



# project noan

A Worldwide Citizen Science Platform

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OSI Forum at the United Nations, Geneva, Dec. 14 2016

# • Networked Organisms and Habitats

- A global platform to help people share nature sightings

-  ITP, 2010

- Technology-driven, mobile emphasis
- Rapidly adopted as an educational tool and citizen science platform

# Awards and Initial Funding



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**Common name:** Blue-crowned Motmot  
**Scientific name:** *Momotus coeruliceps*



**Common name:** Female goldeneye: Either Common or Barrow's.



**Common name:** Red-tailed Hawk





# Grasshopper nymph

*Tropidacris cristata*



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## Description:

Beautifully colored, yellow and brown striped grasshopper.

## Habitat:

I found this specimen while hiking through the Manuel Antonio national park.

Edit this spotting



Spotted by  
**Yasser**



San José, Costa Rica

Lat: 9.41, Long: -84.16

Spotted on Jun 6, 2011

Submitted on Jun 30, 2011

## Spotted for mission



[Paso Pacifico Survey](#)

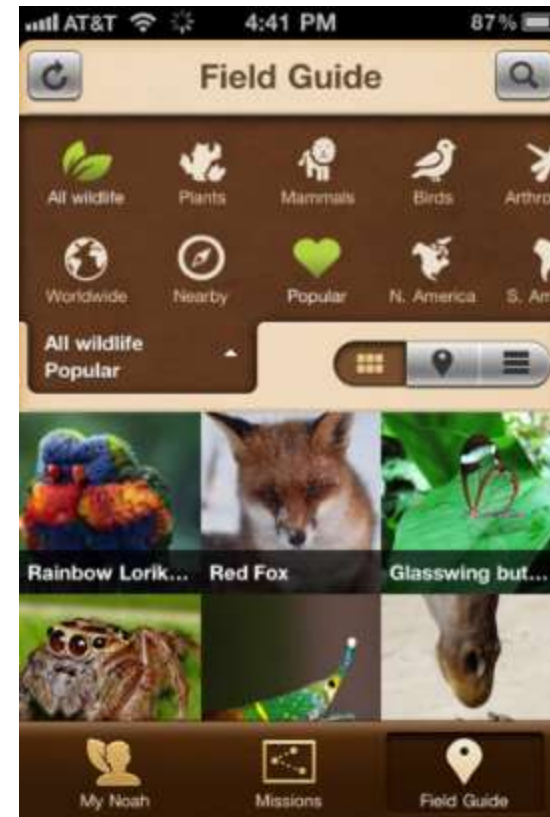
## Reference

[Immature Grasshopper from Costa ...](#)

## Related spottings



# Mobile App



>500k downloads

Field guide

Offline work





# Educational Platform: > 16k students accounts

## Turn your students into citizen scientists in three simple steps!

Project Noah was created to provide people of all ages with a simple, easy-to-use way to share their experiences with wildlife. By encouraging your students to share their observations and contribute to Project Noah missions, you not only help students to reconnect with nature, you provide them with real opportunities to make a difference.



### 1. Join Project Noah

Quickly and easily create a free account



### 2. Register as a teacher

Access Project Noah's educational tools



### 3. Set up your classroom

Reconnect your students with nature

## Resources and teaching materials

Find teacher-created, teacher-tested resources here that can help you get started using Project Noah in your classroom:



# A Broad User Base

Agronomists **Birders** Children **Students** Teachers **Retirees**  
Conservationists **Anthropologists** Activists **Gardeners** Amateur  
entomologists **Professional entomologists** **Zoologists** Geologists **Office**  
**workers** Writers **Botanists** Engineers **IT professionals** Veterinarians **Medical**  
**professionals** Business people **Homemakers** **Mycologists**  
Marine biologists **Divers** Humanitarian workers **Military personnel** Nature  
guides **Naturalists** Lodge owners **Artists** Herpetologists **Hikers** Adventurers  
**Geographers** **Travelers** Photographers **Tour guides** Farmers **Park**  
**rangers** Nature lovers Animal rescuers **Museum curators** **Activists**

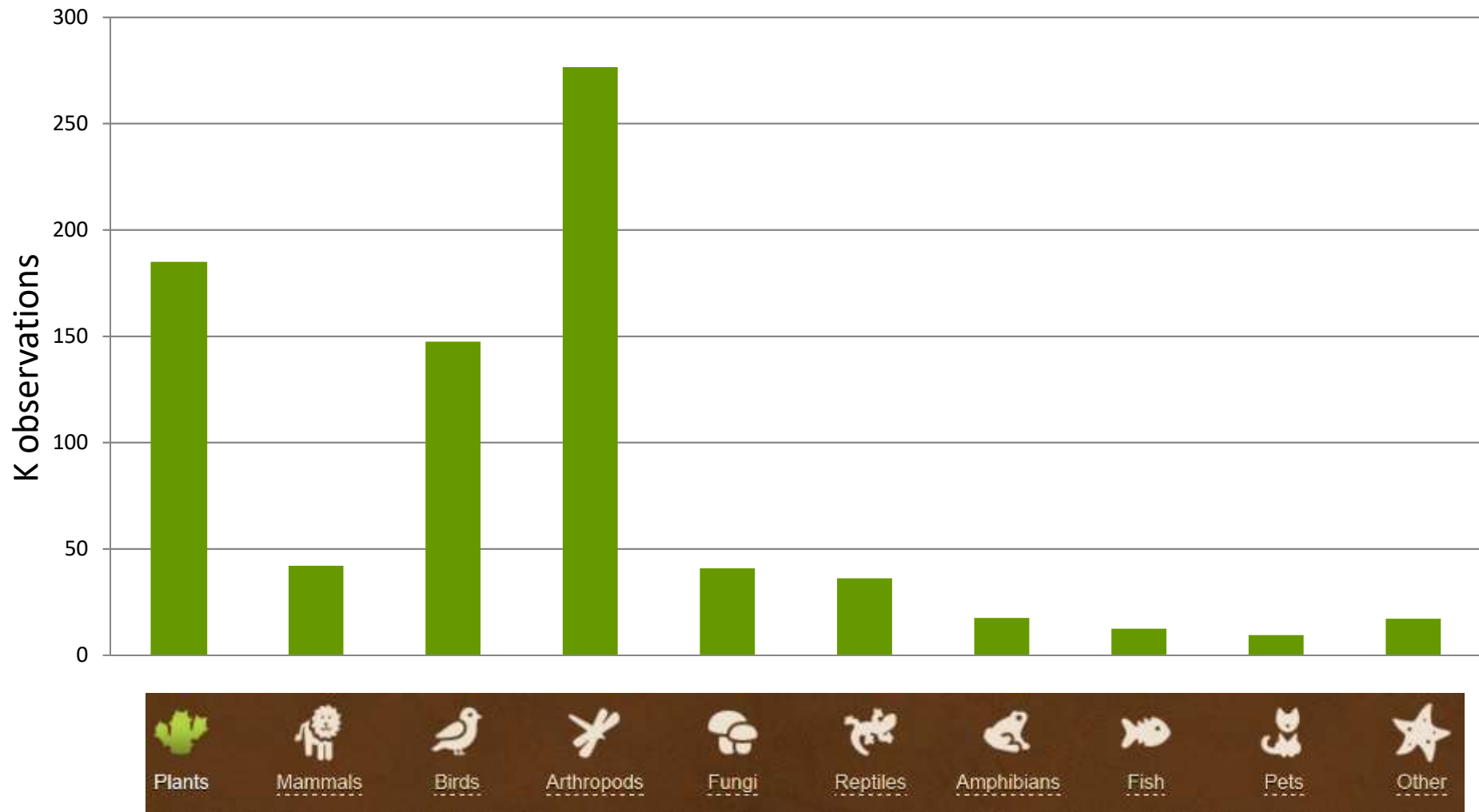




785k spottings 7 continents 1.5 million geo-tagged images 325k users

196 countries

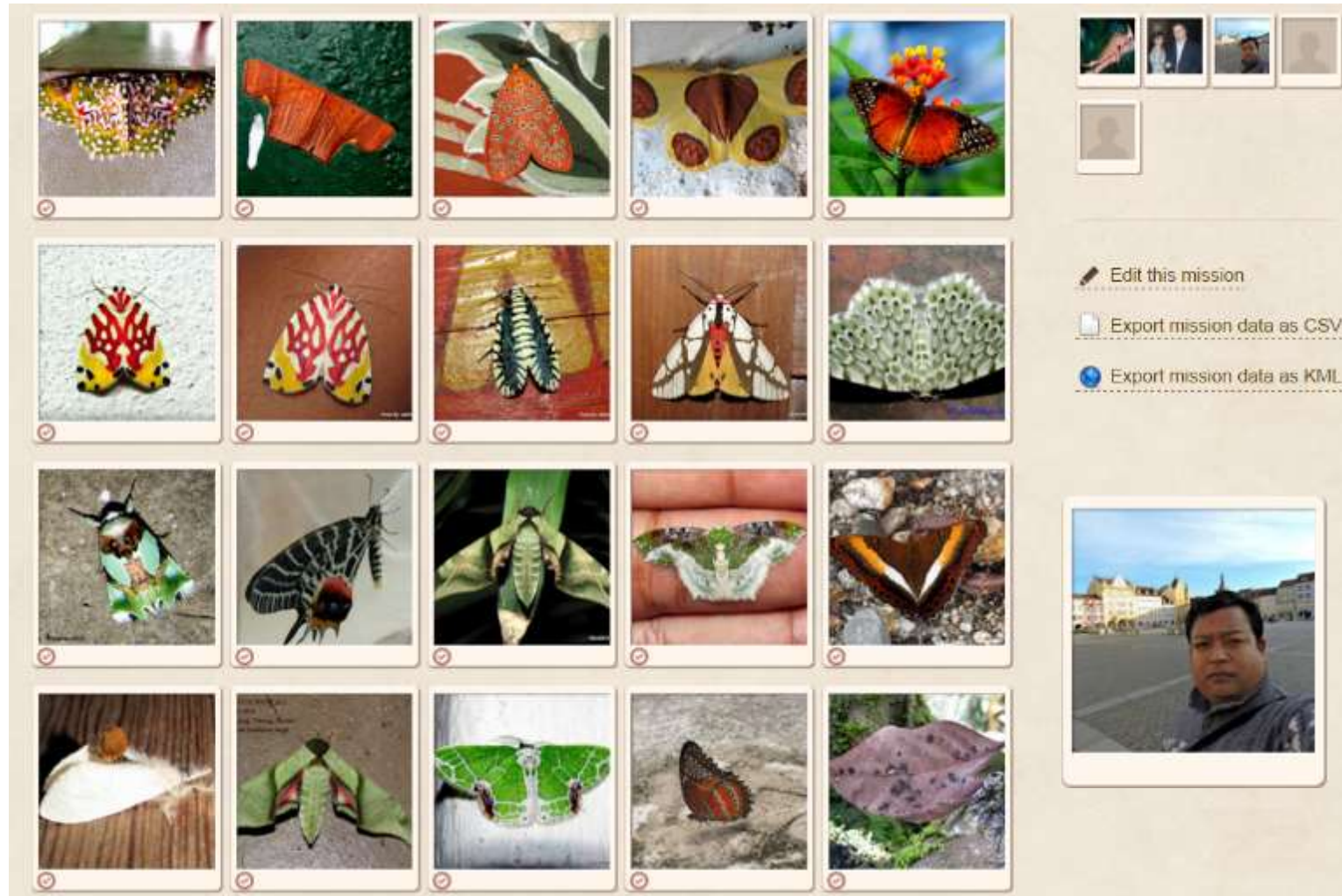
# 10 Categories of Living Organisms



2 Terabytes of data

# Butterflies and Moths of Bhutan

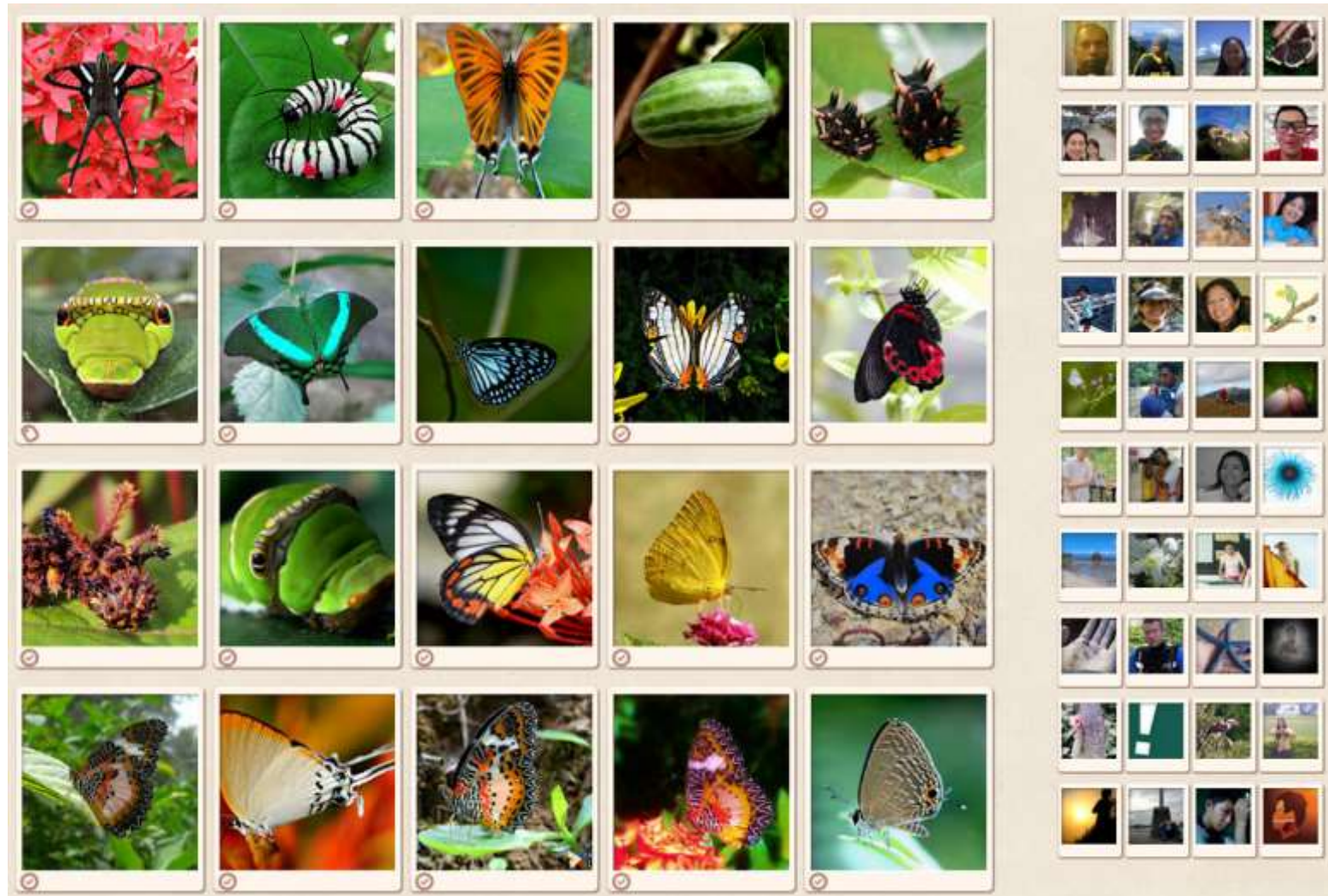
Jatishwor Singh





# Butterflies and Moths of the Philippines

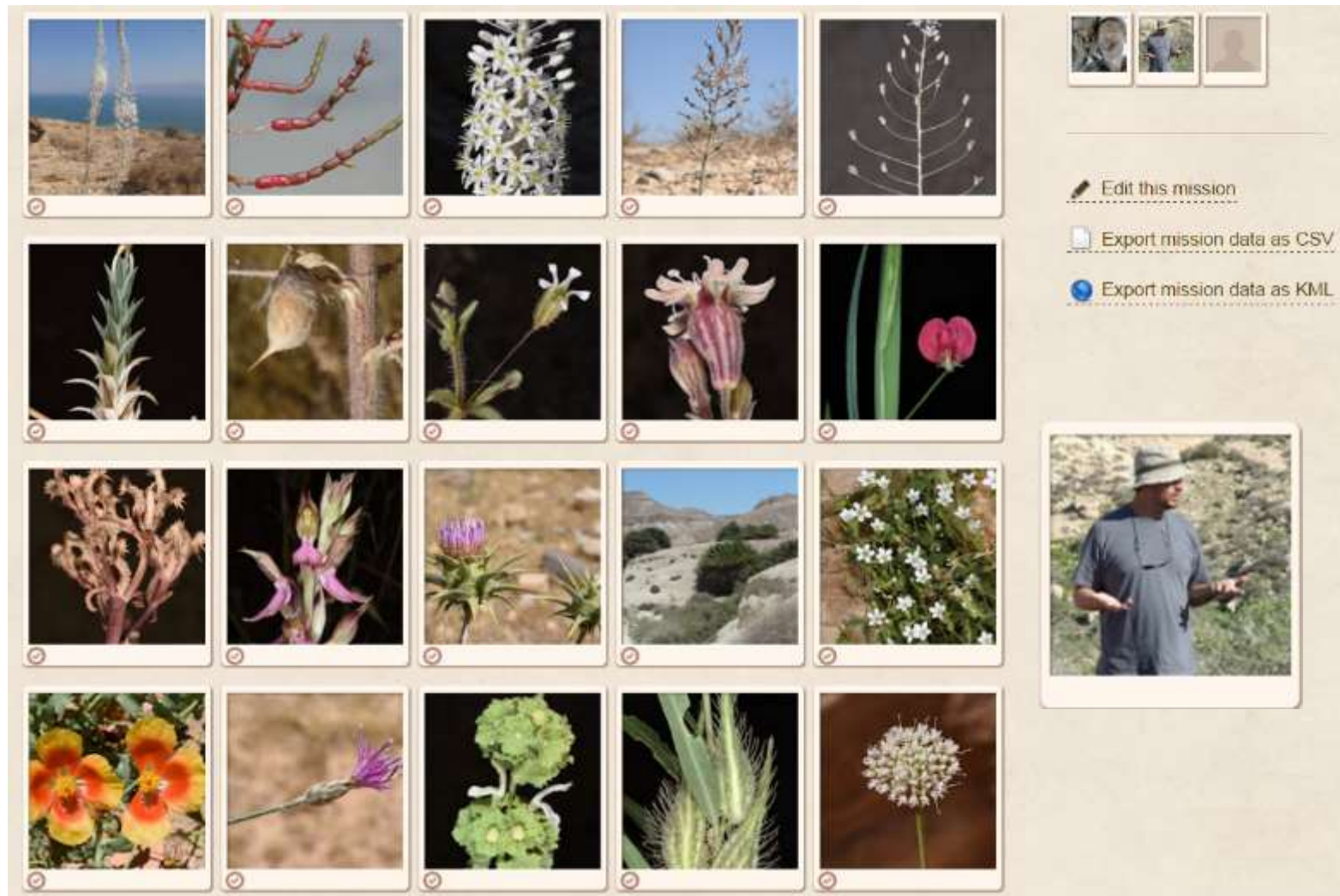
Agnes Adique Talavera and Leana Lahom-Cristobal [philepidoptera.wixsite.com](http://philepidoptera.wixsite.com)





# Flora of the Levant

Dr. Ori Fragmann-Sapir



# Motivational Tools: Ongoing Engagement

- Patches 
- Blog participation
- Ownership: local projects (missions)
- Visibility: daily highlights on social media 
- “Ranger” status
- Photo competition

# Data Validation

- GPS-based geotagging
- Identification: suggestions and votes
  - Peer
  - Reputation
- **Flags** (incorrect category, identification or location)
- Experts
- Amateur experts: digital reputation



# Outcomes

- Joining local nature projects
- Moving to more specialized platforms
- Businesses or own website started
- Local nature guides/inventories
- Incentive to higher education
- Scientific publications




# New Location




## Ant Mimic/Ground Sac Spider

*Falconina gracilis*





Favorite Flag

Like 0 Tweet

Edit this spotting

Spotted by  
**CindyBinghamKeiser**



San Diego, California, USA  
Lat: 33.14, Long: -117.03

Spotted on Aug 29, 2013  
Submitted on Sep 1, 2013

### Spotted for missions


[The Bug Chicks Sofa Safari](#)

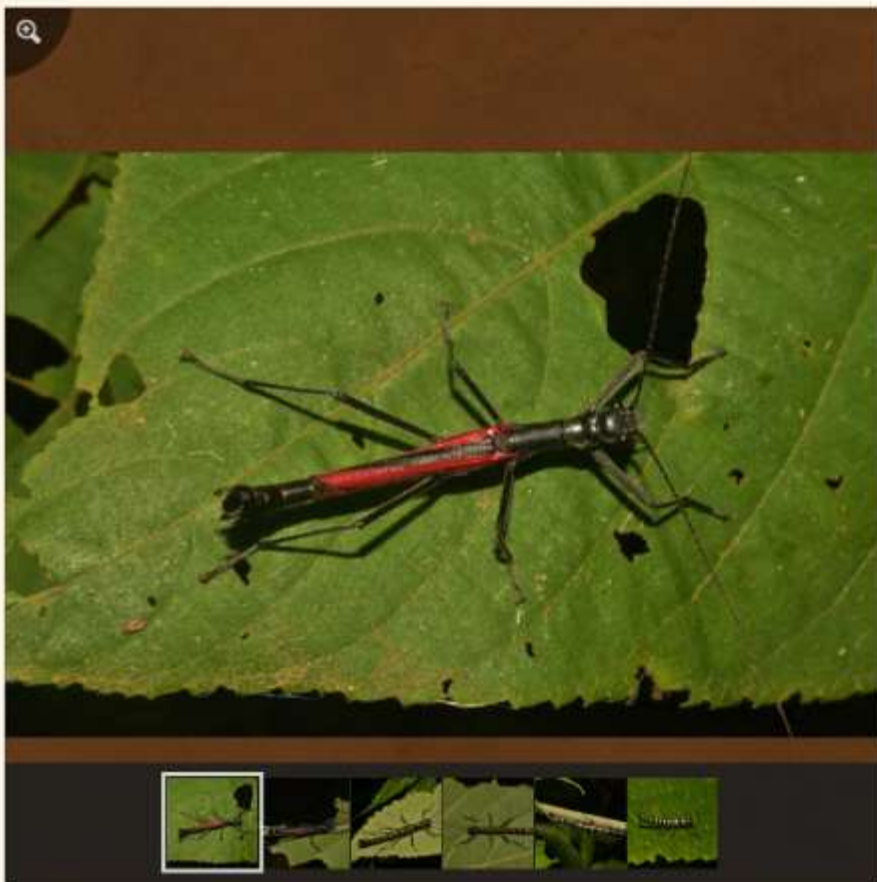
[Southern California Wildlife](#)


[International Spider Survey](#)

A South American spider, *Falconina gracilis* (Keyserling 1891) (Araneae: Corinnidae), newly established in southern California. The Pan-Pacific Entomologist 89(4):259–263, (2013)

# New Species


 **Stick Insect, Phasmid**  
*Orthomeria kangi*






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[Edit this spotting](#)

 Spotted by **AlbertKang**

  
Benguet, Philippines  
Lat: 16.47, Long: 120.50

Spotted on Sep 23, 2014  
Submitted on Sep 25, 2014

**Spotted for missions**

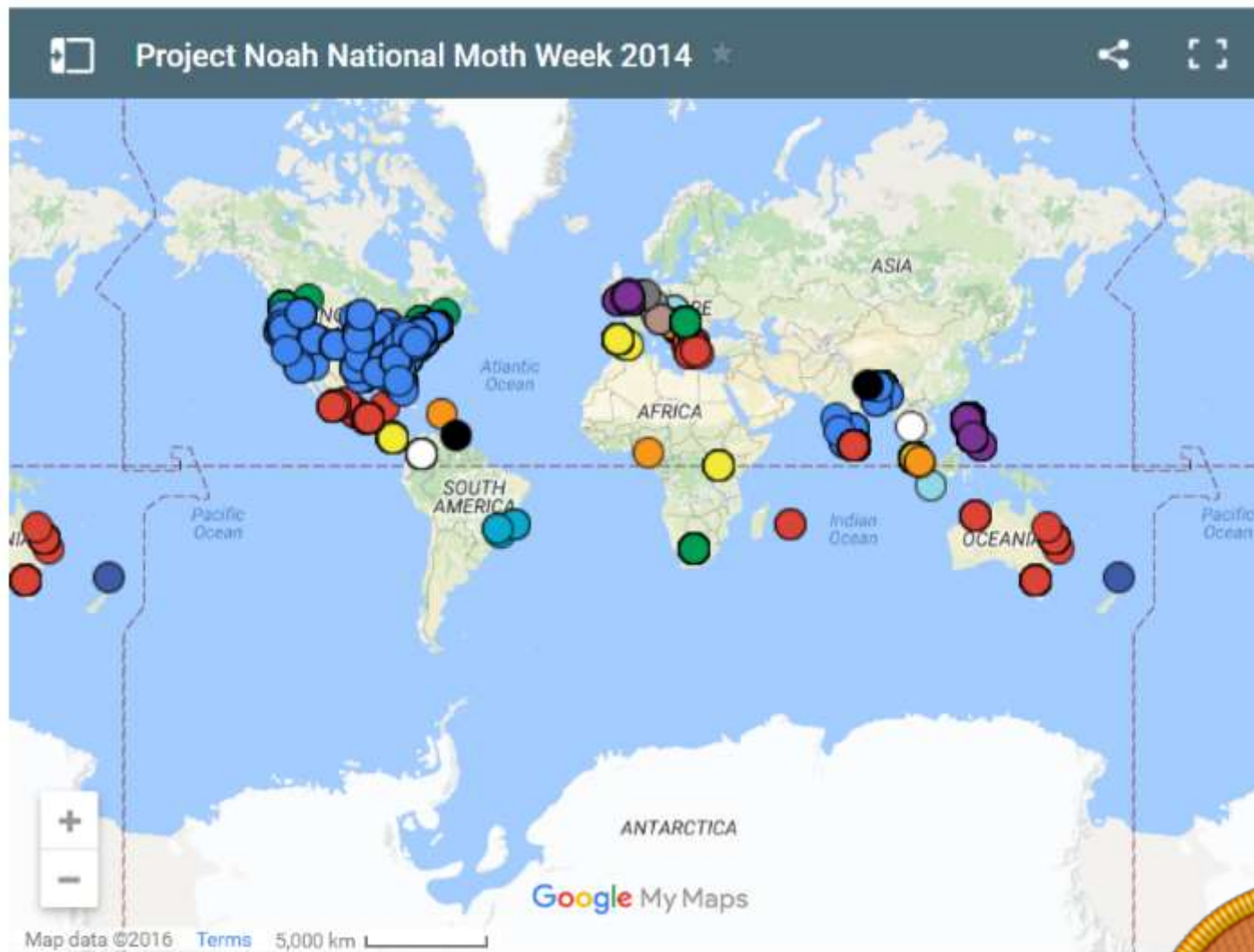
-  [Mission WILD](#)
-  [Phasmids of South East Asia](#)
-  [Macro Insect South East Asia](#)

A black-and-red stick insect from the Philippines – observations on the external anatomy and natural history of a new species of *Orthomeria*. ZooKeys 559: 35-57, (2016)

# Collaboration with other Citizen Science Projects








National Moth Week 2014


Project Noah members from 34 countries documented 2197 moths






# The Future of Project Noah

- Open-source code, open data base
- Improve data portability 
- Re-development of web and educational platforms. Gamification?
- Update of mobile apps (Android)
- New partnerships





## Caterpillars of Parana, Brazil

Only caterpillars that can be found in the target area are allowed.

# Insects: a call for rapid discovery

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## Sergio Monteiro

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project noah

273 unidentified caterpillars

# The Project Noah Community





# Thank you:

- Project Noah Community
- Project Noah Rangers



[projectnoah.org](http://projectnoah.org)

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[facebook.com/projectnoah](https://facebook.com/projectnoah)

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[daniele@projectnoah.org](mailto:daniele@projectnoah.org)

“An understanding of the natural world and what’s in it is a source of not only a great curiosity but great fulfillment”

**David Attenborough**