

Goals

Make it possible for layman to benefit from the existence of biodiversity data sets

Add value to data by increasing general use

Make contributing to data in a meaningful way possible by non-experts

Motivate people with small level of interest in nature and environment to get involved further - convert them to next stage (from average, uninformed people to motivated amateurs)

Audience

Average, uninformed people who are motivated to positively contribute to climate change/conservation at a local level

Idea 1 - Nature experience debrief

- I've been on a walk/cycle etc...
- Ask a series of questions based on geographic information
 - Could this be based on data from third party apps eg Strava?
 - Did you see any bees?
 - Did you see any flowering plants
- Use this data to inform future work
 - Surveying etc

Idea 2 - Make an environmentally positive action now

- Enter postcode
- Give information on what you could do in context of your local area
 - Plant certain plants
 - Do things that will benefit local area
- Specific to your area, not just general things already offered elsewhere

Idea 3 - Treeplanting plan

- Groups who are motivated to plant trees may not know which trees to plant for best benefit
- Enter details of local area and site
- Give a list of trees that should be planted for best biodiversity
- Potentially suggest other plants/trees that should co-locate and dos/don'ts
- Other information about [minimising impact of treeplanting](#)
- Could encourage monitoring of site for biodiversity and other activities

Idea 4 - Naturalist year

- Task based website that concentrates on one thing a month
 - Counting certain species
 - Monitoring an area
 - Taking a certain action
 - Pledges
- Some level of gamification or social aspects
- Contribute back to data and make practical application of data