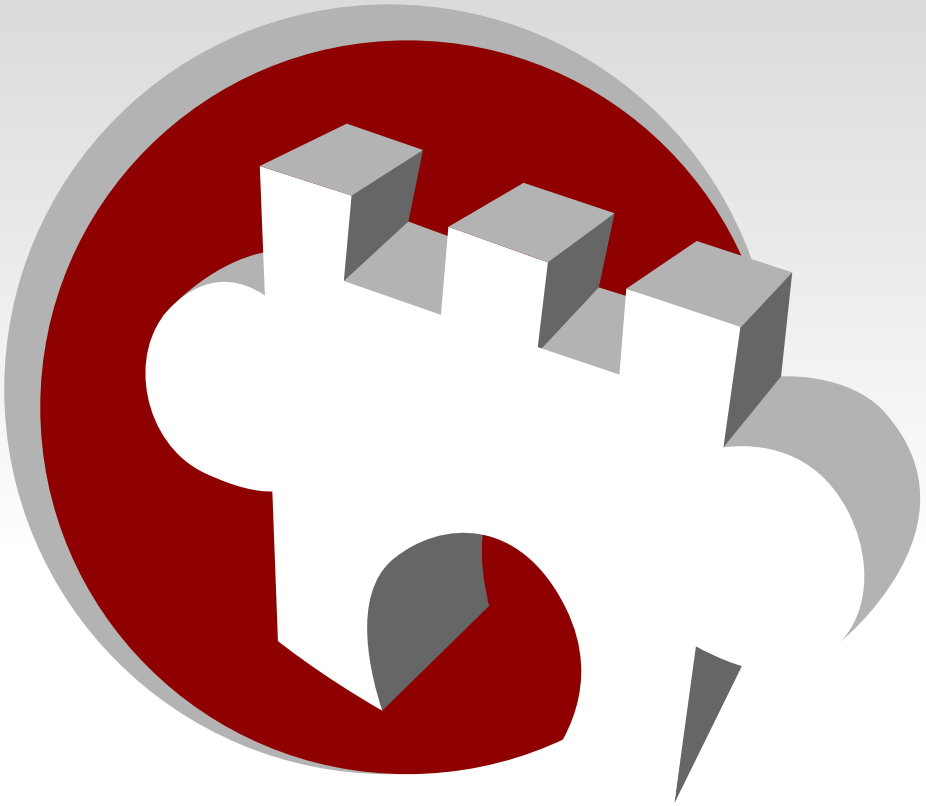


WIKI loves monuments

Wiki Loves Monuments Team:
Elke Wetzig, Maarten Dammers,
Lodewijk Gelauff, Tomasz Kozłowski
Twitter: #WikiLovesMonuments
E-mail: info@wikilovesmonuments.org
Berlin, 31 March 2012

As a start

1. We have to take notes (Etherpad);
2. Please let us know if anything is unclear;
3. Please write down your questions;
4. We'll end the session with brainstorming;
5. Enjoy!

HISTORY AND FUTURE IN SIX SLIDES

2010

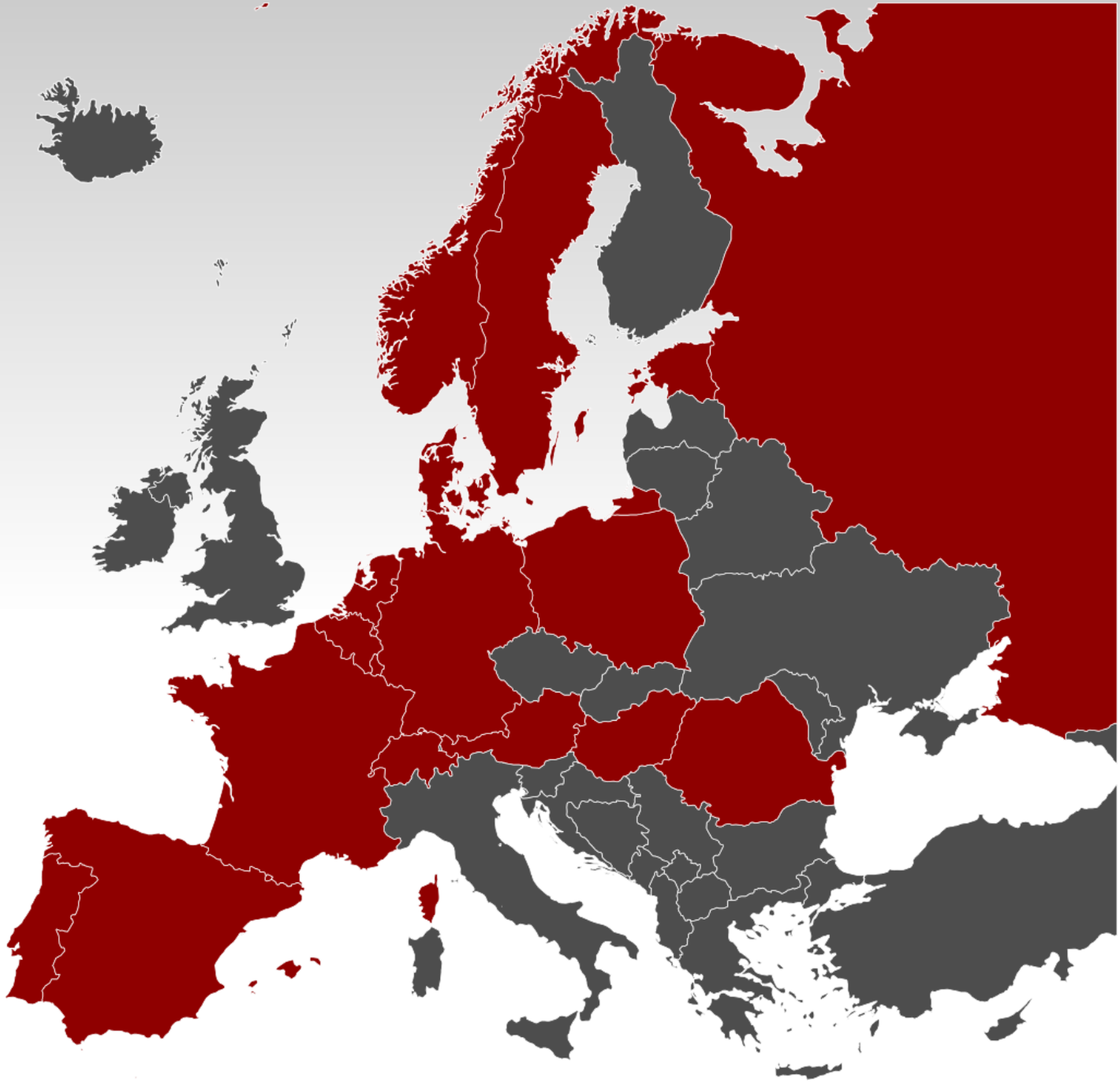
- The Netherlands;
- 60,000 monuments (not memorials!);
- Lists with addresses, identifiers & geodata;
- Great results!

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!

Mihai Petre, CC-BY-SA 3.0 RO – Wikimedia Commons

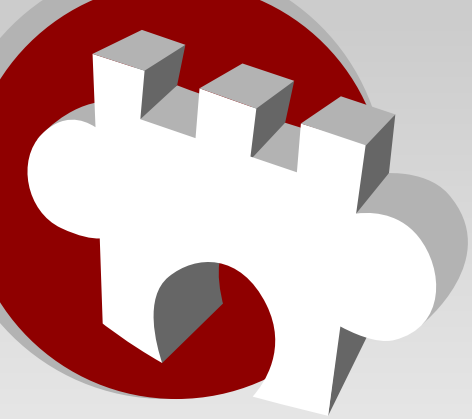


Various authors, CC0

2012

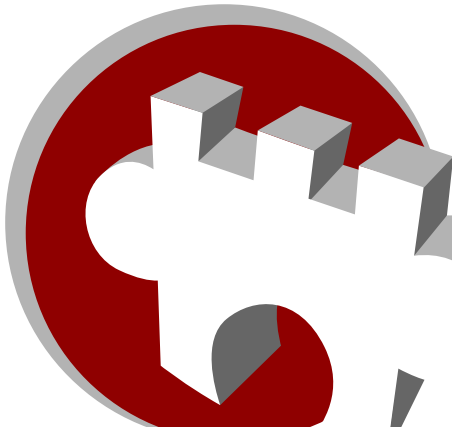
- 25+ countries from all over the world;
- Europe, Asia, North & South America, Africa
- 1 month (September 1–September 30);
- Above 10,000 participants?
- 300-500,000 photos?
- We need *you* for the success!

Various authors, CC0



SOME BASIC RULES

Less is more.



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 based 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 for details.

Elke Wetzig, CC-BY-SA 3.0
Wikimedia Commons

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

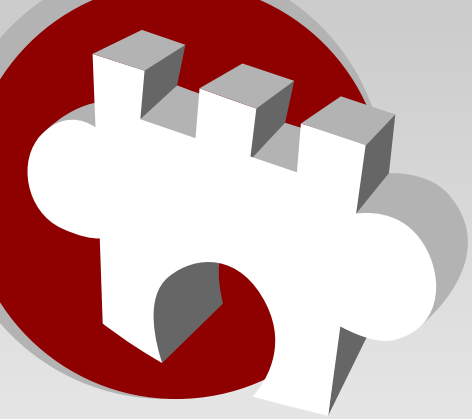
1. We'll be using CentralNotice banners;
2. Draft press releases from the international team;
3. Use regional media – they are much open than national-wide ones;
4. Forward press releases to your partners.

Upload

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

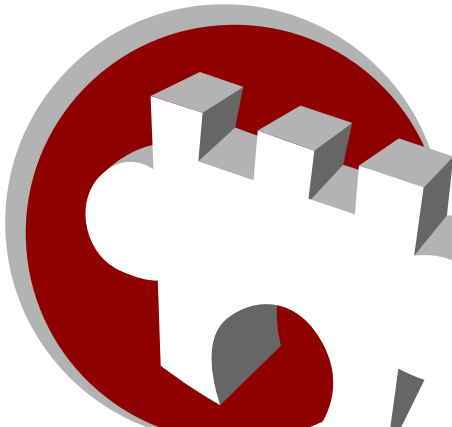
Tools

- 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!



ANY QUESTIONS?

Please do ask them!
Example questions are available in the FAQ.



THANK YOU!

© 2012 Wiki Loves Monuments Team