



**CleanNature**

an initiative for Citizen Science and Environment Protection



# INTRODUCTION<sup>en.</sup>



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**SPOTTERON** Citizen Science  
Smartphone apps & interactive maps  
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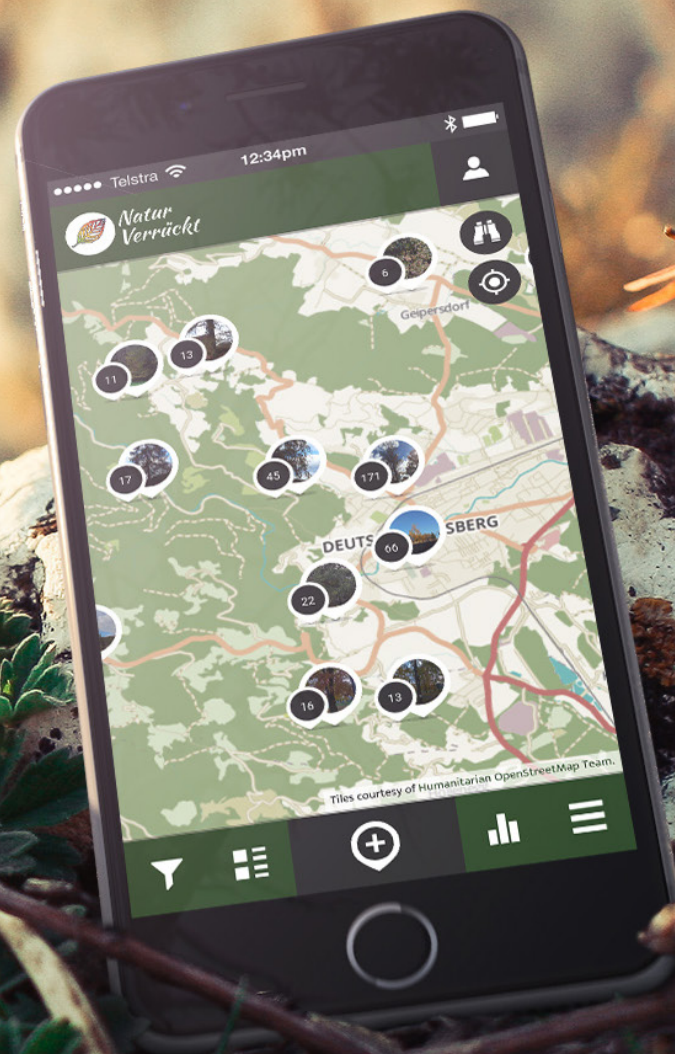


Project: CleanNature  
adressing littering in the environment



# SPOTTERON APPS

## MOBILE CITIZEN SCIENCE







# WHAT IS SPOTTERON

## MODERN CITIZEN SCIENCE TOOLS



Citizen Science is not only a methode.  
It can change the way people recognize and care about  
their surroundings - if done right.

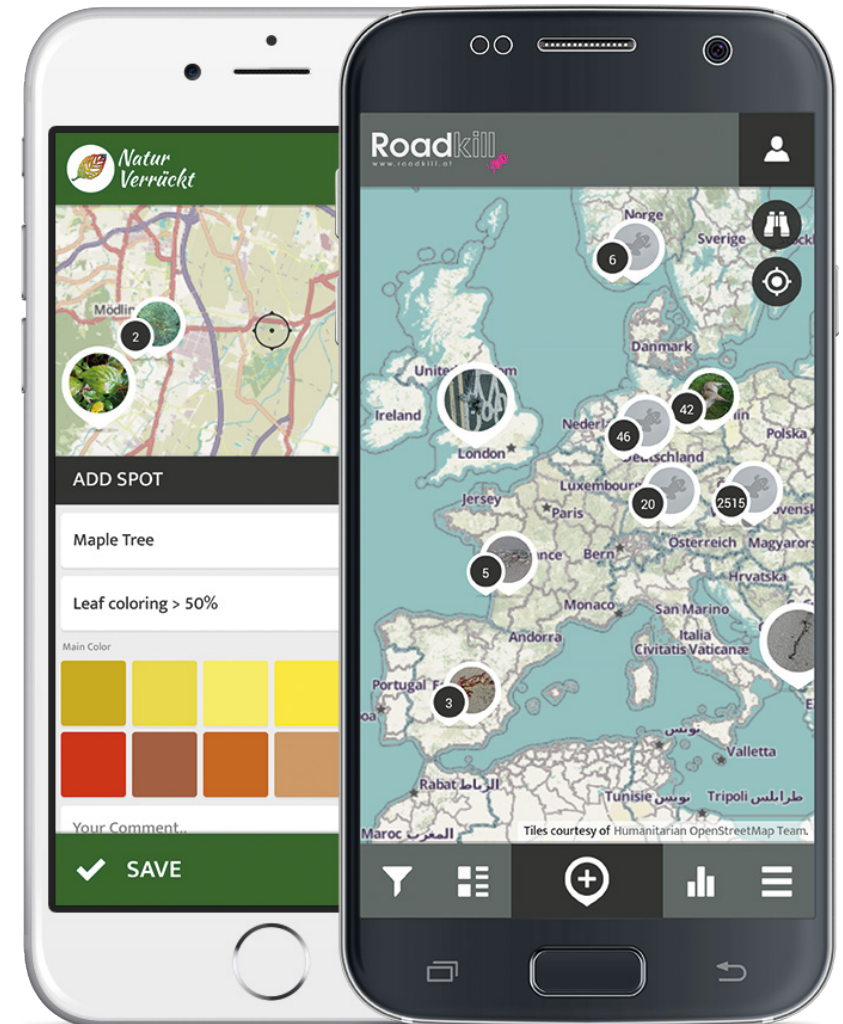
## MODERN CITIZEN SCIENCE IS

- mobile first
- well designed
- always updated

## CITIZEN SCIENCE CAN

- be part of our daily lifes
- involve people
- change perspectives

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# THE LITTERING APP CHANGING BEHAVIOR BY CITIZEN SCIENCE TOOLS





# CLEANNATURE

## CITIZEN SCIENCE FOR THE ENVIRONMENT

Littering is a world wide problem. Together with NGOs we create the project “CleanNature” for open data collection and awareness rising.

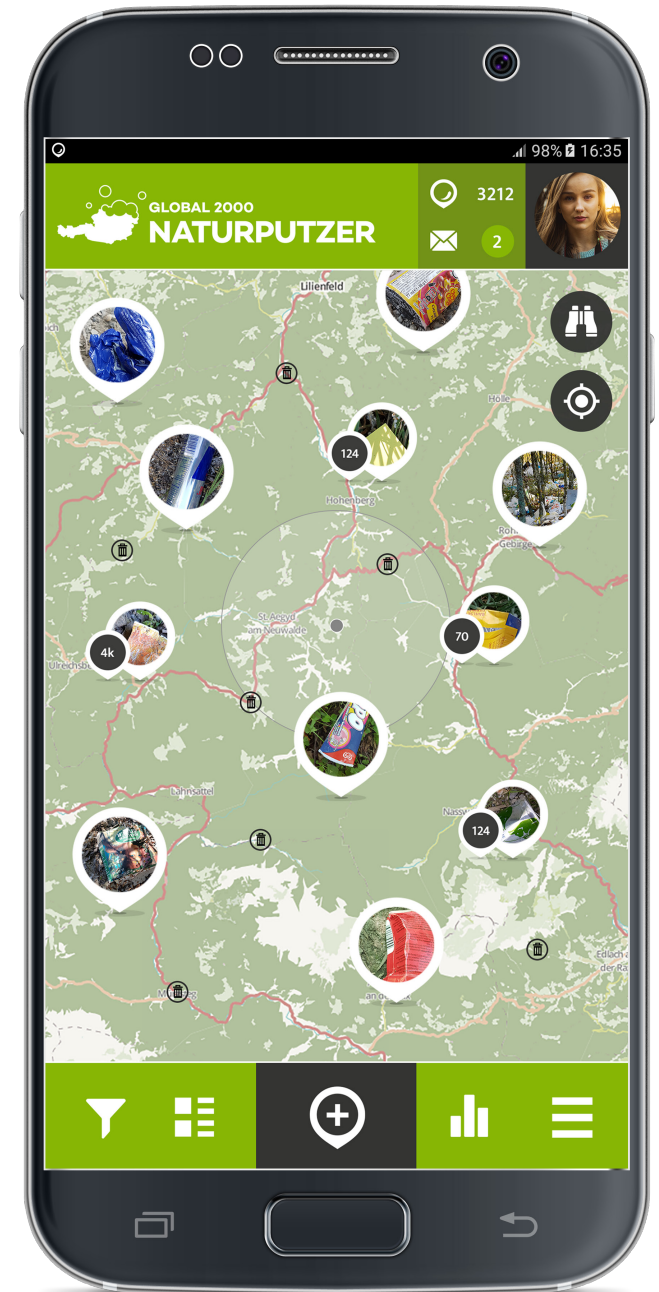
### LITTERING IMPACTS

- environment
- wildlife
- public health

### INTO THE SPOTLIGHT

There is no single cause for littering, everybody is contributing,

To reduce littering, it needs a widespread change of perspective.







# CLEANNATURE

## CHANGING BEHAVIORS

With the CleanNature App, we actively aim for changing the behavior by visualization and participation.

## A CHANGE OF PERSPECTIVE, A CALL TO ACTION

### BE INTERACTIVE

provide mobile and easy to use tools and visualize the problem

### ANALYSIS & REACH

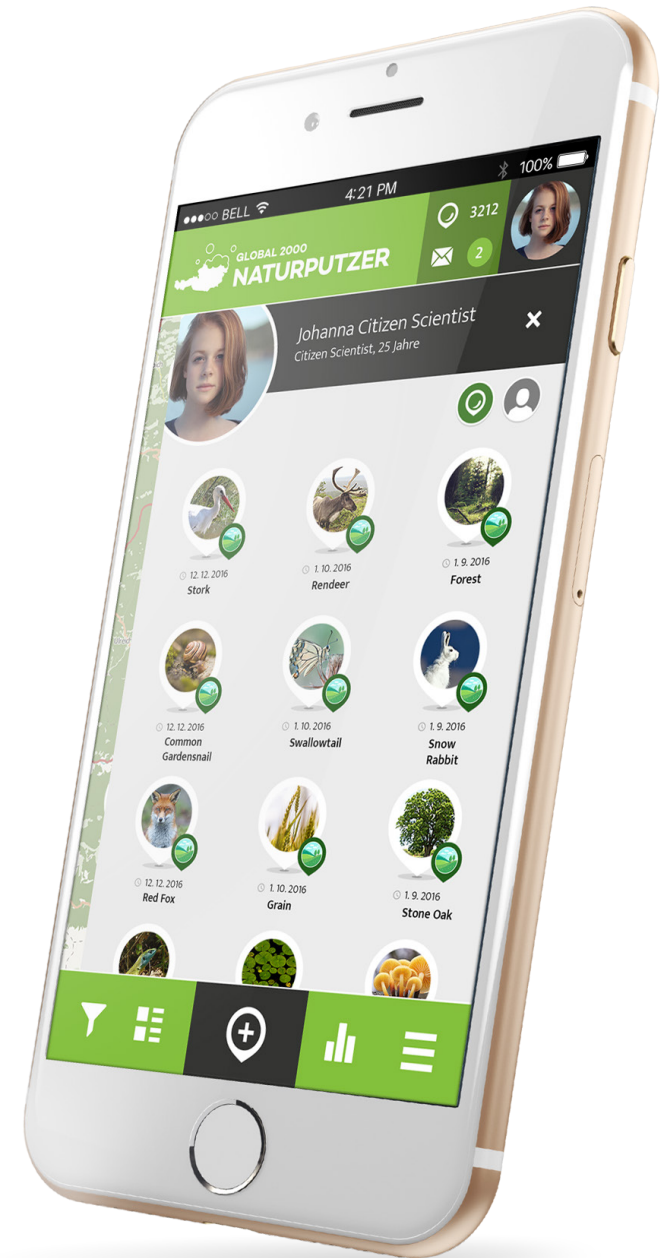
data reports about litter and brand impact leads to media coverage

### INVOLVEMENT

create a beneficial system for cleanup activities and user involvement

## BRINGING NGOs AND SCIENCE TOGETHER

A partnership between Science and NGOs brings scientific standards and high reach - a benefit for both.

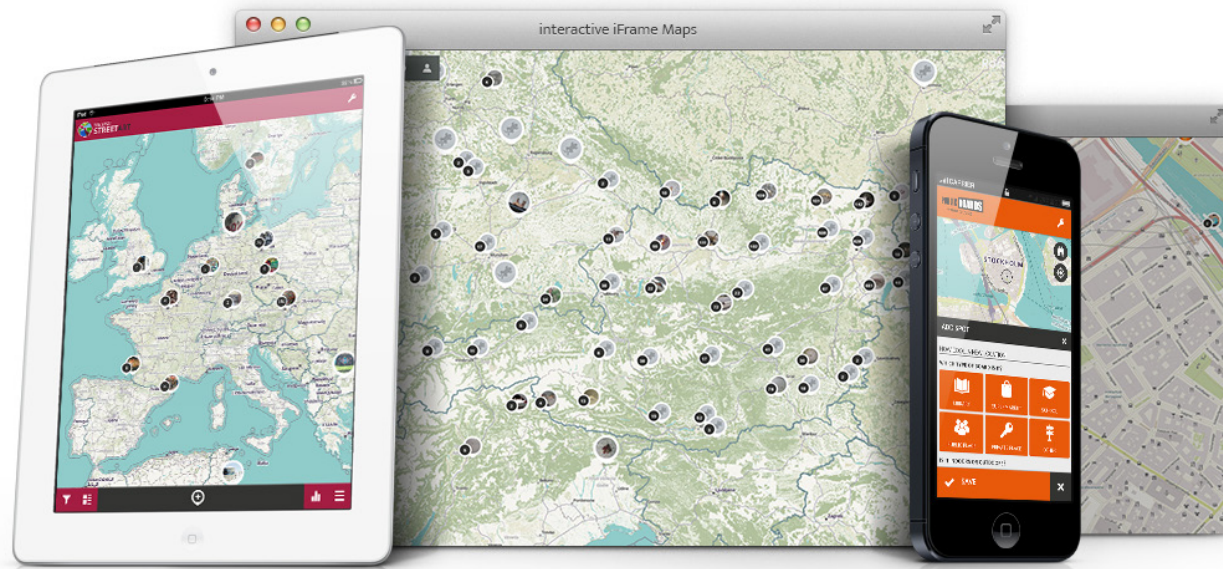




APP LAUNCH:  
JUNE 2017







## GOT FEEDBACK OR QUESTIONS?



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