BeterBuiten

What challenge are we solving

Situation

Biodiversity is declining, affecting our entire ecosystem. An important group to combat this decline are the rural landowners

Challenge

Activate rural landowners to increase the biodiversity on their plot of land

Solution

Mobile application: BeterBuiten

BeterBuiten

SHARE KNOWLEDGE

The BeterBuiten app will advise users about flora and fauna initiatives, based on their location, to best increase their biodiversity.

GAMIFY BIODIVERSITY

To make the experience more enjoyable for the user, we will provide an application for tracking their activity by means of a Biodiversity Score (BS). This BS- will provide the user with an easy and understandable metric for tracking their progress on the biodiversity of their land.

ENGAGE

Engagement is acquired by providing in app development tracking of flora and fauna during their entire lifecycle with helpful tips other additional extra's

Solution requirements

SHARE KNOWLEDGE

- User location and property dimension as input to personalize biodiversity advise
- Links with NIA API (Naturalis) for flora and fauna identification
- Links with location-based soil data sources and water level data sources for soil advise

GAMIFY BIODIVERSITY

- Point calculation model based on location, specie occurrence, nativeness, and relative contribution to biodiversity
- Gain points by adding flora and fauna or engagement (following up on maintenance notifications)
- Personalized biodiversity passport to track progress

ENGAGE

- Notifications about the development of a biodiversity initiative
- Increase points by cooperating with neighbors
- Receive targeted discounts aimed at increasing the biodiversity

BeterBuiten persona

- Rural landowner

- Middle-aged

- Tech-adopter

- Part of community

- Interest and resources to invest into biodiversity

Daisy

Application architecture

The application is developed in the react native framework. This framework is designed to be platform independent so the application will work on iOS and android also it provides the flexibility to use it on and offline. This framework is connected to the Nature Identification API and Soil Quality and Biodiversity sources
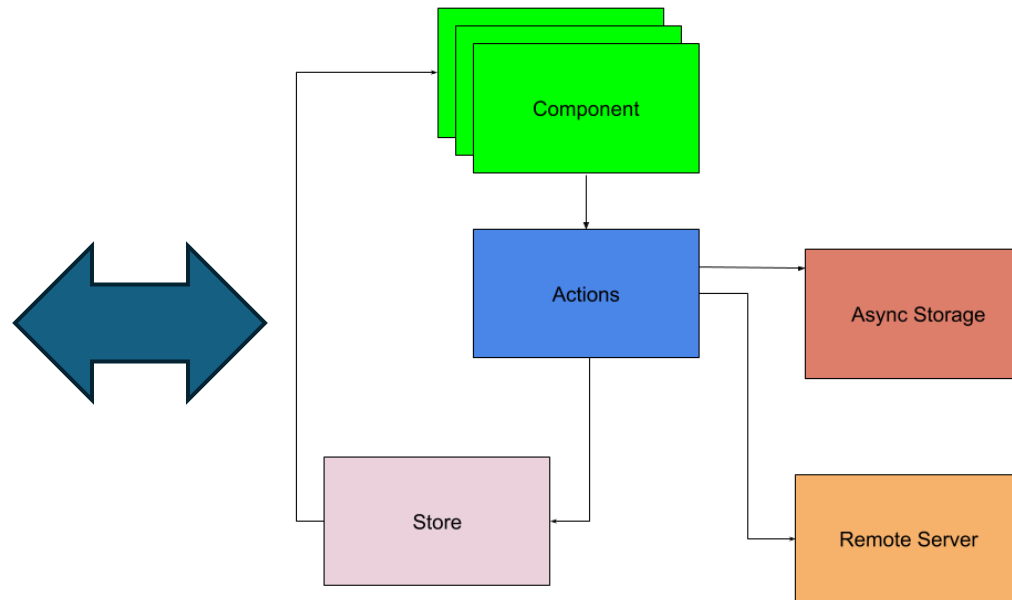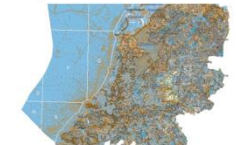

Partnership with SPRINKLR
webshop gardening tips

Naturalis NIA
(Nature Identification API)
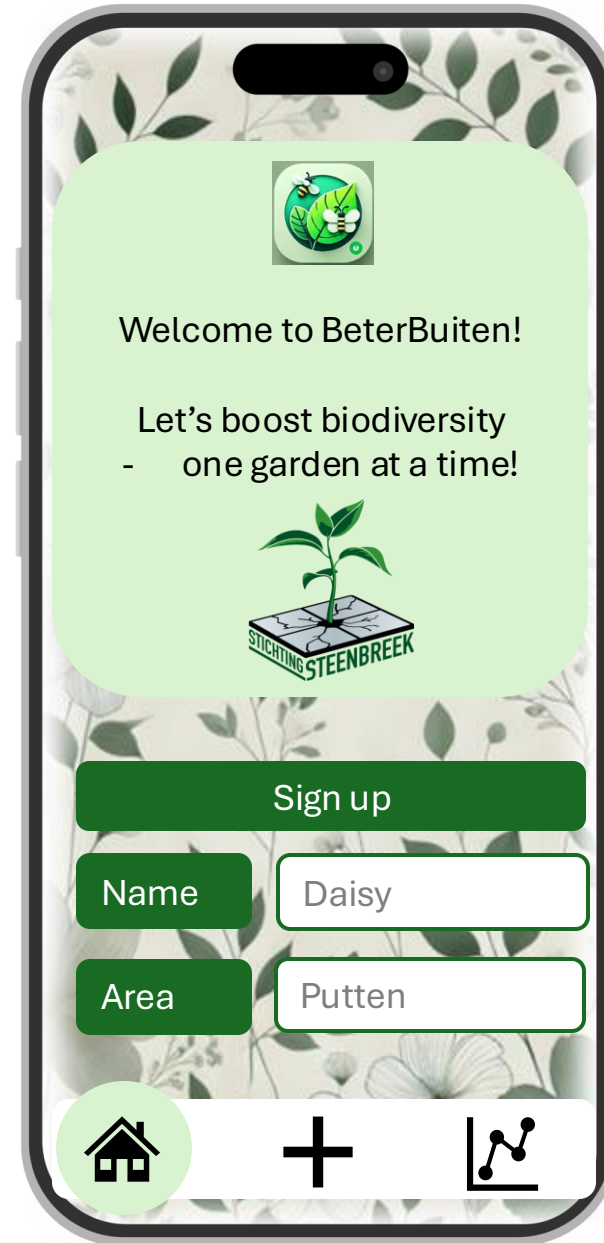
DINO BRO data sets
on dutch soil

BeterBuiten; Sign up

BeterBuiten; Provide Information

- Daisy will provide information about her location and characteristics of the available land.
- Based on the information provided, BeterBuiten will provide suggestions and scores to indicate which initiative best suits Daisy's land.
- Based on the advice, Daisy can choose the initiative and add it to her biodiversity passport

Welcome to BeterBuiten

Add your property:

Property shape:

Property width (m): 5

Property breadth (m): 10

Add GPS location

Link to Municipality

Putten ∨

Next

Add to my garden

What do you want to add?

Chickens ∨

+16 BS

Add 7 chickens to your garden

Add

Or take a picture

Powered by: Observation.org
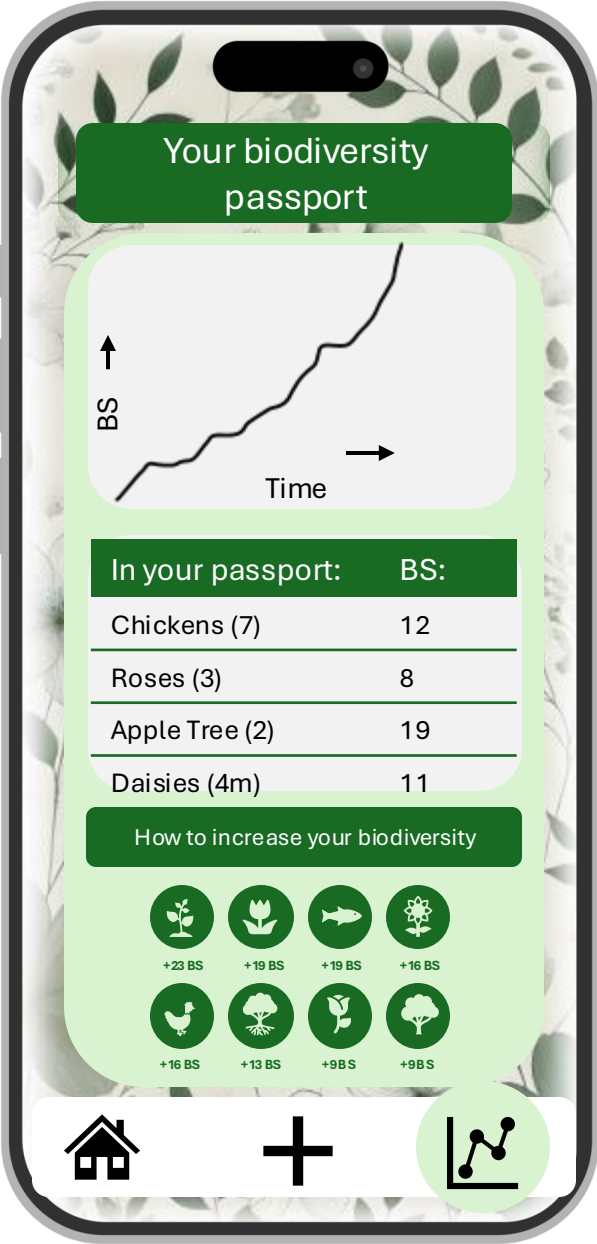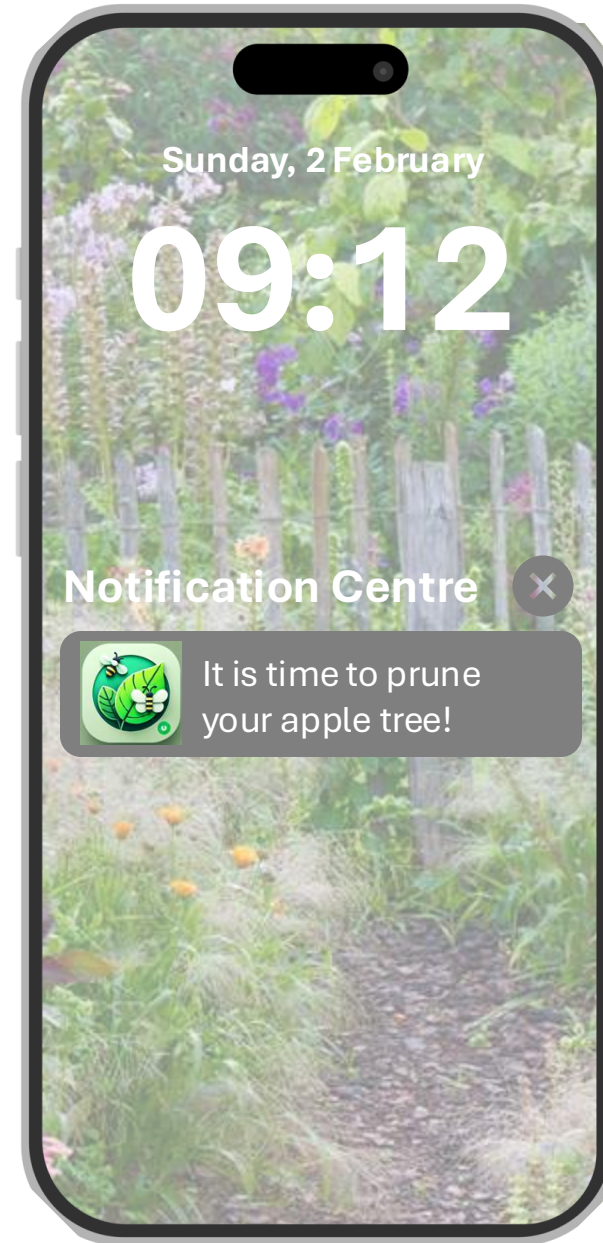
Next

BeterBuiten; Biodiversity Passport

- After committing to an initiative, Daisy is shown her Biodiversity passport.

- In the passport, she can see het biodiversity progress since downloading the application.

- She can also add existing flora and fauna on her land, to get additional BS-pöints

Your biodiversity passport

BS

Time

In your passport:	BS:
Chickens (7)	12
Roses (3)	8
Apple Tree (2)	19
Daisies (4m)	11

How to increase your biodiversity

+23 BS +19 BS +19 BS +16 BS

+16 BS +13 BS +9 BS +9 BS

Boost biodiversity in your garden!

Chickens

Well done, Daisy!

By adding 7 chickens to your garden, you have increased biodiversity in your area by 4%!

BeterBuiten; Engagement

- Because we want Daisy to keep using the BeterBuiten, we will send her notification about new flora she planted and how to best maintain it.

- If she follows up the advice, she is awarded with more BS points.

- The information we receive from Daisy is used to give her discounts aimed at increasing the biodiversity on her land (e.g., fertilizer from a local store).

Steenbreek gains

ENHANCE BIODIVERSITY IN RURAL NETHERLANDS

LINK BIODIVERSITY GOALS OF THE MUNICIPALITIES AND RURAL LANDOWNERS

GET INSIGHTS IN THE BIODIVERSITY LEVEL OF RURAL NETHERLANDS

Let's boost biodiversity
-   one garden at a time!