Wiki Loves Monuments

In blue the expected output and outcome out of the funding period

SCOPE	STRATEGIC GOALS	ACTIONS	KPI	EXPECTED OUTPUT / OUTCOME 2015	REAL ACTIONS / TARGET ACHIEVED Q2	EXPECTED OUTPUT / OUTCOME 2016
VOLUNTEERS	Recall past contributors to WLM	1. Personal calls 2. Identify regional managers (recruitment meeting in April 2015)	1.2. Number of regional managers (Veneto, Lombardy, Trentino, Piedmont, Emilia Romagna	1.2. 5 managers identified for the target regions by April 2015		At least equal to the 2015 output/outcome
	Involve new partners in creating lists and in the pre-jury	Engaging events	1. Number of regional gatherings 2. Number of new members who participate as volunteers in creating lists and to pre-juries	1. At least 1 gathering in three regions 2.At least 3 volunteers involved in the creation of lists and pre-jury	1 Training Day in Bologna with volunteers and members coming from different regions of Italy (June 2015) 2 Volunteers involved: 7 wikipedians in the pre-jury (they worked together with 7 members of FIAF). At least 2 volunteers involved in the creation of lists **ACHIEVED**	1. At least 1 gathering in three regions 2.At least 3 volunteers involved in the creation of lists and pre-jury
CONTEST	Authorizations by municipalities	Email send-out requiring authorisation for the monuments "release"	1. Number of authorization for new monuments 2. No. new municipalities participating in the contest	+20% (in relation to 2014)	1. 5.149 monuments 2. 392 municipalities Not comparable to 2014 due to different calculation **ACHIEVED**	+20% (in relation to 2015)
	Increase in the number of images uploaded	Increase the number of images uploaded per participant	Number of uploads	At least equal to 2014	- 947 participants - 12.726 images **NOT ACHIEVED**	At least equal to those of the previous edition
	Definition of a Jury	1. Increase in the number of professional photographers	1. Number of professional photographers involved	1. At least two professional photographers	- Franco Fontana - Uwe Ommer - Settimio Benedusi **ACHIEVED**	1. At least two professional photographers
INSTITUTIONS ENGAGEMENT	Insert WLM events in the program of significant cultural events	Connect to associations and photography festivals	Number of photography festivals	At least one photography festival	Toscana Foto Festival 2015 **ACHIEVED**	At least one photographic festival
	Obtain the	Meetings with regional	1. Number of	5 letters by the end		3 new Regions (including, e.g.,

Category	Objective	Activity	Indicator	Target 2015	Results	Target 2016
	cooperation of Regions	Superintendents and with regional councils	meetings 2. Number of official letters of patronage issued by Regions / Superintendents	of June		Friuli Venezia Giulia, Tuscany, Marche, Lazio, Campania)
	Strengthen WLM in Lombardy in view of Wikimania 2016	Organize events in schools / museums / other institutions	Number of events	1. 5 public institution 2. 2 libraries 3. 5 schools	2016 (Is has been included in 2015 goals by mistake)	1. 5 public institution 2. 2 libraries 3. 5 schools
COMMUNICATION	Create an events plan 2015	An inaugural event	1. Number of journalists attending	1. At least five journalists from the national press 2. At least 5 Wikigite of which one combined with OSM mapping 3. At least 15% of participants	- Press Conference TFF (May 2015) in Florence (Andrea e Giuliana). About 10 journalists. - Training Day Bologna (June 2015) - Workshop and participation to the closing event of TFF (July 2015) - Press Conference (September 2015) with Euronics and Canon in Palazzo Dugnani, Milan (about 30 journalists) - Wikigite: 46 with 512 participants (Mapping parties during events: training day in Bologna; Wikigita in Genova) - Awards Ceremony: December 11th 2015, during the Christmas event for the 10th anniversary of WMI (Palazzina Liberty, Milan) **ACHIEVED**	1. At least five journalists from the national press 2. At least 5 Wikigite of which one combined with OSM mapping 3. At least 20% of participants
		A half-year Promotional Event				
		Wikigite Year-end awards ceremony	2. Number of Wikigite 3. Number of participants in Wikigite who upload photos on Commons			
	Strengthen WLM communication for a higher WMI brand-awareness WMI	1. Change of perception and of communication message: "WLM is a project of WMI" 2. Coordinate the WLM editorial plan with the overall WMI editorial plan 3. Issue a questionnaire at the end of the WLM edition in order to check the percentage of users that associate WLM to WMI	1. Number of press clippings where WMI is associated to WLM. 2. Questionnaire to users to verify the number of people making the correct association	1. At least 60% press 2. At least 50% submitting	- Press clippings **ACHIEVED** - Questionnaires to the participants of wikigite, training day, award ceremony, TFF workshop. **NOT YET MEASURED**	1. At least 80% press 2. At least 70% submitting
	Strengthen WLM communication with	Communication on traditional media and	1. Site update, social accounts 2. Press	1. Updating at least twice a week from	- Creation of a new website dedicated to WLM.	1. Updating at least twice a week from April to October 2016 2. 1

	new means/new media	social media (implement Instagram)	releases related to national and local events 3. Open an account Instagram tied to WLM 4. New WLM newsletter subscriptions that come from social networks	April to October 2015 2. 1 press release for each event from April to October 2015 4. 10% increase in newsletter subscriptions	- Social accounts update - Press releases: May, launch of WLM at TFF press conference in Massa Marittima; July, launch of the agreement with Euronics and Canon; September, press conference; November, winners. - Newsletter WLM: from around 500 subscribers to 1543 - Opening of a Instagram account to share photos of WLM **ACHIEVED**	press release for each event from April to October 2016 4. 10% increase in newsletter subscriptions
		Technical support for contest participants	FAQ published on the Wikimedia website; email supportowlm@wikimedia.it	1. Creation of FAQs and support email address 2. Email response time	1. Creation of FAQs and support email address. 2. Evasion of requests within 3 days	
FUNDRAISING	Search for sponsors	Fundraising through grants/tenders	Number of participation in grant programs/tenders	At least one participation	1 with Toscana Foto Festival **ACHIEVED**	At least one participation
		Fundraising through technical / financial sponsorship	1. Number of technical sponsorships	1. At least those of 2015 (Euronics, Sony, Archeomatica)	Euronics; Canon; Archeomatica; Toscana Foto Festival **ACHIEVED**	1. 2 additional sponsors
NETWORKING	Increase the number of technical partners	Suggest strategic players to join WLM	1. Number of technical partners	FIAF, Touring Club, WWF Italy, Lipu (2015)	FIAF; ICOM Italia; Touring Club e Bandiere Arancioni; Toscana Foto Festival; WWF Italia; APT Città d'Arte Emilia Romagna **ACHIEVED**	At least two more than in 2015
LOBBYING	Increase the awareness of institutions on the need for change of the Urbani Code and of the Art Bonus	Ongoing lobbying activity carried out by a professional	1. Meetings with political representatives at a national level 2. Press clippings relevant at a national level	1. At least one meeting with a political representative of a national level by the end of June 2015 2. Formulation of a letter of proposal to amend the law 3. At least three clippings in the national press	- Barcamp at Camera dei Deputati: (June, 22 2015) with *intergruppo innovazione* - October, 16: meeting with Segretario Generale MIBACT and Vicecapo ufficio legislativo MIBACT - Letter: 1 letter to propose a significant change of Codice Urbani and 1 ministerial circular on Art.108 - Clippings: media attention on Freedom of Panorama **ACHIEVED**	Follow up of the initiatives put in place in 2015