

Improving content and increasing the number active contributors to the Wikimedia projects are priorities for Wikimedia Nederland. This year, we have started experimenting with a **thematic approach**: we have selected two topics as the focus for many of our activities over the coming two years. One of these themes is 'Nature'.

Why a thematic approach?

- One-off activities often have little permanent impact:
 - training activities/editathons have low editor retention
 - content donations are often not intensively used in Wikipedia articles
- Combining activities around a theme for a longer period of time could:
 - create self-sustaining communities of volunteers and editors around this theme
 - facilitate the retention of new editors:
 - connecting them to communities of editors interested in 'their' topic
 - providing them with a programme of interesting activities (onwiki and offwiki) to participate in
 - make contributing to the Wikimedia projects 'second nature' for external partners through longer partnerships
 - promote optimal use of content and image donations
 - make more knowledge about this topic freely available to all!

Why nature? Choosing a theme

- what is our community interested in?
- is there a core group of volunteers willing to take this on?
- is there room for improvement of content on the Wikimedia projects?
- are there external partners with interesting knowledge/content?
- are there external partners with volunteer communities of their own who might become Wikipedians?

What to do? Possible activities

- photocompetitions ✓
- content donations ✓
- editathons
- editor training ✓
- 'social activities' ✓
- new wikipedians in residence
- education programme.

Results so far

- eight new volunteers
- three new external partners
- volunteers taking the lead in cooperating with other volunteer organisations
- 1200 images through Wiki Loves Earth
- one content donation received, one planned
- competition on incorporating donated content organised
- two editathons planned, one training session planned
- 80 people trained in uploading images or writing
- 77 first-time contributors to Commons

Who to work with? Choosing partners

- GLAM-sector
 - *Naturalis Museum for Natural History*,
 - *Institute for Vision and Sound*
- Private and public organisations
 - National Parks
 - Grantmaking foundation
- Volunteer organisations
 - *Royal Netherlands Society for Natural History*
- Wikipedians in Residence
 - *Two Wikipedians in Residence developed activities around the theme nature*
- Higher education



Participants in workshop 'making photographs for Wikimedia Commons'



Workshop writing about nature for Wikipedia.

Lessons learned

- You have to have a (small) group of active volunteers/editors who are willing to work on this project before you can start.
- Keep the wider community involved and informed all the time
- Plan for early success: this creates good group-spirit, publicity and momentum
 - identify low-hanging fruit
 - start with an activity you have successfully organised before
 - involve your existing partners, they may surprise you!
- Getting new content is easier than getting new people
- Avoid 'one-off' activities: every activity has to be linked to another activity: e.g. a content donation is followed by an editathon
- Take your time, give it at least two years
- Reduce involvement by staff as soon as possible.



Giving information about Wikipedia during 'National Park Day'



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