



wiki loves
EARTH

Wiki Loves Earth and GLAM partnerships

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What is Wiki Loves Earth?

- An international photography competition aimed at taking pictures of natural heritage sites and uploading them to Wikimedia Commons
- Goals
 - Upload photos of protected natural areas on Commons
 - Outreach to new category of participants
 - New potential partners (ecological organisations, nature protecting funds etc.)
 - Use these pictures to illustrate articles on Wikipedia and other projects
- Taking place yearly 1-31 May or 1-30 June



What happened last year?

- In 2016, Unesco joined Wiki Loves Earth as a partner in order to co-organise Wiki Loves Earth Biosphere Reserves
- Coverage: biosphere reserves available in 120 countries
- 2,695 photos from 34 countries
- Including 27 countries that have not organised national contests (Argentina, Canada, China, Indonesia, Israel, Myanmar, South Africa, Tanzania, USA etc.)
- Outreach via UNESCO Biosphere Reserves network (Man and the Biosphere Programme)



by Blackfish, PD-ineligible



Green GLAM partnerships

1) Content donations

Despite not being as known as archives, natural sites have valuable content in both visual and textual form.





Green GLAM partnerships

2) Photography workshops and guided tours

Natural sites are often willing to organise tours: areas closed to general public, guided visits to valuable areas etc.



Photography workshop and guided tour in Drentsche Aa national parc, the Netherlands, Ter-burg, cc by-sa 3.0 NL



Green GLAM partnerships

3) Promotion

Even if a natural site is unable / unwilling to do a content donation or a visit, they still can help you:

- Promotion via social media / mailing lists to reach people who already visited them
- Information at place for people visiting their sites (paper posters / leaflets)
- Edit-a-thons and workshops for natural heritage sites staff / researchers
- etc.



Contact us

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