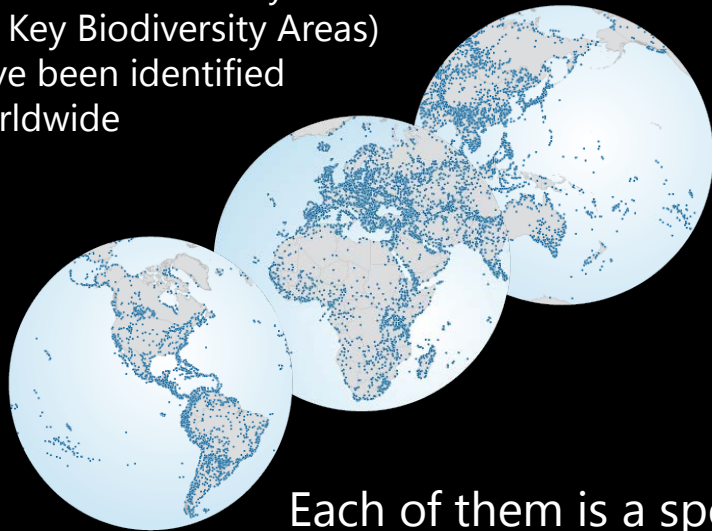


Over **12,000** Important Bird and Biodiversity Areas (all Key Biodiversity Areas) have been identified worldwide



Each of them is a special place for nature

NatureWatch: An App for *sites*



Millions of people visit or live at these sites, **value** them and have **information** to share



Supporting citizen engagement & sharing of information



- Support conservation
- Increase enjoyment



Wildlife sightings



Photos



Information



Threats



Partnership for nature and people

Lessons Learned

- **Planning**

- Target group can voice enthusiasm when consulted but real uptake and engagement can prove more challenging
- A challenge to balance the potential of technology, with regional and national variation in the availability/use of technology (and to future-proof the app)
- Need a continual reminder to ‘keep it simple’ and to invest in good design

- **Development**

- Proper field testing is critical – throws up not just bugs but multiple issues of design and logic
- Relations with developer – get it in writing! (e.g. agreement on changes to the design spec.) and make sure you understand the implications...

- **Roll-out**

- Easy to forget certain on-going costs – data management; analytics; updating
- Likely to need some level of moderation and dedicated staff time to reach full potential

Find out more on the website:

<http://www.birdlife.org/worldwide/projects/naturewatch>

Demonstration sessions:

Thursday 13th, 11:00 – 11:30

Tuesday 18th, 10:30 – 11:00

in the Protected Planet Pavilion