



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

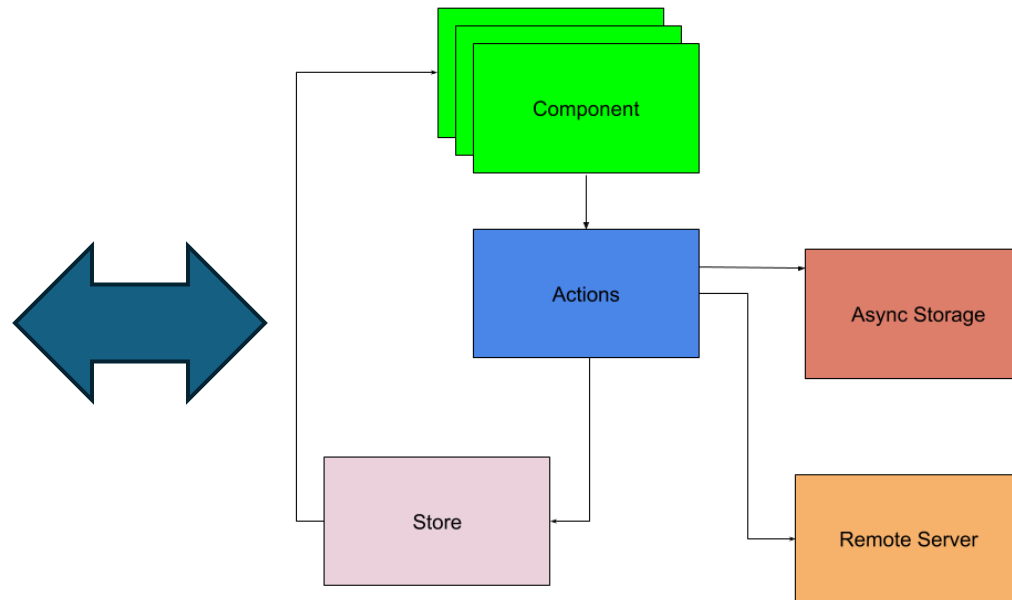
- Rural landowner
- Middle-aged
- Tech-adopter
- Part of community
- Interest and resources to invest into biodiversity



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

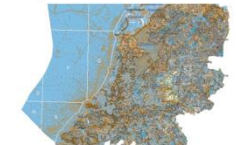


sprinklr

Partnership with SPRINKLR
webshop gardening tips

Naturalis NIA
(Nature Identification API)

Subsurface data

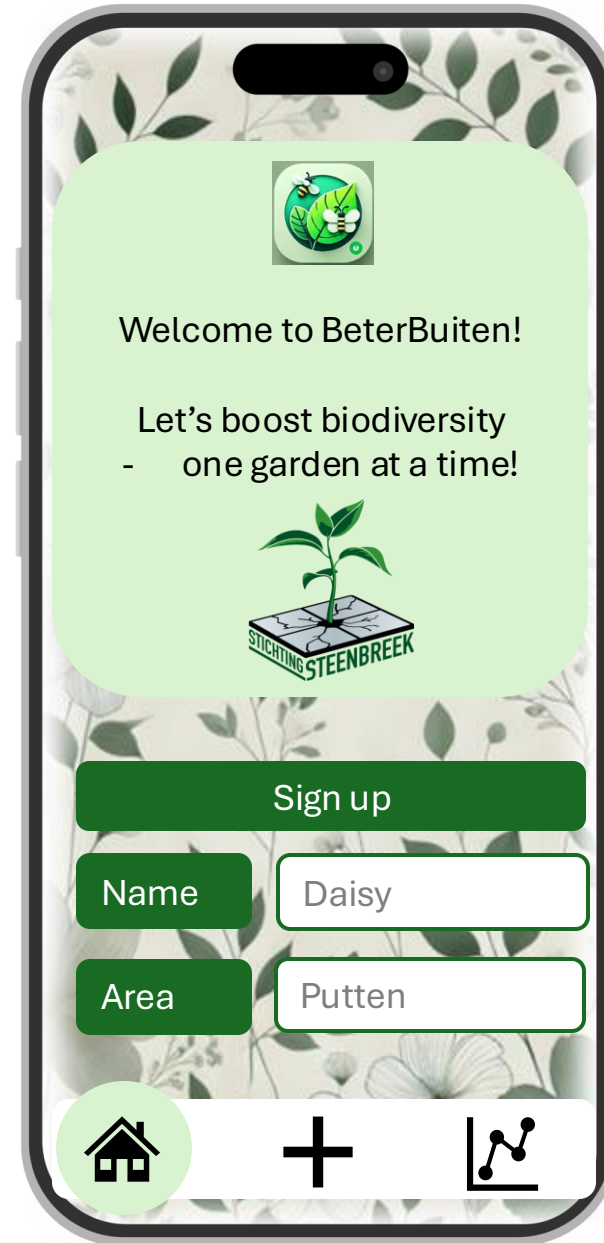


Search, view, select and request data
using the map.


→ To Subsurface Data

DINO BRO data sets
on dutch soil

BeterBuiten; Sign up




The image shows a smartphone screen displaying the BeterBuiten app's sign-up interface. The background of the phone's home screen is a light green pattern of leaves and flowers. The app's interface is a light green rounded rectangle. At the top is a circular logo with a green leaf, a white bee, and a small green plus sign. Below the logo, the text 'Welcome to BeterBuiten!' is displayed. Underneath is the text 'Let's boost biodiversity' followed by a bullet point and 'one garden at a time!'. Below this text is a logo for 'STICHTING STEENBREEK' featuring a green plant growing from a grey stone block. At the bottom of the green rectangle is a dark green button with the text 'Sign up'. Below the button are two input fields: the first is labeled 'Name' and contains the text 'Daisy'; the second is labeled 'Area' and contains the text 'Putten'. At the very bottom of the phone screen is a white navigation bar with three icons: a house icon (highlighted with a green circle), a plus sign, and a line graph icon.



Welcome to BeterBuiten!




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



Sign up

Name Daisy

Area Putten


  

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):

Property breadth (m):

[Add GPS location](#)


Link to Municipality

v


[Next](#)

[Add to my garden](#)

What do you want to add?

v 


+16 BS




Add 7 chickens to your garden

[Add](#)

Or take a picture

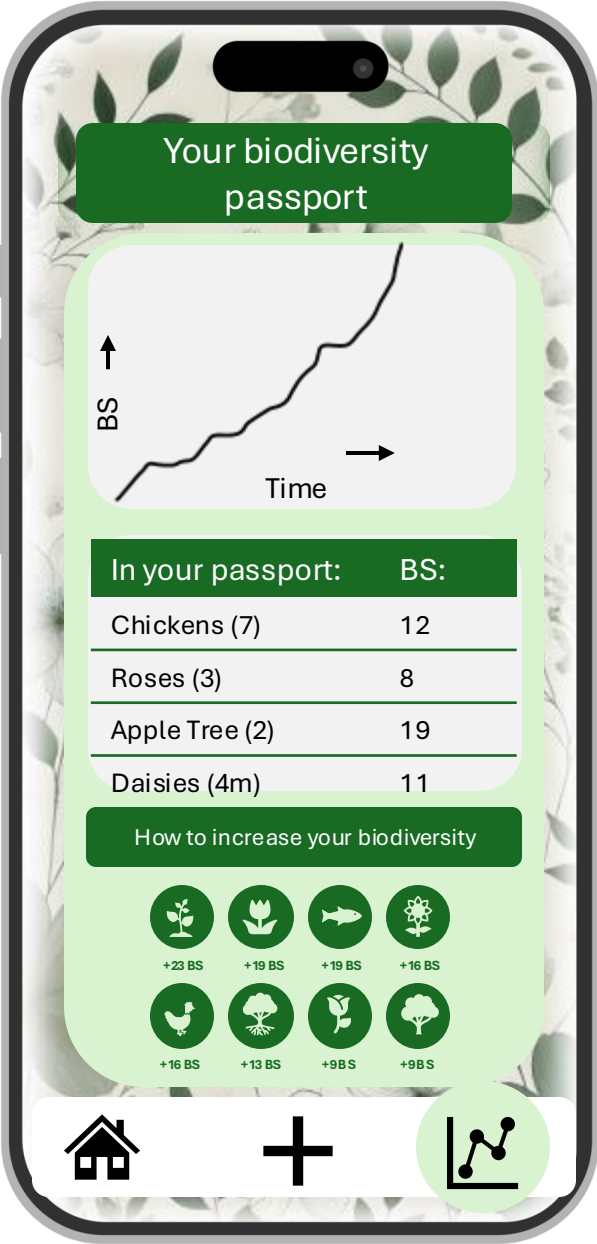


Powered by: 

[Next](#)

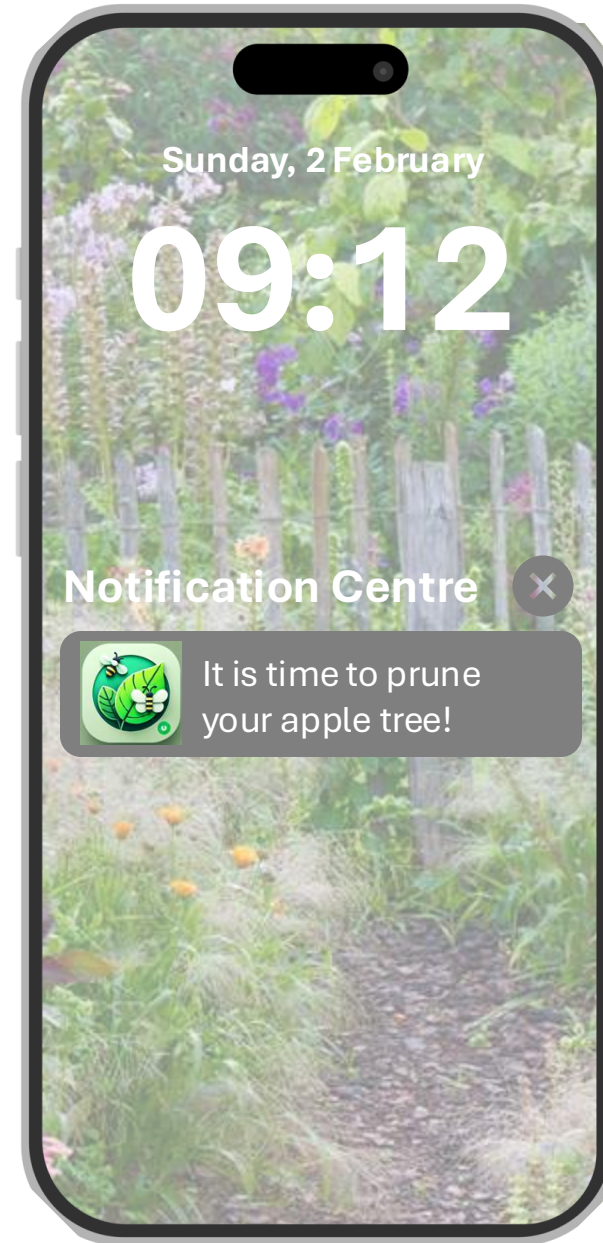
BeterBuiten; Biodiversity Passport

- After committing to an initiative, Daisy is shown her Biodiversity passport.
- In the passport, she can see her biodiversity progress since downloading the application.
- She can also add existing flora and fauna on her land, to get additional BS-pöints



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



A detailed illustration of a lush garden. A light-colored path winds through the center, flanked by a variety of plants. In the foreground, there are large orange daisies and purple flowers. The background is filled with more diverse flora, including tall grasses and shrubs, under a bright sun filtering through the trees. Several monarch butterflies are shown in flight throughout the scene.

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

