

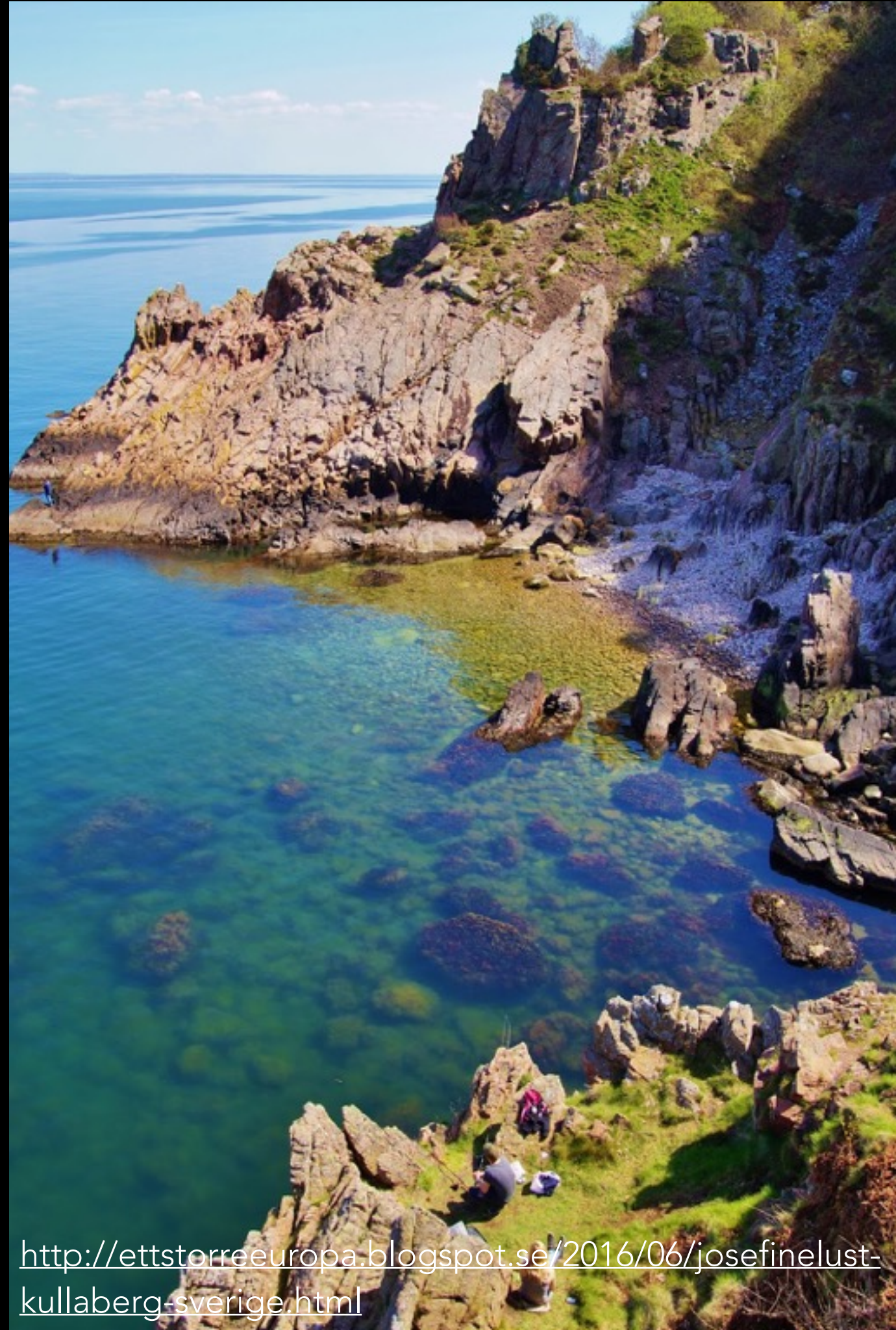
An aerial photograph of the Kullaberg coastline. The foreground shows a rugged, rocky peninsula with sparse green vegetation meeting the sea. The middle ground features a lush green forested area with a golf course. In the background, a small town is visible along the coast, and the sea extends to the horizon under a clear blue sky.

KULLABERG CITIZEN SCIENCE

CASE: LÄNSSTYRELSEN SKÅNE

WHY CITIZEN SCIENCE?

- DATA COLLECTION
- USER EXPERIENCE
- EXPLORATION



<http://ettstorreeuropa.blogspot.se/2016/06/josefinelust-kullaberg-sverige.html>



WHAT DID WE DO?

- ENRICHED MAP
- CREDIBILITY MEASURES
- ADDED GAMIFICATION
- NEW MISSION TYPES
- ADDED USER REWARDS