How to join
Organising Wiki Loves Earth is easy and fun and does not require extensive organisational resources. To start, form a team of volunteers and agree on the roles. Then, define eligible natural sites: try to include everything protected in your country, anything from large natural reserves to protected trees is fine. Do some promotion for the contest in social networks and invite people with a banner in Sitenotice. Finally, you need to find the jury to evaluate the photos and awards for your winners.

What to do next
Wiki Loves Earth is a wonderful opportunity to build links between your local Wikimedia community, chapter or user group and local nature protection or heritage organisations. You can organise photowalks or expeditions to natural sites, or arrange getting materials or photos from nature protecting organisations. After the photo contest you can organise an articles contest to improve coverage of natural sites in Wikipedia, or an edit-a-thon to increase photo usage in articles.
About
The goal of this contest is, on one hand, to get as many participants as possible to picture protected natural areas and upload their photos to Wikimedia Commons, and on the other hand, to contribute to nature protection by raising public awareness. These pictures are used to illustrate articles on Wikipedia and other Wikimedia projects (Wikivoyage, Wikidata etc.). This contest was first organised in Ukraine in 2013 and became international in 2014.

Rules
Contest is organised by local teams in a federative manner. Local teams define exact periods (usually May or June), list of prizes and nominations, so those might differ a bit. General rule is that photos must be self-taken, i.e. upload by their authors. Photos uploaded by anyone else than author (even with permission) are not accepted. Photos can be uploaded during contest period only, but they can be taken at any time before or during the contest.

Did you know that in 2015...
26 countries from 4 continents participated in Wiki Loves Earth more than 100 000 images uploaded almost 9000 participants

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