

Engaging the Public: Education and Citizen Science

- Develop public engaging terminology (e.g. citizen naturalist)
- Design and market educational campaign to build public awareness of biodiversity and bioinformatics
- Leverage established groups such as GBIF, Conservation Commons, Encyclopedia of Life, to build awareness of and access to data, information, and tools
- Create and promote joint international biodiversity citizen science week, embedded in the existing biodiversity informatics infrastructure
- Turn citizen scientist (naturalist) events into educational opportunities
 - providing info on existing tools (georeferencing, images, identification, etc.)
 - develop specific citizen science tools

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- Developing incentives for promoting biodiversity citizen science and identify success stories that can be tapped to promote progress and public engagement
- Use new web-based techniques to:
 - Create comprehensive information resources
 - Build social communities focused on citizen science activities
 - Create a (market) place where demand (science) and capacity (the public) can meet, make coalitions, establish priorities, etc.

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