Wiki Loves Africa 2021

Focus is on **Health + Wellness** across Africa in annual Wikipedia photo competition

[for immediate release] Cape Town, South Africa, 10 February 2021 – Wiki Loves Africa (www.wikilovesafrica.net) is a visual celebration of Africa's cultural diversity on Wikipedia. 2021 marks the 7th year of Wiki Loves Africa the annual photographic competition presented by Wiki In Africa (www.wikiinafrica.org) and activated by the Wikipedia communities across Africa. The competition runs over 2 months from the **15th February to 15th April 2021**.

Every year a different catalysing theme is chosen by the Wikimedia community across Africa. Wiki Loves Africa 2021 calls on photographers, audiophiles and videographers to visually interrogate everything that contributes to **Health + Wellness** within the African context. As a year, 2020 concentrated on sickness, illness and loss. This year, Africa's Wikipedia community wishes to focus on the **Health + Wellness** of people. The 2021 theme has been chosen to present a positive view of where we are, and how we can be into the future. If nothing else, 2020 brought to the fore the importance of our personal health and wellness, and how the efficiency of our health systems, affects those around us – the people we know and love, and the complete strangers who we come into contact with whilst working, shopping, and walking from one place to another.

What is the difference between health and wellness? *Health* is seen as the state of physical, mental and social well-being in which disease and infirmity are absent, whereas *wellness* is the state of living a healthy lifestyle through enhanced well-being.

People can enter photos from anywhere on Earth under an open licence, but to be selected for prizes, the images must represent elements, places or people related to Africa. The prize pot for

Wiki Loves Africa 2021 totals USD3,300. There are 3 main prizes for Wiki Loves Africa that are selected by a jury of international photographers and Wikimedians. As with every year, there are two additional prize categories for photos and media that encompass:

- Cultural or traditional representations of Health and Wellness specific to African cultures and communities; and
- The best quality video submitted (audio and visual quality and storytelling will be taken into account)

Wiki Loves Africa is an annual photo contest that runs across the African continent to shift and disrupt the relentless negative depiction of "Africa" on online news and knowledge platforms. An intended benefit of the project is that, by the competition being hosted locally, it actively contributes to the development of local creatives and the Wikimedia volunteer communities. Wiki Loves Africa encourages a culture of contribution to the internet that shakes up the single story of Africa[1].

Wiki Loves Africa is activated by the Wikimedia community that created Wikipedia in support of WikiAfrica movement. The competition was conceptualised and is managed by Florence Devouard and Isla Haddow-Flood of Wiki In Africa as a fun and engaging way to rebalance the lack of visual representations and relevant content that exists about Africa on Wikipedia. The competition is funded through a grant by the Wikimedia Foundation and supported in-kind by UNESCO and a host of local partners in individual countries. The images donated under a free licence are available for use on the internet and beyond, under the Creative Commons license CC BY SA 4.0.

How do people enter? How do I take a winning photo? What is a CC licence? All this and more can be found from the contest page: bit.ly/EnterWLA2021

COVID-19 Notice: We would like to make it clear that the threat of contracting COVID-19 is still present globally. We encourage people who wish to take photographs or other media to exercise EXTREME CAUTION. During the contest, volunteer groups and organisations will host online events to build Wikipedia savvy communities around the contest. In-person events are discouraged until contracting COVID is no longer a risk. Restrictions are different everywhere, and we encourage any person taking photographs outside their home environment or attending in-person events to sanitise regularly, and wear a mask at all times. We would prefer that contestants use images from their archives, or as they go about their daily practices. We ask contestants to think before placing themselves (or any other person) at risk. #staysafe.

[1] Chimamanda Ngozi Adichie's [Danger of a Single Story TED talk](#).:
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USEFUL INFORMATION:
Key Links:
- www.wikilovesafrica.net
- www.wikiinafrica.org
- Contest Page: bit.ly/EnterWLA2021
- About the theme: https://commons.wikimedia.org/wiki/Commons:Wiki_Loves_Africa_2021/Theme
- Facebook: https://www.facebook.com/WikiLovesAfrica
- Twitter: http://twitter.com/WikiLovesAfrica
- Local Events: https://commons.wikimedia.org/wiki/Commons:Wiki_Loves_Africa_2021/Local_events

Media release by Wiki In Africa

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NOTES FOR THE EDITOR:

LOCAL ORGANISING TEAMS
To see what's going locally and to contact the teams, please click here.

INTERNATIONAL PRIZES
- 1st prize: US$1000
- 2nd prize: US$800
- 3rd prize: US$500

Additional prize categories are:
- Culturally specific or traditional representations of Health + Wellness materials, practices and ceremonies: US$500
- The prize for best quality video: $500

Terms and conditions apply.

RULES OF THE COMPETITION
- **Rule 1:** *All photos must be taken by the person submitting them.* Unless, they are uploaded during a registered mass upload session. Your image must have your name, username or nom de plume on the uploaded file.
- **Rule 2:** *Entries will only be accepted if uploaded between the 15th February to 15th April 2021.* You can enter media that was taken at any time, even historic photographs (as long as you own the

copyright on these photographs or they are in the public domain), but they must be uploaded during those dates. Photographs that are already on Commons and re-uploaded are not eligible.

- **Rule 3:** *Participants must be registered on Wikimedia Commons and be contactable.* Please enable email on Wikimedia Commons when registering so we can contact you if your image is chosen for a prize.
- **Rule 4:** *All entries submitted to the contest must be under a free licence* (or in the public domain). In most cases, the photo will automatically be licensed under the Creative Commons Attribution-Share Alike 4.0 (CC-BY-SA 4.0). Read more about the cc-by-sa license here.
- **Rule 5:** *Images with watermarks or embedded signatures will not be eligible.*
- **Rule 6:** *Pictures or media must be categorised under Images from Wiki Loves Africa 2021* to be eligible.
- **Rule 7:** *To be considered for the video prize, the file must be uploaded in a video format* (.ogg, .ogv, or .webm) that is accepted on Wikimedia Commons. Please note that the audio and visual quality and storytelling will be taken into account for your file to be eligible for a prize. Find out more information on how to submit a video.

HOW TO CONTRIBUTE: IN 5 EASY STEPS

1. Take some photos …
This is the fun part! You can enter media (photos, video clips or audio files) that visually or sonically represent the theme. Think of rare and unusual ways of looking at the theme items we might take for granted around us.

2. Select the best!
Your media could go onto Wikipedia to illustrate an article. Choose photos and media where the subject matter is clear and in focus. Please do not select dozens of near identical pictures of the same topic !

3. Register on Commons
You have to be registered on Wikimedia Commons to enter the competition and upload a photo or any media. Make sure your email is enabled so that we can contact you if you are a winner! Read Commons:First steps/Account for more information.

4. Enter your photos!
Enter your photographs using this link to go directly to the upload page. Remember to describe the photo and add relevant categories to the image. Watch this tutorial video to help you during the uploading process : Wiki Loves Africa upload wizard tutorial.

5. What now ?
Now you are registered on Wikipedia, the fun doesn't stop here!! There are many things you can still do:
- Find out more about contributing to Commons in this tutorial.
- Take more amazing photos and enter them!
- Add your photos to the relevant article on the Wikipedia in your language.
- If you see that a subject that you are passionate about is not yet on Wikipedia, then you might want to consider writing an article about that subject.

7 YEARS OF WIKI LOVES AFRICA
Wiki Loves Africa is an annual competition that crowdsources photographs, videos and recordings of Africa to form an open licenced archive of materials that tells the story of Africa on Wikipedia through the eyes of its people. Each year the contest is held, it has had a different theme that is universal, yet culturally rich.

Over the last seven years, the Wiki Loves Africa contest has encouraged the donation of over 64,000 photographs to Wikimedia Commons for potential use on Wikipedia. In the first year, under the theme "Cuisine", 873 people contributed 6,116 photographs. "Cultural fashion and adornment" was the theme for 2015, which saw 722 people contribute over 7,500 photographs. In 2016, "Music and Dance" contributed 7917 files from 836 people. In 2017, under the theme "People at Work" 18,294 photographs were entered by 2,473 people. In 2019, under the theme of PLAY! 8,800 images were uploaded by 1350 contributors. Last year, the theme "Africa on the Move!" resulted in the submission of 16,982 by 1,904

Over the last 7 years, Wiki Loves Africa has achieved the following:
- Over **64,000 images** have been entered by 8,120 competitors from up to 59 countries under a free licence (CC-BY-SA) ;
- The images entered to Wiki Loves Africa are viewed **22 million times each month** (Dec 2020);
- Wiki Loves Africa's images submitted over the 6 years have been **viewed 620 million times** altogether (Dec 2020);
- Wikimedia communities from **24 African countries** have hosted participation events, information sessions and training workshops; In 2020, the African-Brazilian community was also involved;
- Over **250 participation and training events** had been held up until 2020;
- A Wiki Loves Africa prize-winning image was included in the *Journeys Through Our Fragile Heritage* exhibition at the UNESCO Headquarters, Paris; and
- Wiki Loves Africa's ISA tool is a pilot project for Structured Data on Commons and the winner of the WikiData award for Best Multimedia Tool in November 2019.

You can view the international winning images from all years Commons:Wiki Loves Africa#Winning pictures in former editions '''here'''.

THE ORGANISATIONS INVOLVED IN THE COMPETITION

About Wiki In Africa
Wiki In Africa empowers and engages the citizens of Africa and its diaspora to collect, develop and contribute open educational and relevant content that relates to the theme of Africa under a free license.

The programmes Wiki In Africa creates are specifically aimed at skills transfer and community building to bridge the content and contribution gap that perpetuates the digital divide that plagues Africa, thus decolonising knowledge and the internet through the online celebration and contribution of the information, cultures and histories of Africa under free licenses. It does this through encouraging the growth of Wikimedia communities across Africa.

Wiki In Africa is a non-profit organisation that is based in South Africa. During 2021 it is working on Wiki Loves Women, WikiFundi, WikiChallenge African Schools (funded by the Orange Foundation), and of course, Wiki Loves Africa.
www.wikiinafrica.org

About the Wikimedia Foundation
The Wikimedia Foundation, Inc. is the nonprofit charitable organisation that is dedicated to encouraging the growth, development and distribution of free, multilingual, educational content, and to providing the full content of these wiki-based projects to the public free of charge. The Wikimedia Foundation operates some of the largest collaboratively edited reference projects in the world, including Wikipedia, a top-ten internet property.

www.wikimediafoundation.org