



**wiki loves**  
*EARTH*

**why it is cool**  
**and how you can join**



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# Definition 😊

## Wiki Loves Earth (WLE)

is an international photography competition aimed at taking pictures of natural heritage sites and uploading them to Wikimedia Commons



вікі любить  
ЗЕМЛЮ



looduspäränd  
VIKIPEEDIASSE



ویکی تھوی  
الأرض



Вики ја сака  
Земјата



ViKi YERi  
SEViR



विकि लव्स अर्थ  
(विकि लव्स अर्थ)



ВИКІВОЛІ  
ЗЕМЛЈУ



wiki lubi  
przyrodę



ВИКИ ЛЮБИТ  
Землю



# Idea and story behind WLE

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

*Вікі любить Землю*

Фотоконкурс пам'яток природи



Photo contest of natural monuments

*Wiki Loves Earth*



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

Wikipedia article page for **Parque nacional Lomas de Padierna**.

El **parque nacional Lomas de Padierna**<sup>1</sup> se encuentra en la **reserva ecológica** cerro del Judío, ubicado en la delegación de **La Magdalena Contreras**, al suroeste del **Distrito Federal**, de **México**.

El parque fue declarado el día **8 de septiembre de 1938**<sup>nota 1</sup> con una superficie de entre **610 y 670 ha** pero debido a la mancha humana y a su deterioro, se ha establecido una superficie actual de tan solo **34,35 ha**.<sup>2 3</sup>

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**Etimología** [editar]

**Situación en México, D. F.**

Situación	
<b>Nombre original</b>	Reserva ecológica Cerro del Judío
<b>País</b>	<span><span></span></span> México
<b>División</b>	<span><span></span></span> México, D. F.
<b>Subdivisión</b>	<span><span></span></span> La Magdalena Contreras
<b>Coordenadas</b>	<span><span></span></span> <span><span></span></span> 19°19′18.73″N 99°15′10.61″O <span><span></span></span> 19°19′48″N 99°13′32″O
Datos generales	
<b>Grado de protección</b>	Parque Nacional
<b>Fecha de creación</b>	8 de septiembre de 1938
<b>Legislación</b>	Decreto. Diario Oficial de la Federación
<b>Superficie</b>	34,35 ha

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
- 1104 natural sites pictured (out of 7000)
- 365 participants (including 68% newbies)
- 34% of protected sites pictured only by newbies
- 2<sup>nd</sup> coolest project at Wikimania 2013



Dawn on Ai-Petri Mountain, Crimea, Ukraine  
Kateryna Krasnytska, CC BY-SA 3.0



# 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



View of Carpathian National Park from Hoverla, Ukraine  
Dmytro Balkhovitin, CC BY-SA 3.0



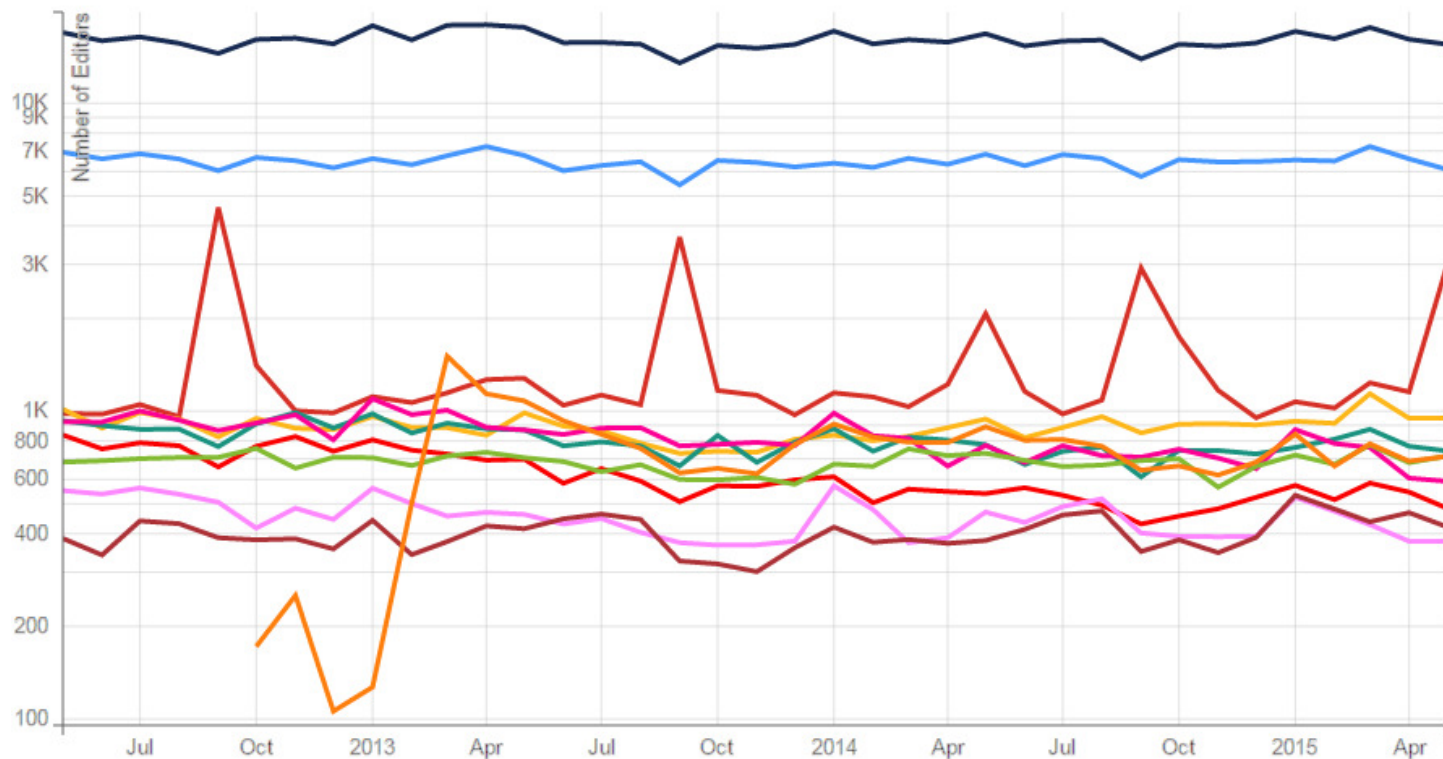
# 2015

- 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 (12<sup>th</sup> 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

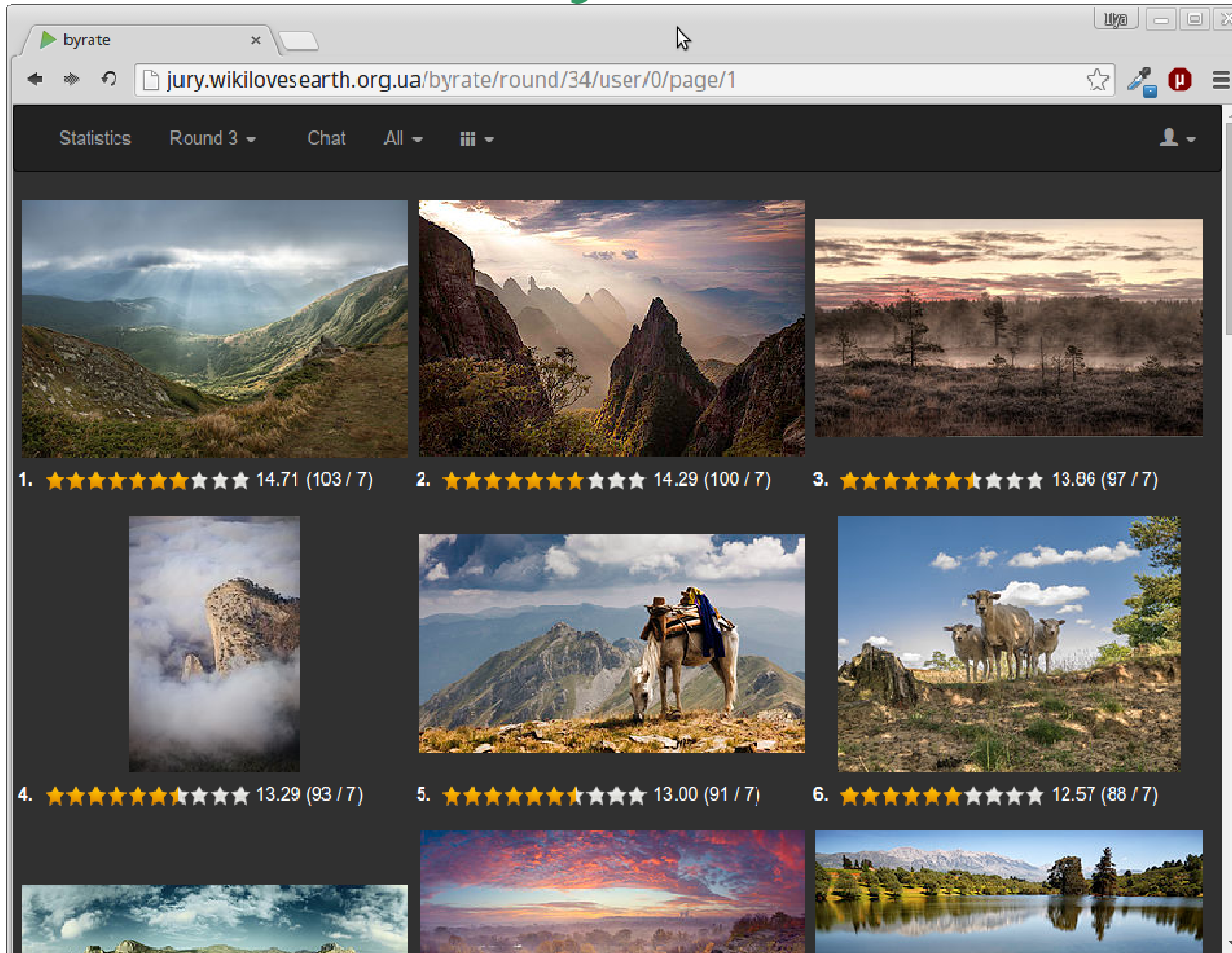


# Jury

- 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

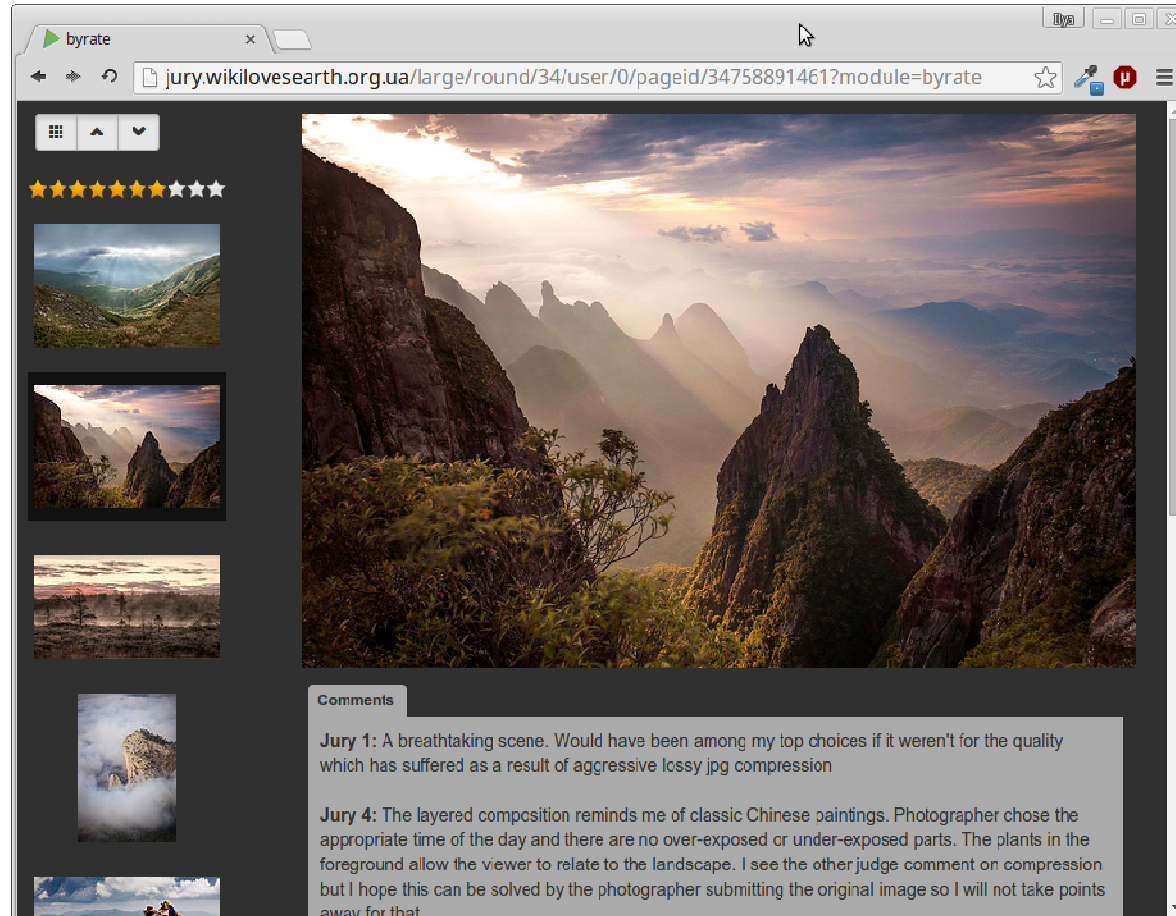


WLX Jury Tool ([\[\[Commons:WLX Jury Tool\]\]](https://commons.wikimedia.org/wiki/Commons:WLX_Jury_Tool)):

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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