

# DESIGN BRIEF - WIKI LOVES MONUMENT 2022

How to get foreigners living in Finland to participate in the Wiki Loves Monuments Finland -related events organised in 2022?

-What channels (social media or other, even events) could be used to reach this target group?

-Which angle or approach would be most effective? Which points of view within the subject of cultural heritage could be appealing for this group? What could be the key points to emphasise in order to get participants?

-Visual methods?

-What interests you, what do you know about or would like to learn about?