



CELEBRATE Africa

PHOTOGRAPHER Development

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.

As a competition, Wiki Loves Africa encourages the 'crowd' contribution of open-licensed images, audio and videos that celebrate local heritage, contemporary living, and communal cultures to Wikimedia Commons for use on Wikipedia and other Wikimedia projects.

Wiki Loves Africa encourages, develops, and provides opportunities for Africa's photographers, creatives and cultural practitioners by leveraging the power of the open movement.

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 contributes towards the UN's SDG 10: Reducing Inequalities: Reduce inequality within and among countries.



COMMUNITY Development

CULTURAL Inspiration

64,000 images contributed since 2014

8,120 competitors from 59 countries

Images viewed 41 million times a month

Images viewed 466 million times in total

Over 250 events held by 24 African Wikimedia Communities



Project focus

- **Visibility:** sensitising people as to the 'danger of the single story of Africa' by decolonising the visual narrative on global knowledge platforms, like Wikipedia.
- **Celebrating Africa:** ensuring that there are diverse visual illustrations of universal connection with different interpretations of local cultures through a central theme.
- **Photographer development:** through local and online training courses, global drives and events.
- **Community development:** the annual activity assists with consistent community building and capacity development for local organisers.
- **Leadership development:** local organisers are further introduced to the Wikimedia movement through training, webinars, facilitation, networking and mentorship.
- **Content contribution and enhancement:** year round focus on the theme encourages additional content to be added to Wikipedia.

www.wikilovesafrica.net

Photographic credits: Wiki Loves Africa winners. All CC-BY-SA 4.0 on Wikimedia Commons: 1. 2020: My Homeland by Mohamed Ahmed Youssry (Egypt); 2. 2015: Another busy afternoon in Kenya by Isaac Kaigi; 3. 2019: Peek-a-boo by Summer Farag from Egypt; 4. 2016: Nubian Flute Player by Ahmed Emad H (Egypt)



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