

Program Action – Logic Model

Situation

We have seen how successful other chapters have been with WLE, and see a great potential for engaging community members and amateur photographers in this contest. Also, Norway has many world heritage sites that are not well documented with open licenses, so this would be a answer to a need in the public.

Priorities

Make the contest known among volunteers and others, and build up a system for WLE based on learnings from earlier years working with Wiki Loves Monuments.

INPUTS

What we invest

Volunteer time
 Staff time
 Travel costs for volunteers
 Information material made specially for target groups interested in nature photography
 Costs for prizes

OUTPUTS

Participants - Activities - Direct Products

Who we reach

Community members
 Amateur photographers
 Potentially professional photographers
 Jury members from Glam or other potential partner organizations

What we do

Engage volunteers in the contest.
 Build up a project plan.
 Build up a project page.
 Reach out to other target groups.

What we create

Content on Wikimedia Commons
 Photos that can be uses by Wikipedia and related project.
 Photos that will be uses by magazines, newspaper, websites and other groups in the public.
 Social media coverage

OUTCOMES - IMPACT

Short term - Intermediate - Long-Term

Results in terms of Learning

Raised awareness on free knowledge.
 New groups learn about open licenses
 Existing volunteers engage in new areas.
 Volunteers in Norway gain knowledge of natural monuments in other countries

Results in terms of changing Action

Volunteers contributing by taking quality photos of natural monuments
 Some new volunteers engage in wiki projects.

Results in terms of change to the Conditions

Knowledge about natural heritage sites and monuments increase.

Assumptions

External Factors

Evaluation

Identification – Design – Implementation – Completion/Follow-up