wiki loves EARTH

why it is cool and how you can join
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Wiki Loves Earth (WLE) is an international photography competition aimed at taking pictures of natural heritage sites and uploading them to Wikimedia Commons.
Idea and story behind WLE

• 2012 – birth of the idea of the contest
• 2013 – Ukraine only
• 2014 – 16 countries
• 2015 – 26 countries

First logo of the contest: Nana no bot, CC-BY-SA 3.0
How we got there

• Success of Wiki Loves Monuments
• Many countries lack freedom of panorama (nature is not copyrighted)
• Too many large natural parks and reserves still without pictures
• Even large cities have parks or gardens without a single picture
• Many natural sites are worth picturing: let’s do it with Wiki Loves Earth!
How we got there

Parque nacional Lomas de Padierna, 20km from Wikimania venue, no photos

Author of article: Rauletemunoz, CC BY-SA 3.0, map by Yavidaxiu, PD
Goals of the contest

• Get as many participants as possible to picture protected natural areas and upload their photos to Wikimedia Commons
• Contribute to nature protection by raising public awareness
• Use these pictures are used to illustrate articles on Wikipedia and other Wikimedia projects (Wikivoyage, Wikidata etc.)
... and in addition

- Outreach to a different category of participants
- New potential partners (ecological organisations, nature protecting funds etc.)
- Easier to get different photos of a natural site, e.g. in different seasons
- Wikipedians who pictured all cultural monuments around their town can now discover natural monuments!
Rules

• Self-taken and self-uploaded photos only
• Photos by anyone else even with permission are not accepted
• Picturing a protected natural site
• Under a free license (usually CC BY-SA 4.0)
• Photos can be uploaded during contest period only (May or June)
• Photos be taken at any time before or during the contest.
• Everything else is defined by local teams.
2013

- 1 country: Ukraine
- Timeline: 15 April – 15 May 2013
- 11,736 pictures
- 1,104 natural sites pictured (out of 7,000)
- 365 participants (including 68% newbies)
- 34% of protected sites pictured only by newbies
- 2nd coolest project at Wikimania 2013
2014

- 16 countries representing 4 continents
- Timeline: 1–31 May (basic), with some countries in June
- 71,061 photos
- Over 3,000 uploaders, 2,094 (67%) of them were newbies
- International jury with members from 7 countries
- Winner was awarded a Wikimania 2015 scholarship
2015

• 26 countries from 4 continents (still lacking North America and Oceania)
• Timeline: 1–31 May (basic), with some countries in June
• Over 100 000 images uploaded
• About 9 000 participants
• International winners to be announced soon…
2015

New Editors Per Month for All Wikimedia Projects

Peak in number of new editors per month

Wikimedia Foundation Stats, PD
How to join?

- Contest is organised in a federative manner
- International team coordinates national contests, organises international final and provides general help to local organisers
- National teams take care of local contests and can define exact dates, lists of nominations and prizes, lists of eligible sites etc.
What you need

• Team of volunteers with clear roles
• Defining eligible natural sites
• Preparing a landing page and translating Sitenotice banners
• Promotion for the contest in social networks
• Jury to evaluate the photos (and find both local winners and top-10 for international contest)
• Awards for your winners
Eligible natural sites

- Include everything protected in your country, anything from large natural reserves to protected trees is fine.
- The official name does not matter (it can be Natura 2000 site, wildlife sanctuary, game reserve etc.), what matters is being officially protected.
- If you have more sites, photographers will more likely find a site close to them.
Eligible natural sites

Even a single tree can be an interesting site (12th place, 2014): Isiwal, CC BY-SA 3.0 AT
Promotion of the contest

- Start with SiteNotice, best investment with limited resources. Needs a good and easy-to-understand landing page
- Create pages for Wiki Loves Earth on social networks and invite people there
- Prepare press releases, eventually look for like-minded partners who can help you to distribute them
- Make targeted promotion, either by group (e.g. photo associations) or by regions
Jury

- Rather strict deadline (ca. 45 days after the end of the contest)
- You must have more than one jury member (e.g. 3 Wikimedians are fine)
- Look for people with photography experience and people with ecology/biology background
- International team provides a jury tool
Jury tool

WLX Jury Tool ([[Commons:WLX Jury Tool]]):
Ilya, photos by Balkhovitin, Carlos Perez Couto, Amadvr, A4ernyh, Martin Dimitrievski, Uberprutser, Vian, Chettouh Nabil, CC BY-SA 4.0 (applies to this and the next slide)
Jury tool

Developed by [[User:Ilya]]. Please contact him if you want to use it or have questions.
Awards

• You can apply for a PEG grant if you want to have your prizes funded by WMF (or include in your FDC proposal)

• Try to find prizes that would be interesting enough for photographers who join

• Many ideas for creative “green” prizes: souvenirs of recycled materials, solar mobile phone chargers, cycling items, books/magazines about nature etc.

• If you have no local prizes, promote international contest prizes
What to do next: ideas

Photo safari in Drentsche Aa, Netherlands
Ter-burg, CC BY-SA 3.0 NL
Nominations

• Main nomination: top-10 (or more) best photos by quality
• Top uploaders by number of monuments pictured: invites people to picture more natural sites
• Regional awards: best photo and/or top uploaders in each region
• Special nominations (e.g. from partners)
Offline events

• Photo walks across particular national parks
• Expeditions to the regions with poor coverage of natural sites
• Cycling expeditions to cover sites close to large cities
• You can organise those before or during the contest
Improving Wikipedia

- Article contest (with prizes) or thematic week to improve coverage of natural sites on your Wikipedia(s)
- Editing workshops with partners to invite target audience to create articles on Wikipedia
- Edit-a-thons to add photos to articles
- Or launch bots to add photos to articles (if linked by identifiers or Wikidata)
Outreach

• New partnerships with ecological or nature protection organisations
• Photo donations from individual sites (e.g. archives of natural parks)
• Content donations (e.g. textual information about natural sites)
• Improving lists of natural sites together with natural heritage organisations
Thank you for your attention!

• See you at Wiki Loves Meetup today at 17:30 (5:30 p.m.) Don Alberto 4 (this room)

• And see you at Wiki Loves Earth 2016 1-31 May 2016

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