Local Organizer's onboarding Africa Youth Day 2022 Campaign

WikiVibrance (Africa Knowledge Initiative implementing partner)
(Themed on the AU Holiday)

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About WikiVibrance…..

Youth-focused initiative in the movement that acknowledge and support young wikimedians through community engagement activities to create synergies, share knowledge and build capacities to contribute to content of selected thematic themes across wikimedia projects.

WIKI VIBRANCE

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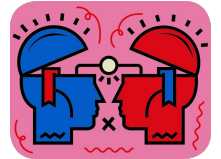
About Africa Knowledge initiative (AKI)

What?

Africa Knowledge Initiative (AKI) is a an initiative with focus on closing the knowledge and content gap that exists on the internet about Africa, leveraging the Wikipedia and other Wikimedia projects. AKI has decided to kick off its activities using three AU holidays; Africa Youth day - 1st Nov 2022, Environment/Wangari Maathai day 3rd Mar 2023 and Africa day 25th May 2023.

Why?

The fact that there are more articles on Wikipedia about Paris, that there are about Africa, is quite alarming. Furthermore, the people who frequently write about Africa on the digital space, are rarely Africans and rarely live or lived in Africa. The AKI is an avenue to hand Africans the pen and paper to take over the narration from those who par consequence of not being Africans but writing about Africa, have misrepresented the African continent globally...hereby providing Africans the opportunity to bridge the content and knowledge gap.

Who?

Wikimedia Foundation, African Union and Africa No Filter, are partnering on the Africa Knowledge Initiative (AKI).

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Focusing on AU holiday.

In line with the WikiVibrance scope, we are focusing on one of the Africa Union (AU) holidays....Africa Youth Day under The Africa Knowledge Initiative and Agenda 2063 for this year. Africa Youth Day among two others have been strategically selected because of their ability to engage a wide variety of African audiences and also the need to grow the capacity of knowledge producers over time.

Africa Youth Day

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Selected organizers

- Open Foundation West Africa (OFWA)
- Nigerian Wikimedians for Sustainable Development
- Wikimedia UG Benin Republic
- Wikimedians of Arusha
- Wikimedia Community User Group South Sudan
- Wikimedia Botswana
- Wikimedia South Africa
- Wikimedians of Democratic Republic of Congo User Group
- Wikimedia User Group Haïti
- Wikimedia Community User Group Uganda

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Role of Local Organizers

- Plan, organize and execute campaign activities, trainings, and events around Africa Youth Day around the campaign theme.
- Recruit & organize local participants for the campaign.
- Coordinate with WikiVibrance team around the international campaign.
- Manage local communications in your community around trainings, events or campaign.

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Campaign Deliverables

- 1000+ articles created in major African languages such as english, french, portuguese, arabic, etc. in each community.
- 250+ articles translated into local languages in Africa in each community.
- 250+ articles improved through upload to commons & then to wikipedia articles and/or improving such wikipedia articles through edits in each community.
- 200 + participants engaged in each community.
- 50% of participants retained particularly new ones recruited and immersed into community structure and activities.
- Reach about 500 people in each community through publicity and advertisements in local community communications channels eg. radio/newspaper, podcast or social media.
- Increase, kickstart and mentor new community(s) in Africa or diaspora through your event.

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Expected Activities......

Contests around...
- Write-a-thons
- Translate-a-thons
- Edit-a-thons
- Photowalks
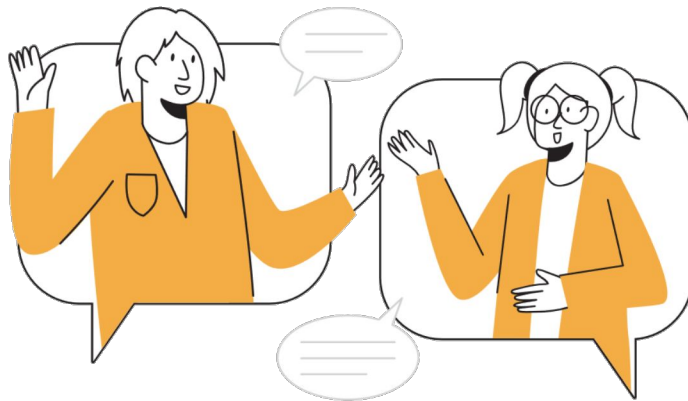- Other fun activities to spice up the campaign

Campaign Support

- 2000 USD worth of funds for community activities for each local organiser.

- For this fund, we request that you submit receipts and financial reports for expenses made to aid our reporting process

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Tracking Metrics/Activities

- Central Dashboard
- Hashtags eg. #WikiVibrance AYM22 #AKI22
- Project Meta Page
- And others

AU and other Support Materials

- Access to African Union Resources
- Global communication support
- Language support during Launch Webinar
- Others

Prizes for Participants

- Communities are encouraged to provide local prizes where they can.
- WikiVibrance will provide prizes and categories will be communicated soon.

Collaboration ..

- Selected communities are encouraged to collaborate with other groups or subcommunities in their implementation.
- Wikimedia Arusha to collaborate with Wikimedia UG Kilimanjaro, University Students Wikimedians and Wikimedia UG Tanzania
- Nigerian Wikimedians for Sustainable Development to collaborate with other groups such as osun wikipedians, fulfulde, hausa, nigerian commons photographers, Literacy for Sustainable Living Nigeria, Igbo User Group, Anambra State Hub, Nigeria, Wikimedia Anambra Network, and more
- Open Knowledge West Africa (OFWA) to collaborate with gurene, Dagbani, Moore, Fante, and more
- Wikimedia Uganda to collaborate with Mindset Change Front Initiative, Green Futures Initiative, Hope for her disability initiative, Smart youth network organization, and more
- Wikimedia South Africa to collaborate with other communities
- Other external partners.

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Campaign Timelines

- Africa Youth Day Launch - 29th October, 2022. Invite your communities to attend via here
- Campaign activities in communities - 1st November - Mid-december, 2022
- Start of local communication in communities - 1st - 15th of November
- Financial and activity reports - 15th - 20th December, 2022
- Others

Follow WikiVibrance and AKI on....
Twitter, Facebook and Instagram
@WikiVibrance

- [WikiVibrance Telegram Group](#)
- [WikiVibrance Whatsapp Group](#)
- Write to us
  wikivibrance@gmail.com

[AKI Telegram](#),
[AKI Twitter](#),
[AKI Facebook](#)

Q&A

Reactions, comments or questions towards building a network of contributors in Africa

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Thank you.

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