, Establish mentorship program	Missed Opportunity for Growth: The Wikimedia community in Brazil might not reach its full potential, limiting the long-term growth of open knowledge in the region.
LIMITED SUSTAINABILITY & LONG-TERM IMPACT	3	4	H	Project Team, Wikimedia Community, Conservation Organizations, Funders	Content updates become inconsistent, Community engagement declines, Funding becomes difficult to secure, Impact on conservation and open knowledge initiatives is limited.	Short-Term Funding Model, Lack of Ownership, No Clear Vision	Cultivate Community, Maintain Content, Secure Funding, Measure Impact	Establish long-term funding strategy, Develop comprehensive sustainability plan, Foster strong partnerships, Develop communication strategy	Reputation Damage: The project may struggle to attract future funding or partners if seen as unsustainable.
LOW ONGOING ENGAGEMENT (BEYOND CONTEST)	4	3	H	Project Team, Wikimedia Community, Participants	Content growth slows down, Community becomes less active, Participants lose motivation.	Lack of Continued Incentives, Weak Community Structure, Content Feels Disconnected	Build Online Community, Provide Learning, Incentivize Contribution, Connect to Impact	Develop sustainable community management plan, Offer opportunities for continued learning, Regularly showcase impact, Explore new incentives	Loss of Valuable Contributors: Participants may become disengaged and lose interest in contributing to Wikimedia Commons, leading to a decline in content creation over time.
LACK OF SUBMISSIONS (UNDERREPRESENTED GROUPS)	4	4	H	Underrepresented Communities, Wikimedia Community, Conservation Organizations, Researchers & Educators	Visual representation of biodiversity becomes biased, The project loses relevance and impact within underrepresented communities, The goal of building a truly inclusive knowledge commons is compromised, Opportunities for sharing traditional knowledge and fostering cultural understanding are missed.	Limited Outreach to Specific Communities, Unintentional Exclusion, Lack of Trust	Reach Underserved Regions, Center Indigenous Communities, Promote Gender Equity, Reduce Financial Barriers	Develop long-term strategy for inclusion, Invest in cultural sensitivity training, Create dedicated space for sharing traditional knowledge, Develop partnerships with relevant organizations	Perpetuation of Bias: Even if addressed in this project, failure to build trust and inclusivity may make it challenging to engage these communities in future initiatives.
LOW CONTENT QUALITY & RELEVANCE	3	3	M	Researchers & Educators, Conservation Organizations, Wikimedia Community, Users	The usefulness of the repository for research, education, and conservation is reduced, The project's credibility and reputation might be diminished, The value of the project's contributions to open knowledge is lessened, Users are less likely to find relevant and accurate information.	Gaps in Essential Skills Training, Unclear Expectations, Limited Access to Expertise	Technical Skills Development, Improving Metadata, Enhancing Biodiversity Knowledge	Develop robust quality control system, Invest in ongoing training and education, Establish partnerships with biodiversity experts, Develop user-friendly tools	Reduced Content Usability: Even if improved, initially low-quality content may be less discoverable or used, limiting its long-term impact on research, education, and conservation efforts.
LACK OF AWARENESS OF WIKIMEDIA COMMONS	4	3	H	Potential Participants, Wikimedia Community, Conservation Organizations, Researchers	Potential participants fail to engage with the project, Difficulty in onboarding new contributors, Participants may not fully understand the value and potential of their contributions, The project's potential to contribute to open knowledge initiatives is diminished.	Confusing Messaging, Limited Exposure, Negative Preconceptions	Clear Explanations, Demonstrations, Community Building	Develop comprehensive communication strategy, Collaborate with Wikimedia chapters, Create informative materials, Organize workshops and presentations	Missed Opportunity for Growth: Limited awareness might hinder the long-term growth of the Wikimedia community and open knowledge movement in Brazil.
EXPEDITION & LOGISTICS CHALLENGES	3	3	M	Project Team, Participants, Conservation Organizations, Funders	Delays and disruptions in the expedition schedule, Compromised participant safety, Reduced quality and quantity of content collected, Potential for damage to the project's reputation and trust among stakeholders.	Underestimating Logistical Complexity, Inadequate Risk Assessment, Lack of Experience	Prioritize Planning, Ensure Safety, Manage Resources	Develop a standardized expedition planning process that includes comprehensive risk assessments and mitigation strategies. Invest in training for expedition leaders and staff on safety protocols, logistics management, and environmental best practices. Establish partnerships with local organizations and communities to ensure safe and responsible expedition operations. Develop clear communication protocols and emergency response plans for unforeseen situations.	Reputational Damage: Negative experiences or incidents could make it difficult to recruit participants or secure support in the future.

RISK 01: LOW PARTICIPATION

Description: Failing to attract a sufficient number of participants from diverse backgrounds, regions, and skill levels could significantly limit the project's success in documenting biodiversity, promoting open knowledge, and building a community.

Likelihood: High (depending on the effectiveness of outreach and engagement strategies)

Impact: High (directly affects the project's reach, content volume, and overall effects)

WHO MAY BE AFFECTED:

Potential Participants: Individuals from diverse backgrounds, regions, and skill levels might miss opportunities to learn, contribute, connect, and gain recognition for their work.

Wikimedia Community: The community may miss out on valuable contributions from diverse perspectives, limiting the growth and richness of the Wikimedia Commons platform.

Researchers and Educators: May have access to a smaller and less representative collection of images, hindering their research, educational materials, or conservation efforts related to Brazilian biodiversity.

Conservation Organizations: May have fewer resources available to support their advocacy, communication, and outreach initiatives to protect biodiversity.

POTENTIAL CASCADE EFFECTS:

Decreased Content Volume: A smaller pool of participants will result in fewer images being contributed, limiting the project's ability to document the full scope of Brazil's biodiversity.

Reduced Diversity of Representation: If certain groups are underrepresented, the project might perpetuate existing biases in the visual representation of nature, potentially excluding critical perspectives and knowledge.

Weakened Community Building Efforts: Low participation can make fostering a strong sense of community challenging, which is essential for the project's long-term sustainability and impact.

Limited Impact on Conservation and Open Knowledge Initiatives: Fewer contributions mean fewer resources to support conservation efforts, research, education, and public awareness about biodiversity.

ROOT CAUSES:

Perception & Value:

- **Inadequate Outreach:** Outreach strategies may be too narrow, failing to reach critical communities or effectively communicate the project's value proposition.
- **Misconceptions About Wikimedia:** Potential participants may hold inaccurate beliefs about the platform's complexity, the value of open knowledge, or the relevance of contributing their work.
- **Lack of Clear Benefits:** The project might not effectively articulate the personal or professional benefits of participating, such as skill development, recognition, or contributing to a meaningful cause.

Access & Inclusion:

- **Barriers to Access:** Physical distance, limited internet access, language barriers, disability, or financial constraints can create significant obstacles to participation for specific groups.
- **Lack of Cultural Relevance:** The project might not be designed or presented in a way that resonates with diverse communities' cultural values, languages, or knowledge systems.

- **Unintentional Exclusion:** Project activities, processes, or language might unintentionally exclude individuals from specific backgrounds or with varying experience levels.

Engagement & Motivation:

- **Limited Incentives:** The project might rely solely on contest prizes or recognition, failing to offer ongoing incentives for continued engagement, such as learning opportunities, mentorship, or community-building activities.
- **Lack of Community Support:** Participants may feel isolated or unsupported without a strong sense of community, leading to decreased motivation to contribute.
- **Content Feels Disconnected:** Participants might not see a clear link between their contributions and the project's broader goals or impact on conservation and open knowledge.

MITIGATION STRATEGIES:

Targeted & Inclusive Outreach:

- **Develop Audience Personas:** Create detailed profiles of potential participants to understand their needs, motivations, and barriers.
- **Tailor Messaging and Channels:** Design outreach materials and choose communication channels that resonate with specific communities.
- **Collaborate with Trusted Partners:** Work with local organizations, community leaders, and influencers to build trust and reach new audiences.

Demystify Wikimedia Commons & Emphasize Value:

- **Create Clear and Concise Explanations:** Use visual storytelling, simple language, and real-world examples to explain the platform, its mission, and the benefits of contributing.
- **Offer Interactive Tutorials and Workshops:** Provide hands-on guidance to make the platform and editing tools more accessible.
- **Showcase Impact Stories:** Highlight how images from Wikimedia Commons support research, education, and conservation.

Build a Thriving Community:

- **Create a Dedicated Online Platform:** Offer a space for participants to connect, share their work, get feedback, and support each other.
- **Host Regular Events and Activities:** Organize online and in-person meet-ups, workshops, and skill-sharing sessions to foster community.
- **Recognize and Celebrate Contributions:** Feature outstanding images, highlight participant stories, and offer opportunities for leadership and mentorship.

Address Technical and Logistical Barriers:

- **Provide Technical Support and Resources:** Offer online tutorials, FAQs, and dedicated support channels to help participants overcome technical challenges.
- **Explore Equipment Loan Programs:** Partner with organizations to offer temporary camera loans to participants needing access to adequate equipment.
- **Offer Flexible Participation Options:** Allow for diverse ways to contribute, including online and offline activities, individual and collaborative tasks, and varying levels of time commitment.

Long-Term Actions & Strategies:

Develop a Sustainable Community Management Plan: Create a long-term strategy for fostering community engagement, including dedicated staff or volunteers, regular events, and online communication channels.

Invest in Ongoing Training and Skill Development: Offer workshops, tutorials, and mentorship programs to help participants continuously improve their photography, editing, and metadata skills.

Promote the Project's Impact: Regularly communicate the project's successes, highlight how images are being used, and showcase participants' contributions to inspire continued involvement.

Advocate for Digital Inclusion: Support initiatives that address the digital divide and make technology and internet access more equitable for all Brazilians.

Implement Data-Driven Outreach:

Track Key Metrics: Monitor participation data, including demographics, geographic locations, engagement levels, and content contributions.

Analyze Trends and Patterns: Identify which outreach strategies are most effective for reaching different audiences and what factors contribute to or hinder participation.

Refine Outreach Strategies: Use data insights to adapt and improve outreach methods, messaging, and communication channels over time.

Share Learnings: Disseminate insights and best practices within the Wikimedia community and with other organizations working on similar initiatives.

Long-Term Consequences (Even If Mitigated):

Missed Opportunity for Growth: If the project fails to engage a diverse and active community, it will limit the long-term growth of the Wikimedia movement and the open knowledge ecosystem in Brazil.

Limited Representation of Biodiversity: A smaller and less diverse collection of images may not fully capture the richness and complexity of Brazil's ecosystems, potentially impacting conservation efforts and research.

RISK 02: LIMITED SUSTAINABILITY & LONG-TERM IMPACT

Description: Ensuring the project's impact extends beyond the initial contest and expedition phase. Without a solid plan for sustained engagement, funding, and content maintenance, the valuable contributions to documenting Brazilian biodiversity and building a community might fade over time.

Likelihood: Medium (can be mitigated with proactive planning and action)

Impact: High (directly affects the project's longevity, value, and ability to contribute to broader goals)

WHO MAY BE AFFECTED:

Project Team: If the project loses momentum or fails to demonstrate lasting value, the team may face burnout, discouragement, and difficulty securing future funding.

Wikimedia Community: The broader community may lose interest and investment in the project, leading to declining contributions and support for Brazilian biodiversity content.

Conservation Organizations: May lose a valuable partner and resource for their efforts if the project cannot provide ongoing support or content updates.

Funders: May only provide continued or future funding if the project demonstrates long-term sustainability and impact.

POTENTIAL CASCADE EFFECTS:

Content Updates & Maintenance Become Inconsistent: The image repository might become outdated, inaccurate, or poorly organized, diminishing its value for research, education, and conservation.

Community Engagement Declines: Lack of sustained engagement could lead to a loss of momentum, a decline in content contributions, and a decrease in community activity and knowledge sharing.

Funding Becomes Difficult to Secure: Funders may be reluctant to invest if the project is perceived as unsustainable, jeopardizing future activities and growth.

Impact on Conservation and Open Knowledge Is Limited: The project might fail to achieve its long-term goals of contributing to biodiversity conservation and expanding access to knowledge.

ROOT CAUSES:

Short-Term Focus & Planning:

- **Reliance on Short-Term Funding:** Depending solely on grants or funding sources with a limited duration, without a plan to secure ongoing financial support.
- **Contest-Centric Approach:** Focusing primarily on the initial contest phase without adequate consideration or resources for post-contest activities and long-term engagement.
- **Lack of a Sustainability Plan:** Not developing a comprehensive plan that outlines long-term goals, strategies, and resources needed to sustain the project beyond the initial phase.

Limited Community Ownership & Empowerment:

- **Top-Down Management:** The project might be managed primarily by a core team without sufficient opportunities for participants to take ownership, contribute to decision-making, or shape the project's future direction.
- **Lack of Leadership Development:** Failing to identify and nurture potential leaders from within the participant community who can carry the project forward in the long term.
- **Inadequate Communication and Support:** Not providing ongoing communication, resources, or support to participants may decrease their engagement and sense of connection to the project.

Inadequate Content Management & Maintenance:

- **No System for Ongoing Updates:** Lacking a clear process or structure for ensuring that images are kept up-to-date, metadata is accurate, and the repository remains organized and easy to navigate.
- **Lack of Volunteer Engagement:** Not recruiting or effectively engaging volunteers to assist with content curation, metadata management, and other tasks essential for long-term maintenance.
- **Limited Integration with Wikimedia Infrastructure:** Failing to leverage existing Wikimedia tools, resources, or communities to support content management, potentially leading to duplication of effort or reinventing the wheel.

MITIGATION STRATEGIES:

Develop a Comprehensive Sustainability Plan:

- **Define Long-Term Goals and Objectives:** Clearly articulate the project's vision, mission, and intended outcomes beyond the initial contest phase.
- **Identify Sustainable Funding Sources:** Explore diverse funding options, including individual donations, corporate sponsorships, membership fees, or partnerships with organizations that align with the project's mission.
- **Outline Strategies for Community Engagement:** Develop a plan to foster ongoing community participation, content contributions, and knowledge sharing.

Cultivate Community Ownership & Leadership:

- **Create a Governance Structure:** Establish a formal or informal governance structure that gives participants a voice in decision-making and provides opportunities for leadership roles.
- **Empower Volunteers:** Recruit and train volunteers to take on responsibilities related to content curation, community moderation, event planning, or outreach.
- **Foster a Culture of Collaboration:** Encourage participants to share their knowledge, mentor new contributors, and work together to achieve common goals.

Implement a Robust Content Management System:

- **Develop Clear Content Guidelines:** Establish and communicate clear standards for image quality, metadata, and categorization to ensure consistency and long-term usability.
- **Leverage Wikimedia Tools and Resources:** Utilize existing Wikimedia tools for content management, metadata editing, and community communication.
- **Integrate with Related Initiatives:** Explore partnerships or collaborations with other Wikimedia projects or initiatives focused on biodiversity or open knowledge.

Long-Term Actions & Strategies:

Establish a Dedicated Sustainability Team: Create a small team or working group responsible for overseeing and implementing the sustainability plan.

Develop a Fundraising Strategy: Outline a clear plan for securing ongoing financial

resources, including grant proposals, fundraising campaigns, or partnerships.

Invest in Community Building Activities: Host regular events, workshops, online discussions, or meetups to foster a strong sense of community and shared purpose.

Develop a Communication Strategy: Regularly communicate project updates, achievements, and impact to stakeholders, including participants, partners, funders, and the broader public.

Implement Data-Driven Decision-Making: Track critical metrics related to participation, content quality, community engagement, and financial sustainability to inform ongoing planning and adjustments.

Long-Term Consequences (Even If Mitigated):

Diminished Project Legacy: The project's impact might be limited to the initial phase, failing to make a lasting contribution to open knowledge or biodiversity conservation.

Erosion of Trust: If the project is perceived as unsustainable or poorly managed, it could damage the reputation of the project team, Wikimedia, and potentially conservation organizations associated with the initiative.

Missed Opportunity for Long-Term Impact: The project might fail to realize its full potential to create a valuable and enduring resource for knowledge sharing, community building, and conservation action.

RISK 03: LOW ONGOING ENGAGEMENT BEYOND CONTEST

Description: Maintaining participant enthusiasm, activity, and contributions after the initial excitement of the contest phase. Without ongoing engagement, the community might stagnate, content updates decline and the project's long-term impact could be significantly diminished.

Likelihood: High (without deliberate strategies to foster sustained involvement)

Impact: Medium (can lead to a gradual erosion of project value and community)

WHO MAY BE AFFECTED:

Project Team: The team may experience an increased workload in trying to maintain participant interest and content flow, struggle to meet project goals, and be frustrated with the lack of progress.

Wikimedia Community: The broader Wikimedia community, particularly those interested in Brazilian biodiversity, might see reduced content updates and activity, limiting the platform's growth and value in this area.

Participants: May feel less connected to the project, miss out on learning and networking opportunities, and lose motivation to contribute, ultimately disengaging from the community.

POTENTIAL CASCADE EFFECTS:

Content Growth Slows Down: The rate of new image contributions and content updates will decline, limiting the project's ability to build a comprehensive and up-to-date knowledge library about Brazilian biodiversity.

Community Becomes Less Active: Reduced interaction and collaboration among participants can lead to a less vibrant and supportive community, diminishing the project's appeal and hindering knowledge sharing.

Participants Lose Motivation: Without ongoing incentives, recognition, or a sense of purpose, participants may lose interest, leading to a decline in content quality and overall project impact.

ROOT CAUSES:

Shift in Focus and Motivation:

- **Contest-Centric Mindset:** The project might be overly focused on the initial contest, with limited planning or resources allocated to post-contest activities and engagement strategies.
- **Decline in External Incentives:** The initial motivation for participation (e.g., prizes, recognition) might disappear after the contest, leaving participants less incentive to continue contributing.
- **Lack of Intrinsic Motivation:** Participants might not feel a strong personal connection to the project's mission, values, or long-term goals, leading to a decline in intrinsic motivation.

Inadequate Community Building & Support:

- **Absence of a Dedicated Community Platform:** Lacking a central online space (forum, social media group, etc.) where participants can connect, communicate, and share their work beyond the contest period.
- **Infrequent or Ineffective Communication:** Failing to maintain regular and engaging communication with participants, sharing project updates, highlighting contributions, or providing opportunities for feedback and discussion.
- **Limited Opportunities for Collaboration & Networking:** Not providing opportunities for participants to collaborate on projects, share knowledge, learn from each other, or build relationships within the community.

Content Disconnection & Lack of Perceived Value:

- **Content Feels Siloed:** Participants might not understand how their contributions fit into the larger project goals or contribute to real-world impact.

- **Limited Visibility of Image Usage:** Not showcasing how the images are used in research, education, conservation efforts, or other initiatives, making it difficult for participants to see the value of their contributions.

- **Lack of Content Diversity or Relevance:** The project might focus too narrowly on a specific type of content (e.g., only photos) or themes, failing to capture participants' diverse interests and expertise.

MITIGATION STRATEGIES:

Build a Strong and Active Online Community:

- **Create a Dedicated Community Platform:** Establish a user-friendly online space where participants can connect, share their work, engage in discussions, and access resources.
- **Facilitate Regular Online Interactions:** Host online events, discussions, Q&A sessions, or challenges to keep the community engaged and foster a sense of belonging.
- **Showcase and Celebrate Contributions:** Regularly highlight outstanding images, feature participant stories, and acknowledge contributions in project updates.

Provide Ongoing Learning and Development Opportunities:

- **Offer Advanced Training and Workshops:** Provide opportunities for participants to enhance their photography skills, learn new editing techniques, explore different content formats, or deepen their biodiversity knowledge.
- **Establish a Mentorship Program:** Connect experienced Wikimedia editors or photographers with newer participants to provide guidance, feedback, and support.
- **Curate a Resource Library:** Develop a collection of online resources, tutorials, and guides to help participants continue learning and developing their skills.

Incentivize and Recognize Continued Contribution:

- **Develop a Gamification System:** Introduce badges, points, levels, or leaderboards to acknowledge and reward active participation, contributions, and community engagement.
- **Feature Images in External Publications:** Partner with magazines, websites, or organizations to showcase high-quality images, providing recognition and visibility for contributors.
- **Offer Leadership and Mentorship Roles:** Empower experienced participants to take on leadership roles within the community, such as mentoring new contributors, organizing events, or moderating online discussions.
- **Connect Contributions to Real-World Impact:**
- **Track and Highlight Image Usage:** Develop mechanisms to track how images are used in research, education, conservation, or other initiatives and communicate these impact stories to participants.
- **Support Related Wikimedia Projects:** Encourage participants to contribute their skills to other Wikimedia projects, such as creating Wikipedia articles about Brazilian biodiversity or translating content into different languages.

Long-Term Actions & Strategies:

Develop a Sustainable Community Management Plan: Create a long-term plan for managing the online community, including dedicated staff or volunteers, clear roles and responsibilities, and a budget for community activities and events.

Offer a Diverse Range of Engagement Opportunities: Provide options for participants to contribute in different ways, such as photography, editing, writing, translating, organizing events, or mentoring others.

Continuously Evaluate and Adapt: Regularly assess community engagement levels, gather participant feedback, and adjust strategies to maintain interest and participation over time.

Integrate Community Engagement into Project Goals: Make ongoing community engagement a core objective of the project rather than simply a means to an end, recognizing its inherent value for knowledge sharing, collaboration, and long-term impact.

Long-Term Consequences (Even If Mitigated):

Gradual Decline in Content Growth and Quality: Over time, the repository might become less comprehensive and up-to-date as fewer new images are contributed and older content is not updated or maintained.

Loss of Community Momentum and Expertise: The community may become fragmented, with fewer active members and less knowledge sharing, potentially limiting the project's ability to adapt to new challenges or opportunities.

RISK 04: LACK OF SUBMISSIONS FROM UNDERREPRESENTED REGIONS, PEOPLES, AND GENDERS

Description: Ensuring equitable representation and inclusion in the project. If certain regions, communities, or demographics are underrepresented, the project risks perpetuating existing biases and failing to capture the full richness and diversity of Brazil's biodiversity and cultural perspectives.

Likelihood: High (without proactive and sustained efforts to promote inclusion)

Impact: High (can undermine the project's credibility, relevance, and long-term effects)

WHO MAY BE AFFECTED:

Underrepresented Communities: Individuals and communities not adequately represented in the project may feel excluded, their knowledge and perspectives overlooked, and their connection to nature and conservation undervalued.

Wikimedia Community: The lack of diverse voices can damage the community's reputation for inclusivity, limiting its ability to attract and retain contributors from underrepresented backgrounds.

Conservation Organizations: Organizations working to protect biodiversity and engage local communities may face challenges in building trust and collaborating effectively if those communities are not represented in the project.

Researchers and Educators: May lack access to a complete picture of Brazilian biodiversity, including traditional knowledge, local perspectives, and images from underrepresented regions.

POTENTIAL CASCADE EFFECTS:

Bias in Visual Representation: The project's image collection may perpetuate existing biases, reinforcing stereotypes and presenting a skewed or incomplete view of Brazil's natural heritage.

Loss of Trust and Relevance: The project may lose credibility and relevance within underrepresented communities, limiting its impact and potential to foster positive change.

Missed Opportunities for Knowledge Sharing: Failing to engage diverse communities means missing out on valuable traditional knowledge, local expertise, and unique perspectives on conservation.

Limited Impact on Social Equity: The project could miss the opportunity to contribute to more significant social equity and inclusion within conservation, photography, and open knowledge.

ROOT CAUSES:

Limited Outreach and Engagement:

- **Homogenous Networks:** Outreach efforts might rely too heavily on existing networks and contacts, failing to reach individuals and communities outside the project team's immediate circle.
- **Lack of Targeted Strategies:** The project may not have specific outreach plans tailored to underrepresented groups' unique needs, interests, and communication preferences.
- **Language and Cultural Barriers:** Communication materials, project guidelines, and the online platform might not be accessible to individuals who speak different languages or come from various cultural backgrounds.

Systemic Barriers to Participation:

- **Digital Divide:** Unequal access to technology, reliable internet, and digital literacy skills can create significant barriers to participation for individuals in remote areas, low-income communities, or those with limited access to education.
- **Financial Constraints:** The cost of equipment, travel, or internet access might prohibit participation from individuals with limited financial resources.
- **Lack of Inclusive Design:** The project's activities, processes, or technology

might not be designed with accessibility in mind, creating barriers for individuals with disabilities.

Lack of Representation and Role Models:

- **Homogenous Project Leadership:** The lack of diversity within the project leadership team can signal a lack of commitment to inclusivity and make building trust with underrepresented communities more challenging.
- **Few Visible Role Models:** The absence of visible role models from underrepresented groups within the project can perpetuate the perception that these fields (photography, conservation, Wikimedia) are not welcoming or accessible to them.
- **Limited Representation in Content:** The images and stories shared through the project might not reflect the experiences, knowledge, or values of diverse communities, making it difficult for them to see themselves represented or connect with the project.

MITIGATION STRATEGIES:

Develop Targeted and Culturally Relevant Outreach:

- **Partner with Community Organizations:** Build relationships and collaborate with organizations representing and working with underrepresented communities.
- **Tailor Messaging and Communication Channels:** Create outreach materials and use communication channels that are relevant and accessible to specific target groups, considering language, cultural context, and communication preferences.
- **Offer Training and Support:** Provide workshops, tutorials, or mentorship programs tailored to the needs of specific communities, addressing language barriers, digital literacy gaps, or other challenges.

Reduce Financial Barriers:

- **Leverage Existing Resources:** Partner with organizations to provide access to computers, internet, and equipment.
- **Adapt Activities:** Prioritize mobile-friendly platforms, offer offline participation options, and use low-bandwidth tools.
- **Focus on Capacity Building:** Offer free training, promote peer-to-peer learning, and empower local leaders.

Promote Representation and Visibility:

- **Diversify Project Leadership:** Actively recruit and include individuals from underrepresented groups in the project leadership team, advisory board, or mentorship program.
- **Showcase Diverse Voices and Perspectives:** Feature images, stories, and knowledge from underrepresented communities, ensuring proper attribution and recognition.
- **Create Opportunities for Collaboration and Mentorship:** Connect participants from diverse backgrounds with each other and with more experienced contributors to foster learning, support, and networking.

LONG-TERM ACTIONS & STRATEGIES:

Develop a Long-Term Diversity and Inclusion Plan: Outline specific goals, strategies, and metrics for promoting equity and representation within the project.

Invest in Building Relationships: Cultivate long-term relationships with organizations and communities representing underrepresented groups, working collaboratively to address barriers and create more inclusive opportunities.

Monitor and Evaluate Progress: Regularly track participation demographics, content diversity, and feedback from underrepresented communities to measure progress, identify areas for improvement, and ensure accountability.

Advocate for Systemic Change: Use the project to raise awareness about the importance of diversity and inclusion in conservation, photography, and open knowledge, advocating for broader societal change.

Long-Term Consequences (Even If Mitigated):

Limited Project Impact: Even with mitigation efforts, if the project fails to achieve meaningful representation, its impact and relevance within underrepresented communities might be limited, potentially perpetuating existing inequalities and hindering its broader goals.

Damage to Reputation and Trust: The project's credibility and reputation could be damaged if perceived as exclusive or insensitive to the needs of diverse communities. This could make securing funding, partnerships, or participation in future initiatives challenging.

RISK 05: LOW CONTENT QUALITY & RELEVANCE

Description: Images submitted to Wikimedia Commons might lack technical quality, accurate metadata, or relevant categorization, hindering their discoverability and limiting their usefulness for a broader audience.

Likelihood: Medium (depending on participant skill levels and the effectiveness of training and support provided)

Impact: Medium (reduces the usability and impact of uploaded images, potentially diminishing the project's value for research, education, and conservation)

WHO MAY BE AFFECTED:

Researchers and Educators: May find the images unsuitable or unreliable for their work if they are poorly composed, lack essential information, or contain inaccurate metadata.

Conservation Organizations: May struggle to utilize the images effectively for their campaigns or educational materials if the quality or relevance is not high enough.

Wikimedia Community: May lose trust in the project's content and expertise if a significant portion of the images are of low quality or poorly categorized.

Users: General users searching for information about Brazilian biodiversity might be misled by inaccurate information or frustrated by the difficulty of finding relevant images.

POTENTIAL CASCADE EFFECTS:

Reduced Usability of the Repository: Low-quality or irrelevant images might be less likely to be downloaded, used, or shared, limiting the overall impact and reach of the project's contributions to Wikimedia Commons.

Damage to Project Credibility: If the project becomes associated with low-quality content, it could harm its reputation and make it more difficult to attract participants, partners, or funding in the future.

Increased Workload for Editors: Volunteers or staff might need to spend significant time and effort reviewing, editing, or correcting images and metadata, diverting resources from other project activities.

Limited Impact on Conservation and Education: If the quality and relevance of the images are not high enough, their potential contribution to scientific research, conservation efforts, or public education about biodiversity will be reduced.

ROOT CAUSES:

Gaps in Essential Skills Training:

- **Photography Fundamentals:** Participants may lack knowledge of basic photography principles, such as composition, lighting, and camera settings, resulting in poorly composed or technically flawed images.
- **Image Editing:** Participants might not have access to or skills in using image editing software to improve the quality of their images (e.g., cropping, colour correction, sharpening).
- **Metadata Best Practices:** Participants may be unfamiliar with metadata standards, struggle to identify species correctly, or lack the knowledge to provide accurate and comprehensive metadata for their images.

Unclear Content Guidelines and Expectations:

- **Image Quality Standards:** The project might not have clear guidelines or standards for image quality, leading to inconsistencies in the content submitted.
- **Metadata Requirements:** Instructions for providing metadata might be unclear, incomplete, or difficult to understand, resulting in missing or inaccurate information.
- **Categorization System:** The project might not have a well-defined image categorization system, making it challenging for users to find relevant content.

Limited Access to Expertise and Resources:

- **Lack of Expert Review:** A system might not be in place for expert review of images and metadata to ensure accuracy and quality.
- **Inadequate Feedback Mechanisms:** Participants might not receive constructive feedback on their contributions, limiting opportunities for improvement.
- **Insufficient Access to Resources:** Participants may lack access to tools, resources, or support that could help them improve their skills or the quality of their work.

MITIGATION STRATEGIES:

Provide Comprehensive Training & Support:

- **Photography Workshops:** Offer online or in-person workshops covering photography fundamentals, nature photography techniques, and best practices for using different types of cameras.
- **Image Editing Tutorials:** Create tutorials or provide access to online resources that teach participants how to use free or low-cost image editing software.
- **Metadata Guidance:** Develop clear, concise guidelines, templates, or checklists to help participants understand and apply metadata standards.

Establish Clear Content Guidelines and Standards:

- **Image Quality Criteria:** Define specific criteria for image quality, including resolution, composition, focus, and lighting. Provide examples of high-quality images.
- **Metadata Requirements:** Clearly outline the required metadata fields and provide detailed instructions on how to fill them out accurately.
- **Image Categorization System:** Develop a clear and consistent system for categorizing images, using relevant keywords and categories that align with Wikimedia Commons standards.

Facilitate Expert Review and Feedback:

- **Engage Expert Reviewers:** Recruit experienced photographers, biodiversity experts, or Wikimedia editors to review images and metadata for accuracy, quality, and relevance.
- **Implement a Peer Review System:** Create a system for participants to provide constructive feedback on each other's work, fostering a culture of learning and improvement.
- **Offer Opportunities for Revision:** Provide participants with the opportunity to revise and resubmit their work based on feedback received, encouraging them to strive for higher quality.

LONG-TERM ACTIONS & STRATEGIES:

Develop a Quality Assurance Process: Establish a formal process for reviewing and approving images before they are uploaded to Wikimedia Commons, ensuring that they meet the project's standards for quality and relevance.

Create a Content Curation Team: Recruit and train dedicated volunteers or staff to oversee content management, metadata accuracy, and image categorization, ensuring

long-term quality and consistency.

Invest in Ongoing Training and Skill Development: Provide opportunities for participants to continue learning and improving their skills through workshops, online courses, mentorship programs, or peer-to-peer learning groups.

Long-Term Consequences (Even If Mitigated):

Limited Discoverability of Images: Even with mitigation efforts, some images might remain less discoverable or usable if metadata is incomplete or categorization is inconsistent, reducing their potential impact.

Erosion of Trust in Project Content: If the overall quality of the image repository is perceived as low, it could impact the project's credibility and make it challenging to attract users or collaborators in the long term.

RISK 06: LACK OF AWARENESS OF WIKIMEDIA COMMONS

Description: Overcoming the limited awareness and understanding of Wikimedia Commons within the target audience, including researchers. Potential participants will be significantly restricted if they don't know about the platform, its purpose, or the value of contributing to the project's reach and impact.

Likelihood: High (especially if the target audience is not already familiar with Wikimedia projects)

Impact: High (directly affects the project's ability to attract participants, generate content, and build a sustainable community)

WHO MAY BE AFFECTED:

Potential Participants: Individuals passionate about nature photography or biodiversity, unaware of Wikimedia Commons, will miss opportunities to share, contribute, and connect.

Wikimedia Community: May miss valuable contributions, limiting the platform's growth and reach in Brazil.

Conservation Organizations: May have difficulty accessing and utilizing images and data if awareness is low.

Researchers and Educators: May have fewer high-quality, freely licensed images of Brazilian biodiversity available for their research, publications, or presentations. They may also face copyright challenges or miss opportunities for collaboration.

POTENTIAL CASCADE EFFECTS:

Limited Project Reach and Impact: Fewer participants, smaller image collection, reduced community engagement, and weaker impact on open knowledge and conservation.

Difficulty Onboarding New Contributors: Challenges in recruiting and training new contributors hinder growth and sustainability.

Reduced Participant Motivation and Engagement: Lack of understanding of the value and impact of contributions may lead to lower motivation and engagement.

ROOT CAUSES:

Communication & Messaging Challenges:

- **Confusing or Technical Language:** Explanations are too technical or abstract for those unfamiliar with the platform.
- **Lack of Targeted Outreach:** Communication doesn't reach the right audiences or use effective channels.
- **Ineffective Storytelling:** Failing to convey the stories of how Wikimedia Commons is used to make a difference.

Perceptions & Misconceptions:

- **Perceived Complexity:** Assumptions that the platform is too complex or technical.
- **Misconceptions about Open Licensing:** Hesitancy to share work under a free license due to fear of losing control or misunderstanding Creative Commons.
- **Lack of Trust in Online Platforms:** General distrust, data privacy concerns, or preference for familiar social media channels.

Limited Exposure & Visibility:

- **Lack of Integration with Existing Networks:** Not effectively integrated into networks where potential participants are active.
- **Inadequate Online Presence:** Project websites or social media are not optimized for search engines or user-friendliness.
- **Insufficient Media Coverage:** Not receiving enough attention in relevant publications or online platforms.

MITIGATION STRATEGIES:

Clarify and Simplify Communication:

- **Develop a Compelling Elevator Pitch:** Concise, jargon-free, and engaging explanation of Wikimedia Commons.
- **Use Visual Storytelling:** Incorporate visuals to make the platform understandable and relatable.
- **Focus on Benefits and Impact:** Clearly communicate the benefits and how images are used for research, education, and conservation.

Address Misconceptions and Build Trust:

- **Demystify the Platform:** Offer simple tutorials, guides, and resources to demonstrate ease of use.
- **Explain Open Licensing Clearly:** Provide clear information about Creative Commons, emphasizing the benefits and addressing copyright concerns.
- **Showcase Success Stories:** Highlight inspiring examples of positive impact using Wikimedia Commons.

Increase Visibility and Reach:

- **Partner with Influencers:** Collaborate with photographers, educators, or environmental organizations with a strong following.
- **Optimize Online Presence:** Ensure website and social media are user-friendly and optimized for search engines.
- **Engage with Media Outlets:** Develop a media relations strategy for coverage in relevant publications.

LONG-TERM ACTIONS & STRATEGIES:

Develop a Comprehensive Communication Strategy: Develop a long-term plan for communicating about Wikimedia Commons, considering target audiences, key messages, channels, and evaluation methods.

Integrate Wikimedia into Education: Partner with schools and universities to introduce Wikimedia Commons as a resource.

Advocate for Open Knowledge: Promote the value of open knowledge in conservation, photography, and education sectors.

Long-Term Consequences (Even If Mitigated):

Missed Opportunity to Grow the Wikimedia Movement: Limited awareness could hinder the Movement's growth in Brazil, reducing its potential to democratize knowledge.

Slower Progress Toward Open Knowledge: Limited impact on making knowledge about Brazilian biodiversity freely accessible, potentially hindering research, education, and conservation.

RISK 07: EXPEDITION & LOGISTICS CHALLENGES

Description: Successfully organising and executing expeditions to remote and challenging natural environments in Brazil while ensuring the safety of participants, managing resources effectively, and achieving project goals.

Likelihood: Medium (can be mitigated with meticulous planning, risk assessment, and experienced partners)

Impact: Medium (potential for disruptions, safety incidents, and damage to project reputation)

WHO MAY BE AFFECTED:

Project Team: May face stress, logistical nightmares, potential liability, and reputational damage if expeditions encounter problems.

Participants: Risk physical injury, illness, discomfort, disappointment, or negative experiences due to unforeseen circumstances or inadequate planning.

Conservation Organizations: Partner organizations may question the project's reliability if expeditions are poorly managed or negatively impact the environment or local communities.

Funders: May lose confidence in the project's ability to deliver on its promises if expeditions are not well-executed.

POTENTIAL CASCADE EFFECTS:

Delays and Disruptions to Project Timeline: Logistical challenges can lead to delays, forcing changes to the expedition schedule and potentially impacting the project timeline and deliverables.

Compromised Participant Safety: Inadequate planning, poor risk assessment, or unexpected events can compromise participants' safety, potentially leading to accidents, injuries, or health issues.

Reduced Quality and Quantity of Content Collected: Logistical problems or safety concerns can limit participants' ability to access desired locations, capture high-quality images, or fully engage in the project's activities.

Damage to Project Reputation and Trust: Negative experiences, safety incidents, or environmental damage during expeditions can harm the project's reputation and erode trust among participants, partners, and the public.

ROOT CAUSES:

Underestimating Logistical Complexity:

- **Inadequate Planning:** Failing to anticipate the unique challenges of working in remote areas with limited infrastructure, unpredictable weather, and potential language or cultural barriers.
- **Poor Communication:** Lack of clear communication between the project team, participants, local guides, and other stakeholders involved in the expedition, leading to misunderstandings, delays, or missed opportunities.
- **Insufficient Budgeting:** Underestimating the costs associated with transportation, accommodation, equipment, permits, and other logistical needs, potentially leading to budget shortfalls or compromises on safety or quality.

Inadequate Risk Assessment and Management:

- **Lack of Experience:** The project team might lack experience in organizing and managing expeditions in challenging environments, leading to oversights in risk identification and mitigation strategies.
- **Failure to Identify Hazards:** Not thoroughly assessing potential hazards related to wildlife encounters, weather conditions, difficult terrain, or health risks.
- **Insufficient Contingency Planning:** Not having backup plans or alternative options to deal with unexpected events, such as transportation breakdowns, equipment failures, or medical emergencies.

Lack of Partnerships and Local Expertise:

- **Limited Collaboration with Local Communities:** Failing to engage with local communities and Indigenous groups in the planning and execution of expeditions, potentially leading to misunderstandings, conflicts, or missed opportunities for knowledge sharing.
- **Inadequate Use of Local Guides:** Not utilizing the knowledge and skills of experienced local guides who understand the region's terrain, wildlife, and cultural sensitivities.
- **Weak Partnerships with Service Providers:** Not establishing solid relationships with reliable transportation companies, accommodation providers, or other service providers increases the risk of delays, cancellations, or subpar services.

MITIGATION STRATEGIES:

Prioritize Meticulous Planning and Coordination:

- **Develop Detailed Expedition Plans:** Create comprehensive itineraries that include detailed logistical arrangements, transportation schedules, accommodation details, safety protocols, communication plans, and contingency options.
- **Conduct Pre-Expedition Briefings:** Thoroughly brief participants about the expedition's goals, expectations, risks, safety protocols, and emergency procedures. Provide opportunities for questions and ensure everyone understands their roles and responsibilities.
- **Establish Clear Communication Channels:** Utilize reliable communication methods, such as satellite phones, two-way radios, or messaging apps with offline capabilities, to ensure consistent contact between the team, participants, and external support.

Implement a Robust Risk Management System:

- **Conduct Thorough Risk Assessments:** Identify and assess all potential hazards associated with the expedition, considering the specific location, activities, participant demographics, and time of year.
- **Develop Mitigation Strategies:** Create clear protocols and procedures for managing each identified risk, including emergency response plans, medical protocols, wildlife safety guidelines, and weather contingency plans.
- **Provide Safety Training:** Ensure participants receive adequate training on safety procedures, first aid, wildlife awareness, and how to respond to emergencies.

Build Strong Partnerships and Leverage Local Expertise:

- **Engage with Local Communities:** Consult with local communities and Indigenous groups to seek their input, obtain permits or permissions, and ensure the expedition respects local customs and cultural sensitivities.
- **Employ Experienced Local Guides:** Work with knowledgeable and reputable local guides who deeply understand the region's environment, wildlife, and cultural protocols.
- **Establish Trustworthy Partnerships:** Build strong relationships with reliable transportation providers, accommodation providers, and other service providers, ensuring clear contracts, communication, and backup options.

LONG-TERM ACTIONS & STRATEGIES:

Develop a Standardized Expedition Planning Process: Create a comprehensive checklist or template that guides the planning of all future expeditions, ensuring consistency, thoroughness, and a proactive approach to risk management.

Invest in Training and Capacity Building: Provide opportunities for the project team to receive training on wilderness first aid, risk assessment, expedition leadership, and sustainable practices.

Document and Share Learnings: After each expedition, conduct a thorough debriefing to capture lessons learned, document best practices, and identify areas for improvement. Share these insights with the broader Wikimedia community or other organizations planning similar expeditions.

Create an Expedition Safety Handbook: Develop a comprehensive guide or manual that outlines safety protocols, risk management procedures, emergency response plans, and other essential information for participants and staff involved in future expeditions.

Long-Term Consequences (Even if Mitigated):

Reputational Damage and Loss of Trust: Even with careful planning and mitigation, unforeseen events or negative experiences during expeditions can damage the project's reputation, erode stakeholder trust and make it challenging to attract participants or secure support for future expeditions.

Financial Losses and Project Delays: If expeditions encounter significant challenges, such as medical emergencies, equipment failures, or transportation disruptions, it could lead to unexpected expenses, project delays, or even the cancellation of future expeditions.

Strained Relationships with Local Communities: Failing to adequately address community concerns or cultural sensitivities during expeditions could damage relationships with local communities, potentially hindering future collaborations or access to essential locations.

IV. CONCLUSION

This extensive risk analysis has illuminated the critical challenges facing WLE Brazil 2024, revealing a complex interplay of social, technical, logistical, and environmental factors that demand a proactive and adaptive approach. While the project holds immense promise for advancing open knowledge, biodiversity conservation, and community engagement in Brazil, its success hinges on the team's ability to navigate these risks effectively.

Key Insights:

Interconnectedness of Risks: The analysis highlights the interconnected nature of the identified risks. Low participation can undermine sustainability, while a lack of awareness can impact content quality and community engagement. A holistic approach that addresses the root causes of these risks and considers their interrelationships is essential.

Prioritizing Equity and Inclusion: Ensuring equitable representation from underrepresented regions, peoples, and genders is not only an ethical imperative but also crucial for the project's credibility, relevance, and long-term impact. Addressing systemic barriers, fostering cultural sensitivity, and promoting diversity are paramount.

Building a Thriving Community: The project's success hinges on cultivating a strong and engaged community that extends beyond the initial contest phase. Ongoing learning opportunities, meaningful incentives, a supportive online platform, and clear connections to real-world impact are essential for sustaining participation and momentum.

Planning for Sustainability: A robust sustainability plan that outlines long-term funding strategies, community engagement initiatives, content management processes, and impact measurement is crucial for ensuring that the project's contributions endure beyond the initial investment.

Path Forward: Turning Risks into Opportunities:

The identified risks should not be viewed as insurmountable obstacles but rather as opportunities for strategic action and innovation. By embracing a proactive approach to risk management, the WLE Brazil 2024 team can transform potential challenges into opportunities to:

Strengthen Community Bonds: By fostering a strong sense of community and shared purpose, the project can create a lasting network of passionate individuals dedicated to open knowledge and biodiversity conservation in Brazil.

Amplify Marginalized Voices: By prioritizing inclusivity and addressing systemic barriers to participation, the project can empower underrepresented communities and ensure that their knowledge and perspectives are valued and shared.

Drive Innovation in Open Knowledge: By experimenting with new technologies, outreach strategies, and community engagement models, the project can contribute to the advancement of the open knowledge movement and inspire others to create more inclusive and impactful initiatives.

Catalyze Conservation Action: By connecting image contributions to tangible conservation outcomes, the project can inspire action, raise awareness, and provide valuable resources to those working to protect Brazil's biodiversity.

Embracing a Culture of Continuous Learning

Risk management is not a one-time exercise but an ongoing process of learning, adaptation, and improvement. As the WLE Brazil 2024 project unfolds, it will be essential to:

Monitor and Evaluate: Regularly track key metrics related to participation, content quality, community engagement, and impact to assess progress and identify areas for adjustment.

Seek Feedback: Actively solicit feedback from participants, partners, and the wider community to understand their experiences, identify emerging challenges, and adapt strategies accordingly.

Share Learnings: Disseminate insights, best practices, and lessons learned from the project with the Wikimedia community and other organizations working on similar initiatives, contributing to a collective body of knowledge about open knowledge and community-driven conservation efforts.

BY EMBRACING A CULTURE OF CONTINUOUS LEARNING AND ADAPTATION, THE WLE BRAZIL 2024 TEAM CAN NAVIGATE THE COMPLEXITIES OF THIS AMBITIOUS PROJECT, MAXIMIZE ITS POSITIVE IMPACT, AND CREATE A LASTING LEGACY FOR OPEN KNOWLEDGE, BIODIVERSITY CONSERVATION, AND COMMUNITY EMPOWERMENT IN BRAZIL.

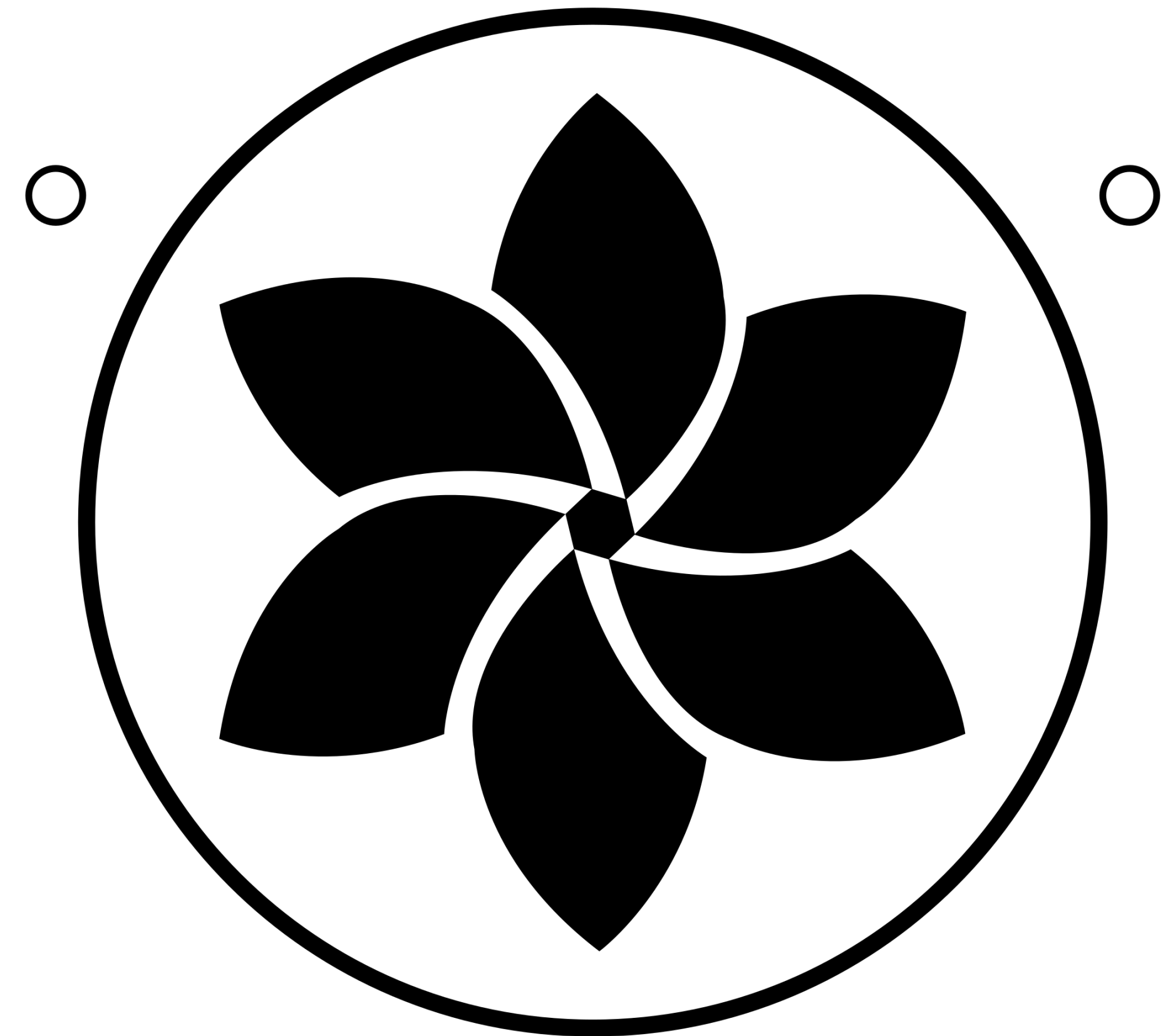


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RISK ANALYSIS FOR THE WLEBR

This risk assessment is not a static document but a living guide that should be revisited and updated throughout the project lifecycle.

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