**Project Proposal: Web-Based Platform for Creating Awareness About Wildlife (SDG 15: Life on Land)**

**Project Idea:** The project proposes to develop a web-based platform aimed at raising awareness about wildlife conservation. The platform will feature educational content, interactive tools, and real-time updates about endangered species, habitats, and conservation efforts. Users will be able to explore various wildlife species, understand their importance, and engage in virtual campaigns or donations to support wildlife conservation initiatives. The platform's main goal is to foster a deeper connection between users and wildlife and inspire proactive efforts toward protecting biodiversity.

**Relevance to Sustainable Development Goals (SDGs):** This project directly aligns with **SDG 15: Life on Land**, which emphasizes the need to protect, restore, and promote the sustainable use of terrestrial ecosystems, halt biodiversity loss, and protect natural habitats. By raising awareness about wildlife and the importance of biodiversity, this platform will encourage actions to conserve endangered species and promote sustainable practices. It will also indirectly contribute to education (SDG 4) by providing knowledge and information on wildlife protection and sustainability.

# ****Literature Examples: Example 1:** A Review and Categorization of Artificial Intelligence-Based Opportunities in Wildlife, Ocean and Land Conservation**

# Despite the growing body of literature on AI’s contributions to the SDGs, there is a lack of a comprehensive categorization specifically related to SDG environmental goals. The study aims to fill this gap by identifying AI-enabled solutions that can address critical challenges such as biodiversity loss and ecosystem degradation, and to provide a foundation for future research.

**Example 2: "Conservation and Education: The Role of Online Platforms"**  
This paper examines the use of online platforms to engage users in wildlife conservation efforts. It discusses how interactive features, such as quizzes, virtual tours, and donation systems, can increase participation in conservation activities. The findings highlight the effectiveness of web-based tools in driving both education and action for biodiversity protection.

**Describe your Data:** Ourdata will include information about different wildlife species (like their conservation status, habitat, and characteristics), educational content (such as articles, images), and user interaction data (like, preferences, and participation in campaigns or events). Some Specific Sources: ****IUCN Red List** WWF** ,**National Geographic,UNEP (United Nations Environment Programme), Public Datasets** .

**Approach:** For this project,Machine learning (ML) is a suitable choice, due to its simplicity and ease of implementation compared to deep learning. ML algorithms are less computationally intensive and require smaller datasets, making them more accessible. It is well-suited for working with structured data, such as user interactions and species information, enabling tasks such as recommendations and content classification.