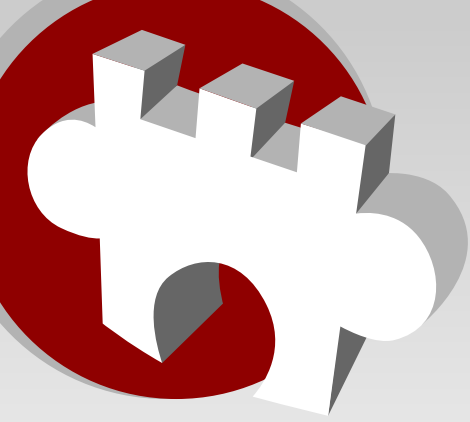
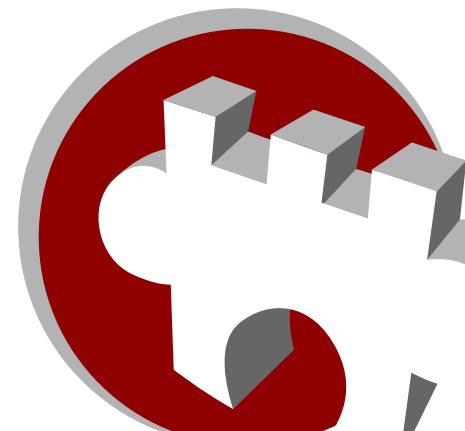
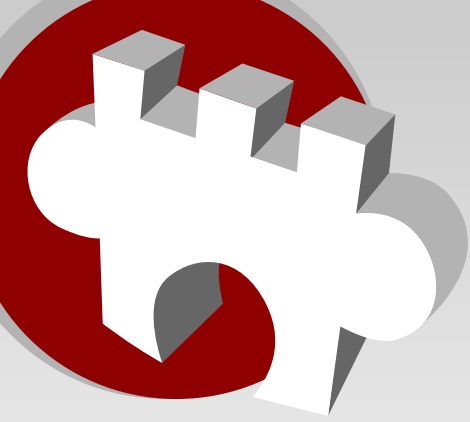


WIKI **loves**  
**monuments**



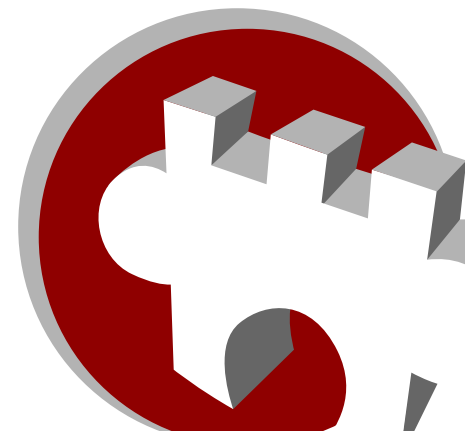
Tomasz Kozłowski  
Wikimedia Polska  
Kiev, 24 March 2012  
tomasz.kozlowski@wikimedia.pl  
Twitter: @twkozlowski

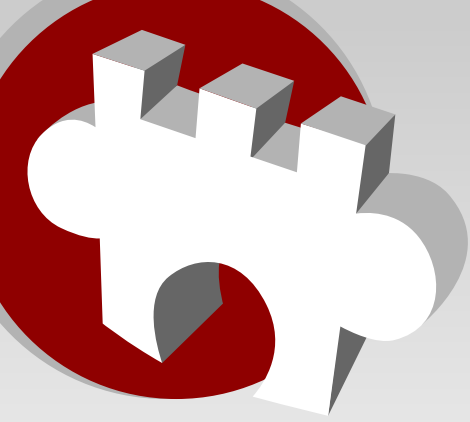




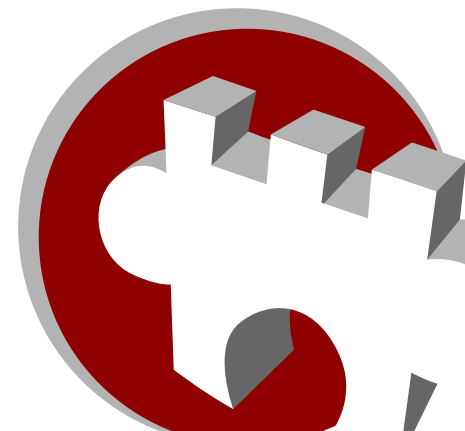
## As a start

1. We have to take notes (Etherpad);
2. Please let me know if anything is unclear;
3. Please write down your questions;
4. We'll end the workshop with brainstorming and distribution of action points;
5. Enjoy!





# **HISTORY AND FUTURE IN SIX SLIDES**



# 2010

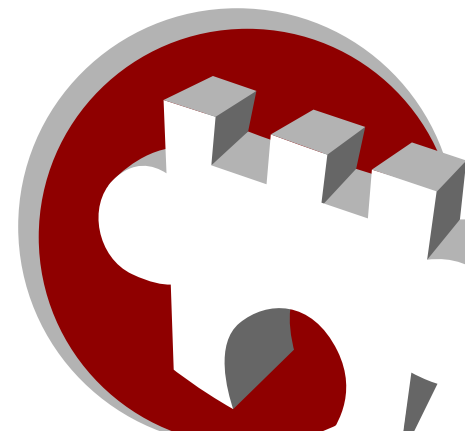
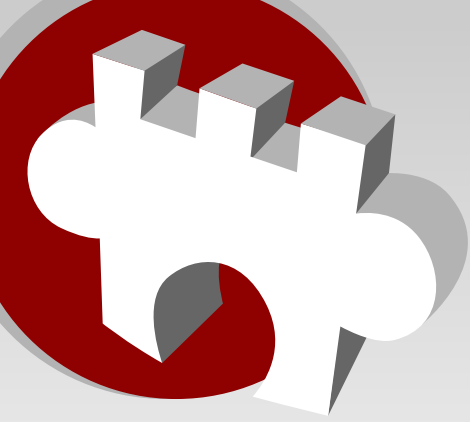
- The Netherlands;
- 60,000 monuments (not memorials!);
- Lists with addresses, identifiers & geodata;
- Great results!



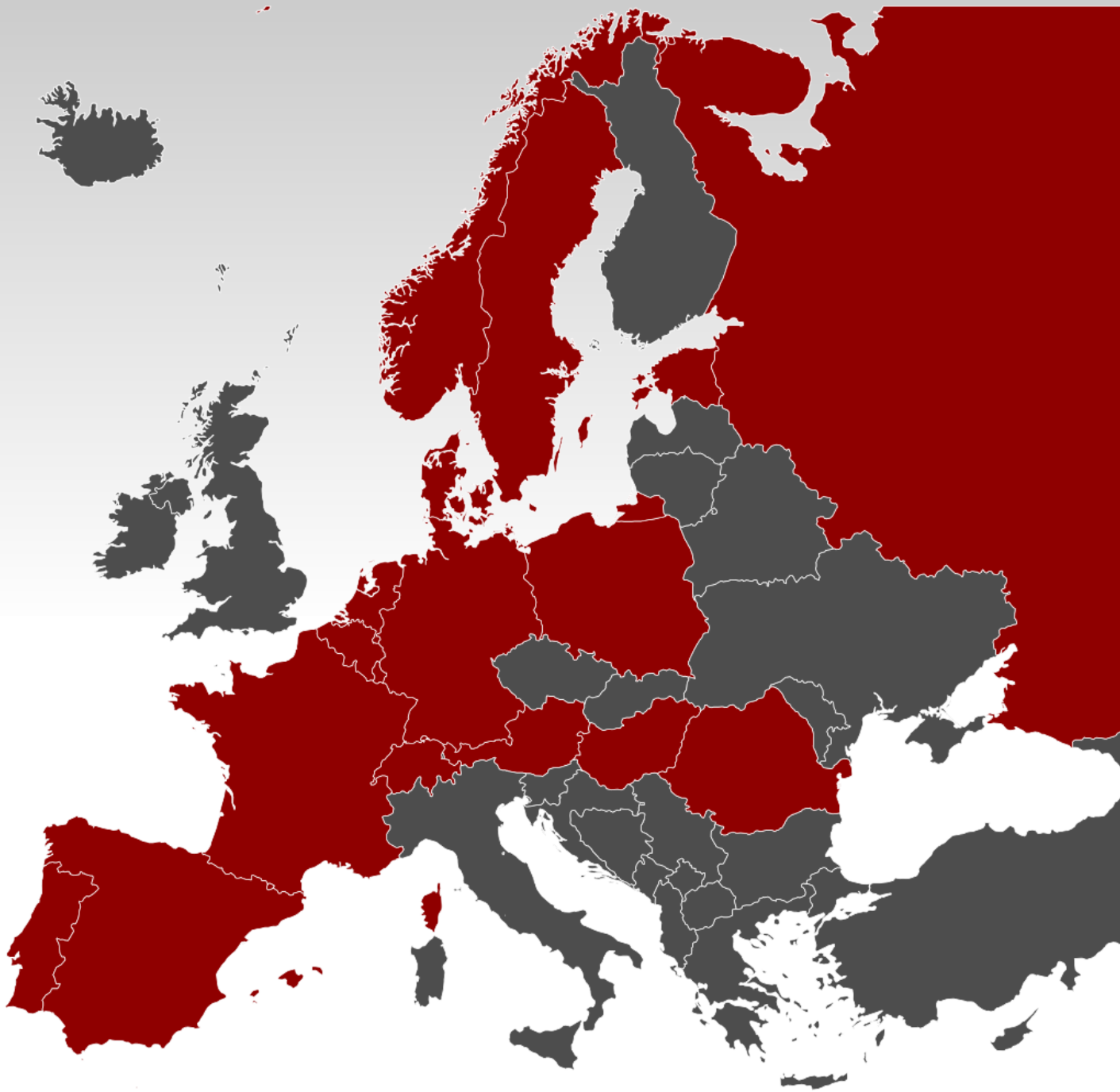
Rudolphous, CC-BY-SA 3.0 NL  
Wikimedia Commons

# 2011

- 18 European countries;
- 14 different Wikipedias;
- Hundreds of Wikipedians organising locally;
- About 5,000 participants;
- 1 month (September 1–September 30);
- Over 167,000 photos – a new world record!





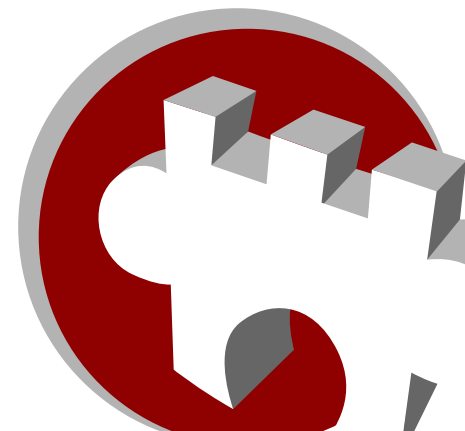
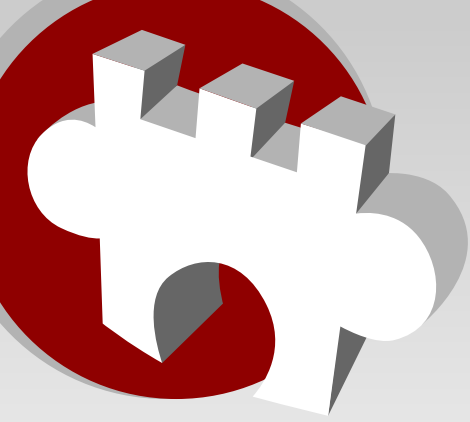


Various authors, CC0



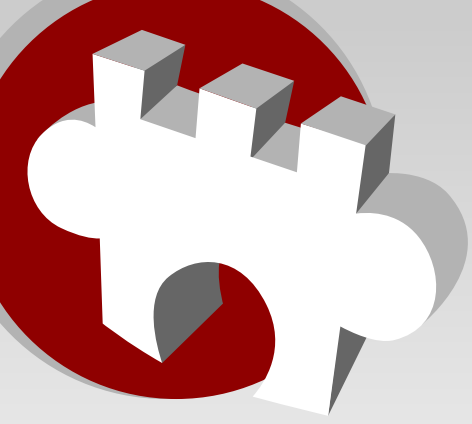
# 2012

- 25+ countries from all over the world;
- Europe, Asia, North & South America, Africa
- 1 month (September 1–September 30);
- Above 10,000 participants?
- 300-500,000 photos?
- We need *you* for the success!

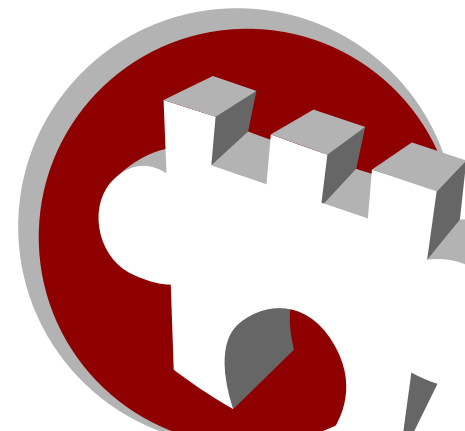


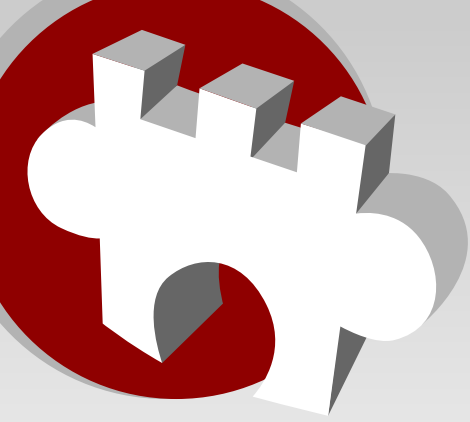


Various authors, CC0



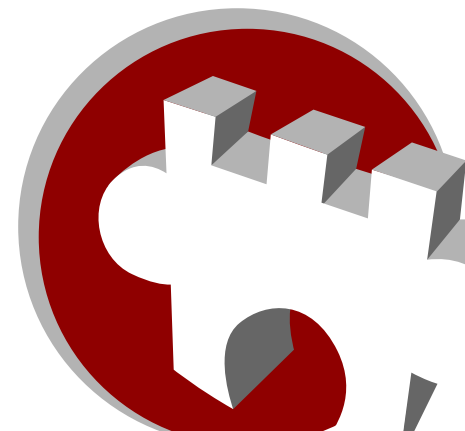
# **SOME BASIC RULES**





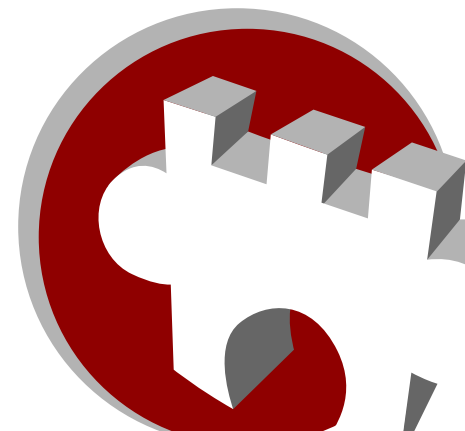
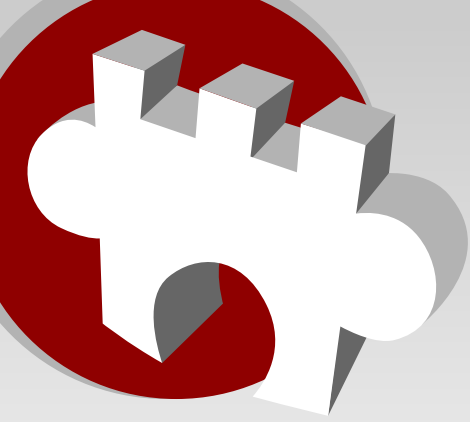
## It's federative

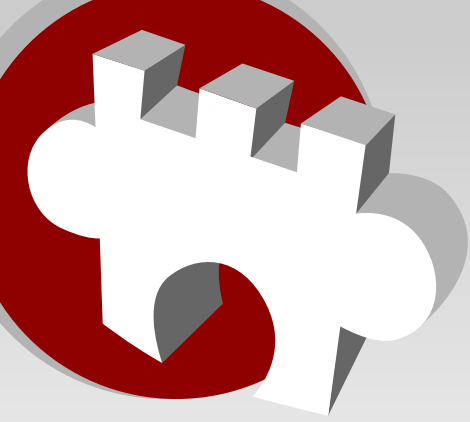
- There is an international team—but:
  - *You* know how things work best in your country;
  - We can help with technical things, getting in touch with partners—but *you* involve the local community and find sponsors for prizes;
  - We can give you some advices basing on our experience;



# It's federative

- There are 5 basic recommendations for all countries, but you can choose to have additional rules (e.g. legal);
- There is even a small budget (€3,000) for a grant programme if you won't be able to find sponsors;
- Contacting other countries and exchanging experiences is encouraged!
- More information in the [FAQ](#) & at the [Who's who](#) page.

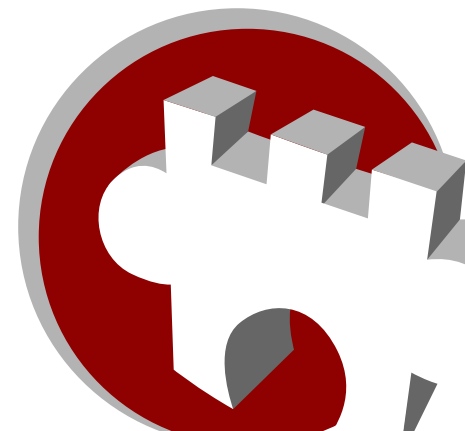




## 5 contest rules

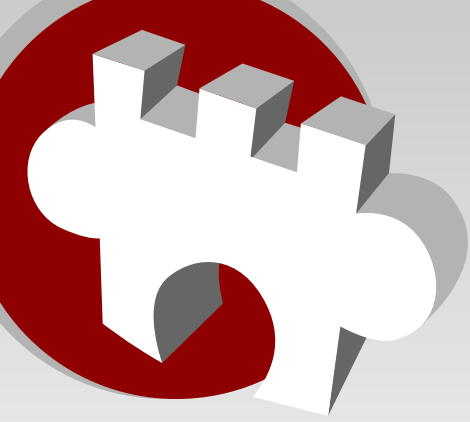
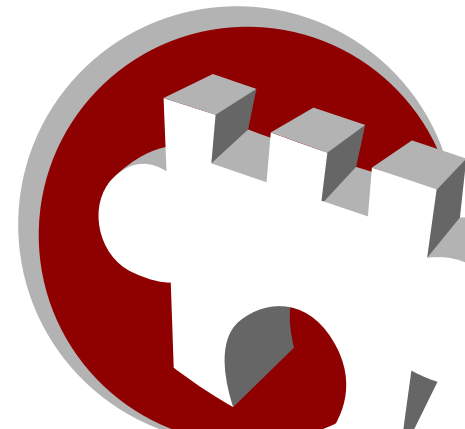
1. Pictures have to be self-taken and self-uploaded;
2. Upload available in September *only*;
3. The default licence is CC-BY-SA 3.0 (localised);
4. Pictures have to be identified by a locally determined identifier;
5. Participants have to have their e-mail enabled.

Not: minimum resolution in pixels, minimal quality, date of creation.



# Judging criteria

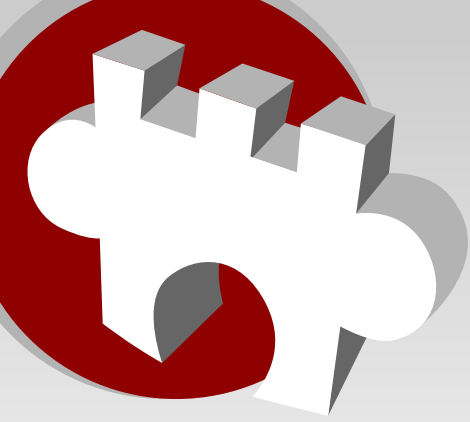
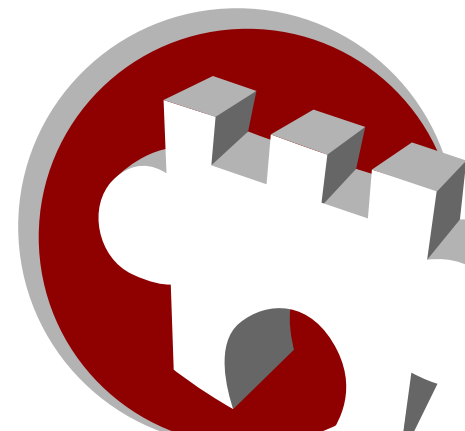
1. Technical quality (sharpness, use of light, perspective, resolution – see COM:IG);
2. Originality and a *wow!* factor;
3. Usefulness for Wikipedia;  
This is mainly an advice – you can choose to do things differently!



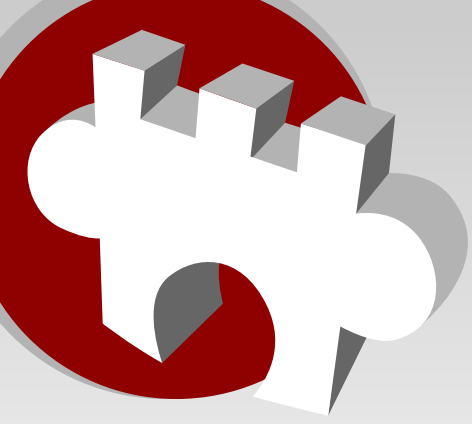
# Jury suggestions

- Make it diverse!
- Have it ready at least a month ahead;
- 2 professional photographers, 2 heritage specialists, 3 Wikimedians (+ a facilitator);
- Lock them in a room, set a deadline and provide with cookies & coffee :-)

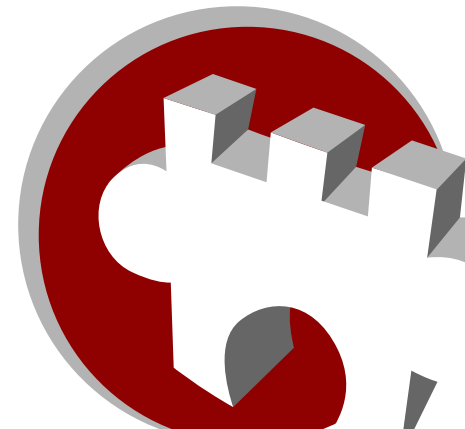
You can have a smaller number of jury members if that would work better in your country.





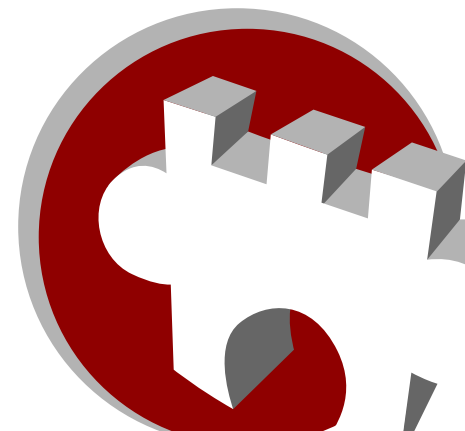
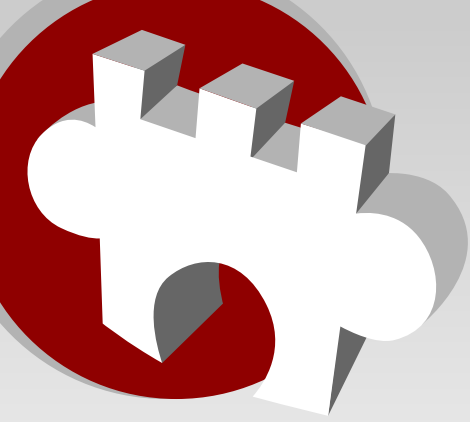


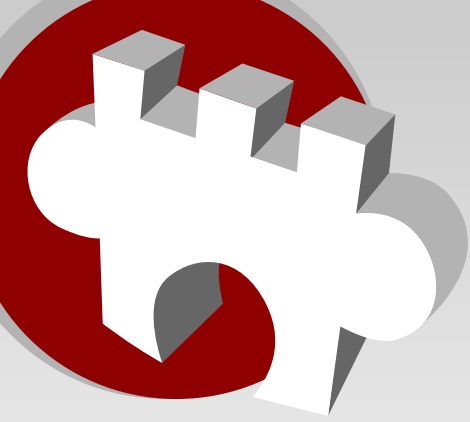
# HOW TO ORGANISE?



# Organisers

1. Gather at least 3 people;
2. Gain the support of your local Wikimedia chapter;
3. Divide the tasks;
4. Have a look at the timeline;
5. Build a portal on your local Wikipedia;
6. Create a page on Wikimedia Commons;
7. Subscribe to the international mailing list;
8. Be bold in contacting partners!





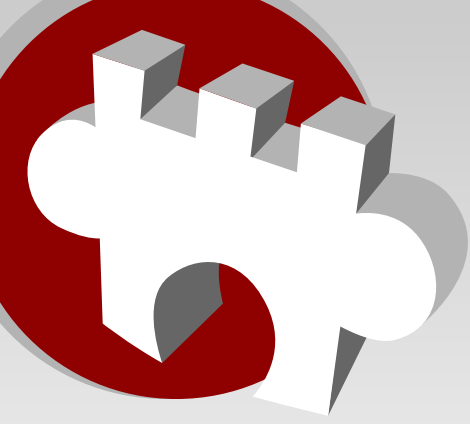
# 5 incentives

1. Make it easy;
2. Make it fun;
3. Make it local;
4. Help Wikipedia;
5. Give quick and visible results.

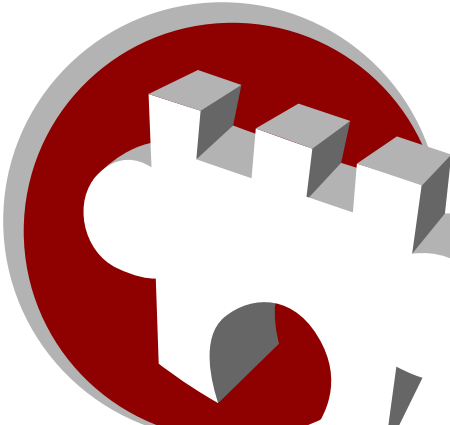
See [Commons:Wiki Loves Monuments/Philosophy](https://commons.wikimedia.org/wiki/Commons:Wiki_Loves_Monuments/Philosophy) for details.



Elke Wetzig, CC-BY-SA 3.0  
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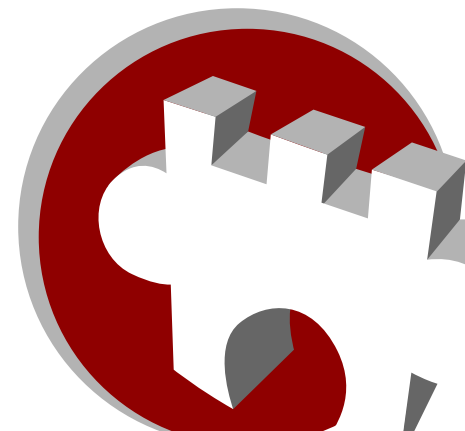
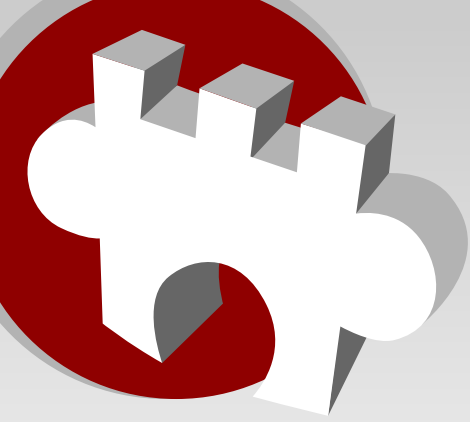


# MORE DETAILS



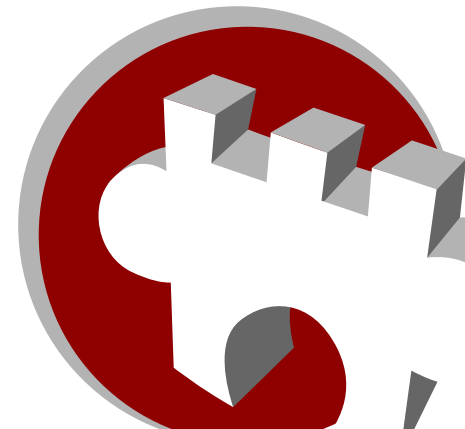
# Partners

- Write them, call them, meet them!
- Three main types of partners:
  - Government institutions;
  - Publicity partners;
  - Sponsors.
- Use European Heritage Days to promote WLM.



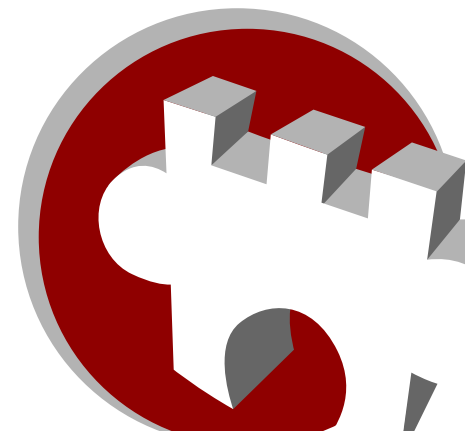
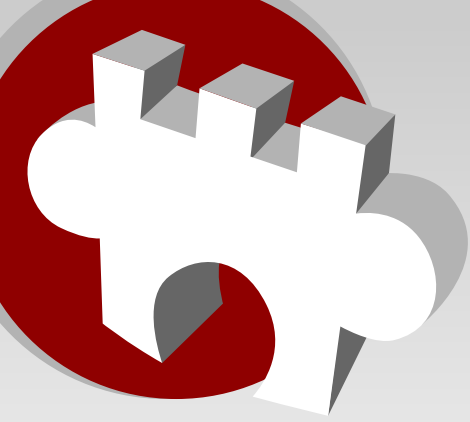
# Communication

- An external website is a must:
  - Explain the idea & rules;
  - Present classification and awards;
  - Give contact details (OTRS);
  - Explain technical things.
- Internal communication:
  - Communicate often, communicate well.



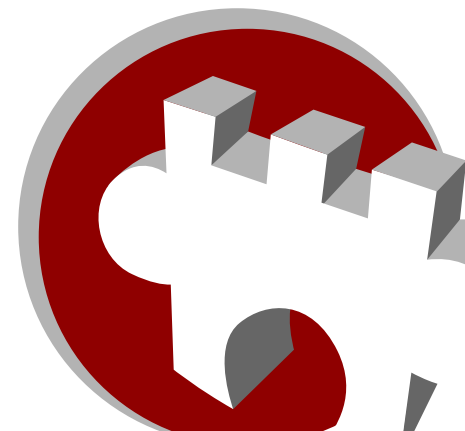
# Promotion

1. We'll be using CentralNotice banners;
2. Draft press releases from the international team;
3. Use regional media – they are much open than national-wide ones;
4. Forward press releases to your partners.



# Upload

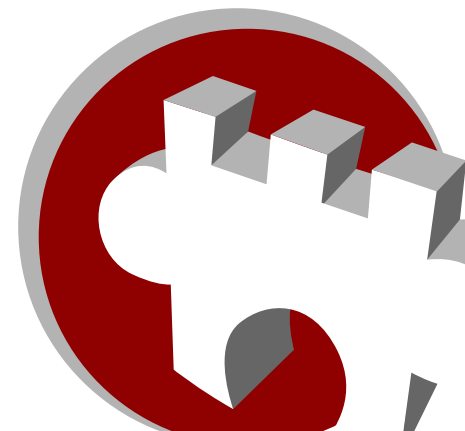
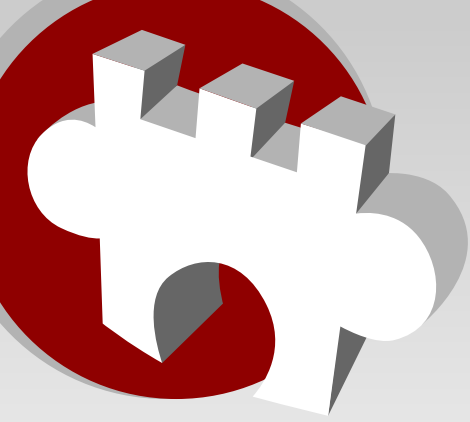
- UploadWizard + UploadCampaigns;
- Simplified Commonist:
  - Local language(s) and English;
- Interim websites (Flickr, Google Picasa);
- Other ideas?

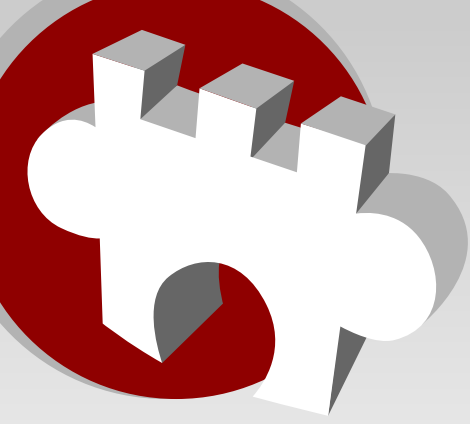




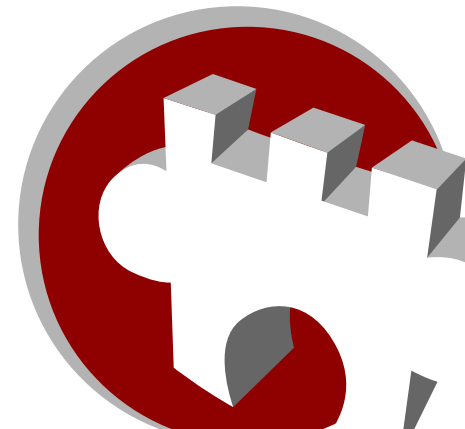
# Tools

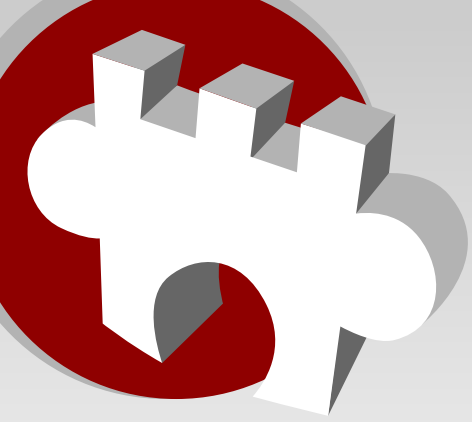
- Most of them on the Toolserver;
- They will be localisable ([Translatewiki](#));
- We have bots, statistics, maps, etc.;
- In the future:
  - An Android application;
  - *Better* augmented reality;
  - Simplified Commonist;
  - New ideas are welcome!



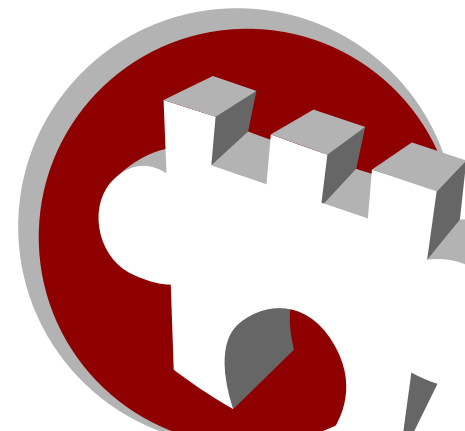


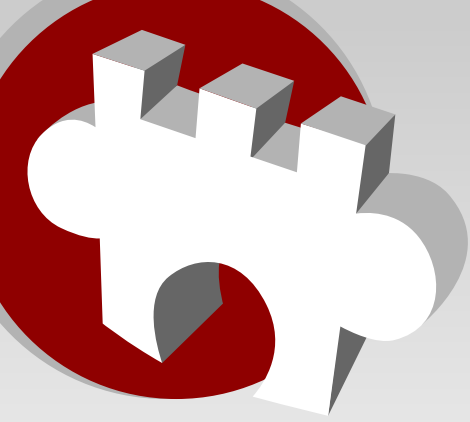
# QUESTION TIME





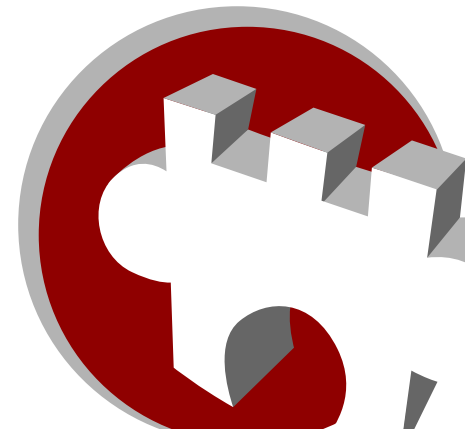
1. Where to search for the lists and how to combine them?
2. How to involve more volunteers?
3. How do we fund the contest, and especially prizes for the winners?





*Where to search for the lists  
and how to combine them?*

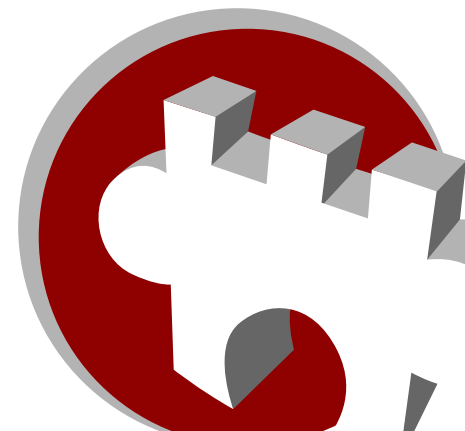
- Your government cultural heritage institution;
- Maarten provides technical help:
  - ErfgoedBot crawls and updates the data;
  - One common database on the Toolserver;
  - It's public and has daily updates;
  - Suggestions, statistics, maps & tools.





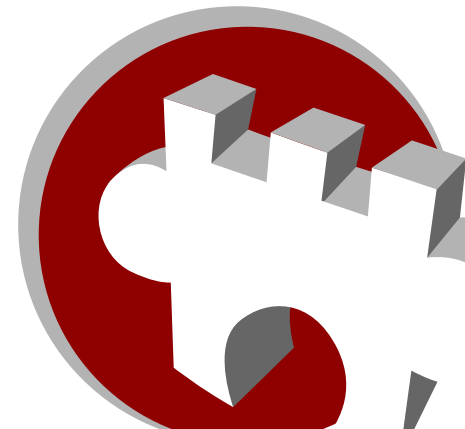
## *How to involve more volunteers?*

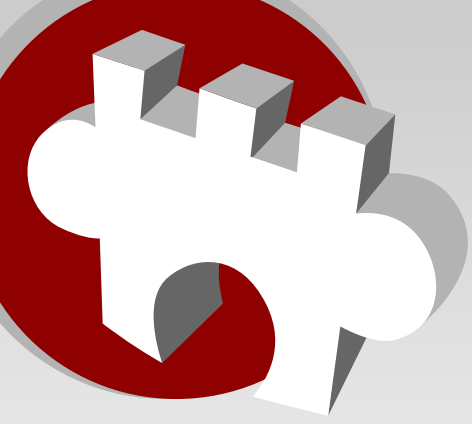
- In-reach:
  - Wikimedia-wide involvement (chapter and local Wikipedia community).
- Outreach:
  - Three ideas for potential partners.



## *How to fund the contest?*

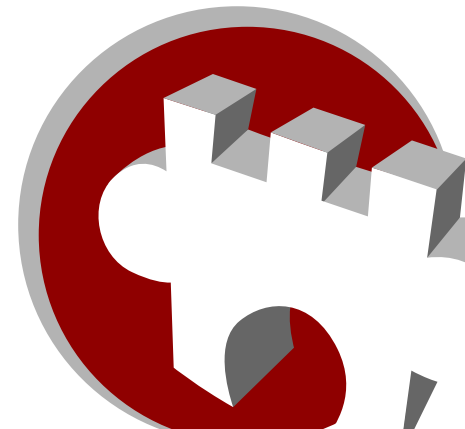
- The contests are funded locally:
  - Find a sponsor;
  - Cover the costs from your chapters' funds.
- International team has a small budget for a grant programme (€ 3,000);
- Apply for a Wikimedia Foundation grant?

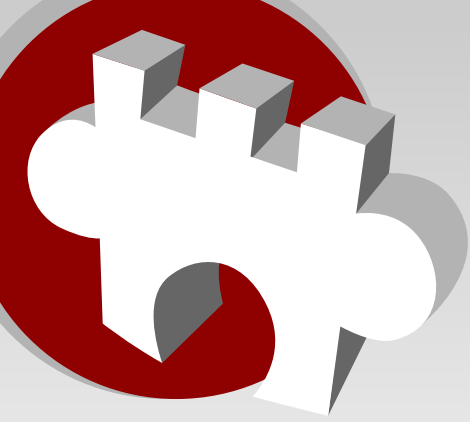




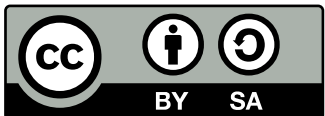
# MORE QUESTIONS?

Please do ask them!  
More questions are available in the [FAQ](#).





**THANK YOU!**



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