**PROJECT IDEA FORM  
Central Baltic Programme 2014-2020**

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| **PROJECT DESCRIPTION** | |
| **Name of the project** | BalticDiversity Citizen Science Platform |
| **Brief description of the challenge or opportunity the project aims to address** | Our aim is to increase tourism (e.g. birding tourism) in the Central Baltic region by enabling tourists to act as Citizen Scientists actively taking part in reporting species in natural and cultural heritage areas using services such as eElurikkus (<http://elurikkus.ut.ee>) and Naturforskaren (<http://naturforskaren.se>) as well as new applications, building on existing database infrastructure previously developed within the BalticDiversity project, [www.balticdiversity.eu](http://www.balticdiversity.eu). By making the results (e.g. nature observations, digitized collections) available for environmental policy makers we will provide the background information for them to furthermore develop, promote and protect the natural and cultural heritage in the region for a sustainable expansion of tourism in the region. By expanding and building on existing networks, we will actively collaborate with organizations, national tourist boards and projects such as the InsPIRE network, EU BON, NATARC (Estonian research infrastructures roadmap, Natural history archives and information network) as well as with national policy makers. |
| **How would the project tackle the above mentioned challenge or opportunity (objective, activities)?** | We will together plan joint activities such as workshops, hackathons and inventory days in these areas to engage and educate tourists in Citizen Science for them to report findings of species in natural and cultural heritage areas. The objective will be to promote a sustainable and environmentally friendly tourism were the tourists actively take part in a creating a more profound knowledge of the area. Both by developing mobile applications on top of existing infrastructure to report findings and by customize existing services to enable tourists to actively take part in reporting of findings and learn more about the environment. |
| **What is the added value of working across the borders with the issues project aims to address?** | We have an idea of a joint mobile application for Sweden-Finland-Estonia for following nature trails and at the same time adding nature observations or retrieving data of nearby nature observations. This would enable the tourists to follow different trails in all countries using the same application. Especially bird-watching is a fast growing tourism-sector in Estonia and a joint effort to make bird observations, bird watching areas and species information available could help make these areas into attractive places to visit. We are also planning to cooperate with national tourism initiatives such as visitestonia.com, visitfinland.com and visitsweden.se to promote this idea. The region is to a large extent sharing the same biodiversity. By actively promoting the area as an environmental friendly and sustainable tourist region, and at the same time enable tourists to take an active part in helping to keep the area protected, we could increase the tourism in the area, contribute more into the growth of Central Baltic tourism-sector and at the same time capture valuable biodiversity information for policy makers to base their decision making on. The synergy and impact of working together is expected to increase the tourism in the whole region. |
| **What would be the main results of the project and how would the results live on after the project end?** | The participating institutions have already built up a sustainable IT-environment which can host the suggested services and as well as we have a long term commitment within our current activities to protect our natural and cultural heritage. |
| **Estimated budget (€)** | 2M€ |
| **PROGRAMME COMPLIANCE** | |
| **Which one of the four programme priorities does the project idea support?** | **Priority 2:** Sustainable use of common resources |
| **Which one of the specific objectives under the chosen priority does the project idea support (consider also the contribution to the related result indicator)?** | **Specific Objective 2.1:**  Natural and cultural resources developed into sustainable tourist attractions.  **Result indicator:**  More sustainable joint natural and cultural heritage based on tourist attractions.  **Output indicator:**  Number of joint targeted planning and management activities and number of observations in joint databases. |
| **PARTNERSHIP** | |
| **Lead partner organization** | Swedish Museum of Natural History |
| **Other planned partner organizations** | University of Tartu (University of Tartu Natural History Museum and Botanical Gardens)  Estonian University of Life Sciences  Institute of Geology at Tallinn University of Technology  Finnish Museum of Natural History  University of Helsinki  Estonian Ornithological Society |
| **CONTACT INFORMATION** | |
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| **Date of filling in the form** | 2015-05-07 |