



How can we use ICT to encourage and facilitate collective action against Invasive Alien Species?

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Eye on Earth Development: Citizen Science

European Environment Agency

Why are we concerned about Invasive Alien Species (IAS)?

- Negative impacts on biodiversity (incl. loss), human health, and the economy
- Transport accross ecological barriers
- Cost of inaction (delayed action) is higher than cost of policy action



www.nobanis.org,

Photographer Helene Hvid Nyegaard

Why do we want to involve citizens?

- Europe does **not** have **one** overall dedicated IAS instrument
- Time consuming & costly to rely entirely on expert monitoring
- Early alerts are possible when reaching people on the spot
- Active communities already exist



www.nobanis.org

Photographer Henrik Bringsøe

European Environment Agency



How do we want to involve citizens?

Citizen Science:

‘Organized research in which members of the public—who may or may not be trained in science—gather or analyze data’



EEA, Photographers Lars Rørup, Harald Elmegaard, Tommy Multala

How do we use ICT to involve citizens?



- Eye on Earth
- Environmental watches
- Web and smart phone applications



What do we hope to achieve?

- Fill information gaps about Europe's environment
- Citizen input and policy-making processes
- Sustainable life style changes
- Strengthen public interest in environmental politics

Thank you

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