

Five examples on outreach activities in Estonia

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WIKIMEDIA
EESTI

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Outreach to the general population

- Promoting the idea of getting Estonian Wikipedia above 1 million articles.
- As every Estonian deserves his or her own wikiarticle.
- Main partner is the University of Tartu.
- miljonpluss.ut.ee



Involving the key people

EV100 campaign

- 100 well known public figures writing wiki articles.
- Everyone could join them. Just like it is in Wikipedia.
- <http://ev100.miljonpluss.ut.ee/>

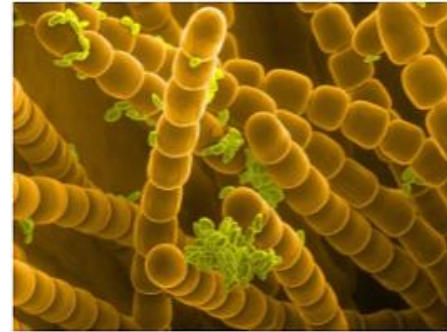


MILJON+

EV 100. sünnipäevaks 100+ artiklit!

Targeting specific groups

- For example, **people in universities** is the biggest target group for the wiki. How are we involving them?
- So we are organizing a **science photo competition**.
- WikiScienceCompetition.org



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WIKI SCIENCE COMPETITION

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[Rules](#)

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Bringing in other organizations

- The question isn't how others can help us, but **how we can help them.**
- In education: Wikipedia supports the use of Estonian language.
- In GLAM: wiki helps to promote Estonian art.
- etc.



Autoportree, Julie Hagen-Schwarz.jpg

3757 × 4668; 5,28 MB

Outreach to other Wikipedias

Eesti1000

- We need to spread the information beyond our home wiki.
- But there exists a huge **cultural gap!**
- **How well does your wiki cover the key topics about Estonia?**
- https://et.wikipedia.org/wiki/Wikipedia:Eesti_1000

List of Wikipedias by sample of articles
