

A stylized map of New Zealand, composed of various shades of green and yellow triangles, positioned on the left side of the slide.

# ECONET

## Introducing EcoNet

Richard Hursthouse, Chair

[www.econet.nz](http://www.econet.nz)

## What is Econet?

We accelerate conservation outcomes

by collaborating on information systems and data  
exchange

to support and engage communities in conservation.

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# Typical Conservation Project uses many IT tools

- ▶ **People management** - Excel, Mailchimp, Outlook
- ▶ **Predator control** - Excel, Trap.nz, CatchIT, Walktheline
- ▶ **Weedbusting** - Word, Excel, Ecotrack, ConservationIT apps
- ▶ **Training, H&S** - Excel, Vault
- ▶ **Monitoring** - different methods - Excel, Word, Powerpoint, home made tools,
- ▶ **Planting** - Excel,
- ▶ **Mapping** - GoogleMaps, GoogleEarth, ARCGis, SAGA
- ▶ **Funding** - Excel , Xero, MYOB, other software

Not many IT tools are made for conservation uses



# What's the issue? What are we trying to solve?



## Volunteers

- ▶ *I would like some form of recognition eg
  - ▶ *After registering,*
  - ▶ *For my individual efforts,*
  - ▶ *Seeing a progress report on wider activities so I know I am making a difference.**
  
- ▶ *I want to understand how to help, I want to report a pest sighting*
  
- ▶ *I want to connect with others who share my interests*
  
- ▶ *I need to know what is planned so not to replicate or overlap other work*

## Not only volunteers struggle...

### ▶ Parks Officer / Contractor:

- ▶ *I have two restoration groups working near each other using different tools and I cannot see their data and they cannot compare progress*
- ▶ *I want to work in such a way that I complement the community groups working in the same space*

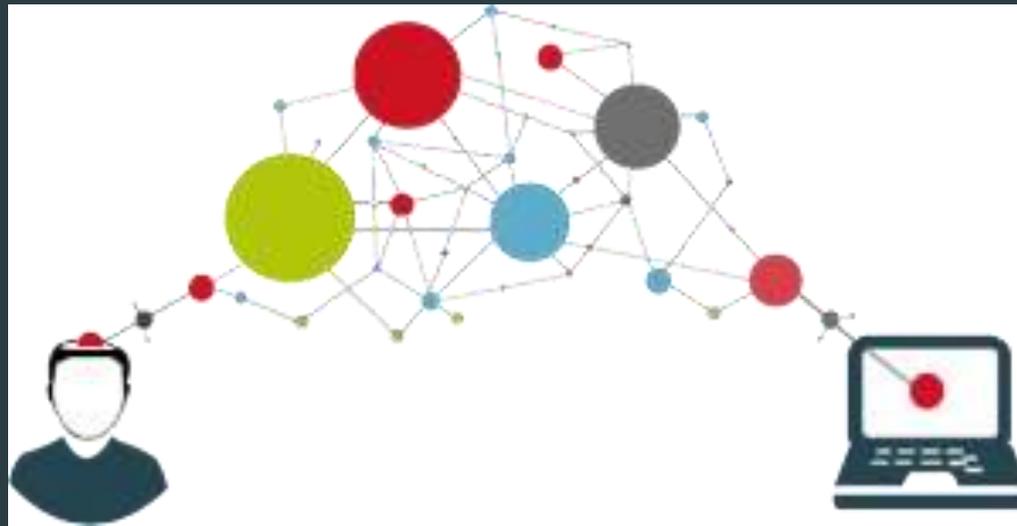
### ▶ Volunteer coordinator:

- ▶ *All our information is spread across various Excel spreadsheets and other programs.*
- ▶ *I want to organise bait delivery, transport, and inventory management*

# It is difficult to share information

## ▣ Researcher/Teacher:

- ▣ *I want to search, filter, download, compare, collate and analyse pest data. Having all the information from across the country collected and presented in a consistent, structured and time & geo-referenced manner would assist.*



# Predator Free 2050 needs help

NZ is *accelerating and scaling up* its conservation effort.

“

Sustaining this effort is not only a conservation science challenge.

It's an *information management and social engagement* challenge.

The best IT tools to meet that challenge will evolve through nationwide collaboration and coordination of effort. ”

But that won't happen spontaneously. *We need a body to facilitate, promote and coordinate* conservation IT across NZ.

We propose to be that body.

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# Our vision



1. Conservation groups grow strongly with the help of excellent technology.
2. A million New Zealanders actively contribute to conservation, even if only in their backyard.
3. Universal data sharing delivers a continuously evolving evidence base with which to scientifically evaluate and refine conservation techniques and maintenance of ecological systems.
4. Conservation best practice is identified, proven and shared rapidly and widely.
5. New technologies are developed and deployed quickly by plugging into well-designed, open, and continuously improving existing systems.



## Priority 1 -

# Find the best engagement software for conservation

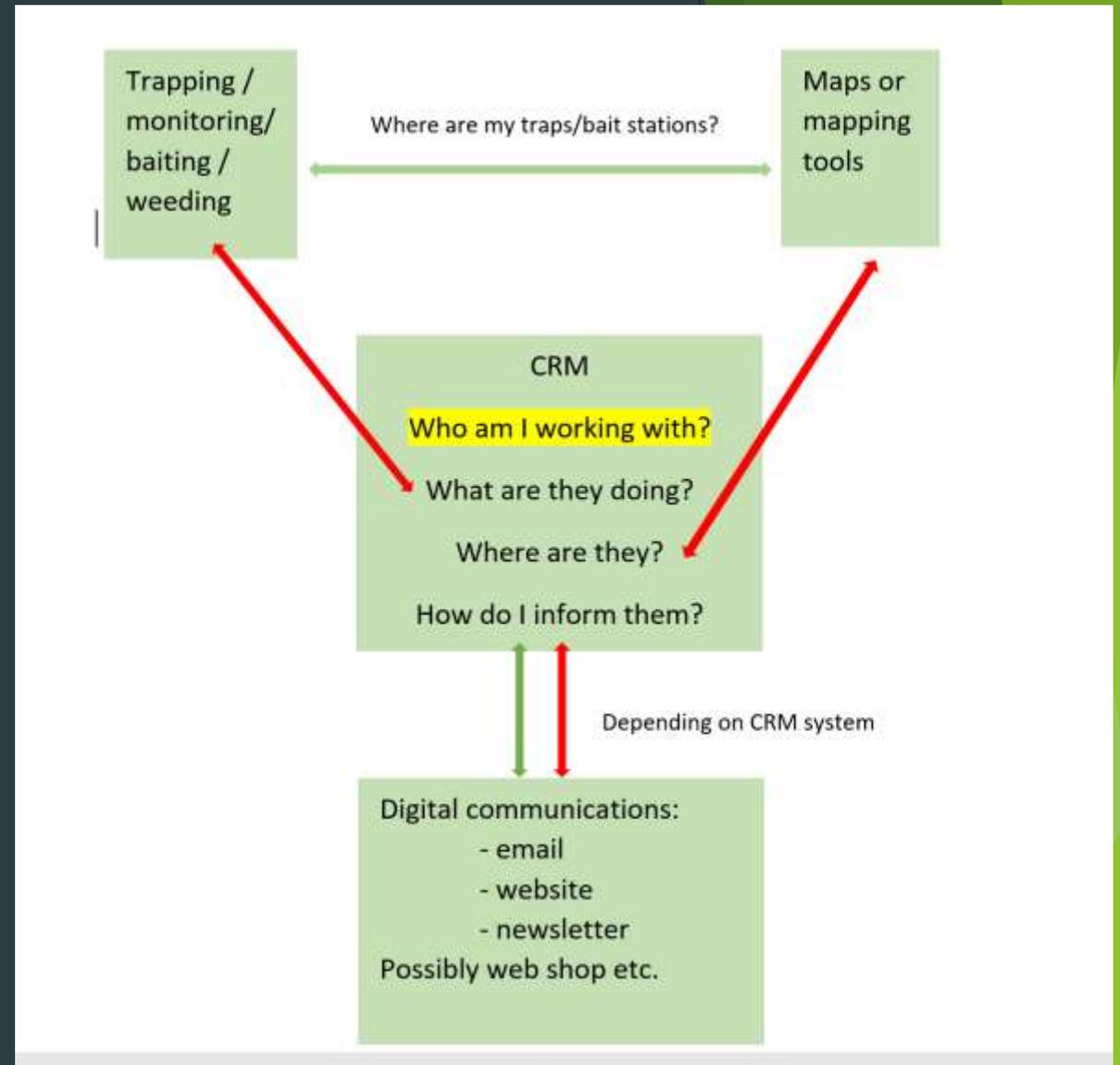
- ▶ Customer Relationship Management software
  - ▶ Sign up/off
  - ▶ Change your details and preferences
  - ▶ Receive/send emails
  - ▶ Manage subscriptions/membership
  - ▶ Manage volunteer events
  - ▶ Health and safety and training
  - ▶ Manage funders



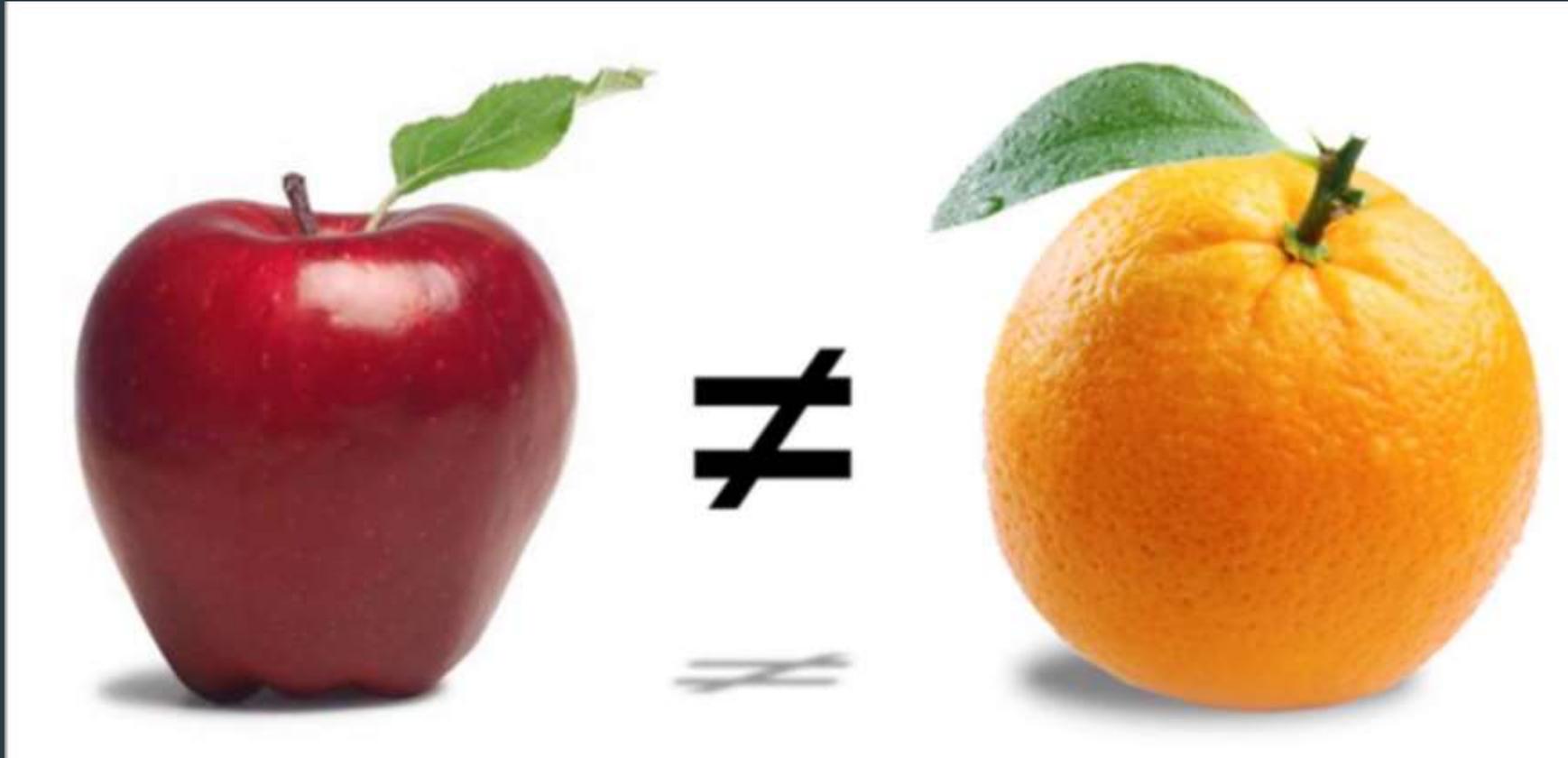
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## Priority 2 - Connecting software

- ▶ Connect engagement software with input tools (such as Trap.nz, walk the line, CatchIT, EcoTrack)
- ▶ People can see the results of their work



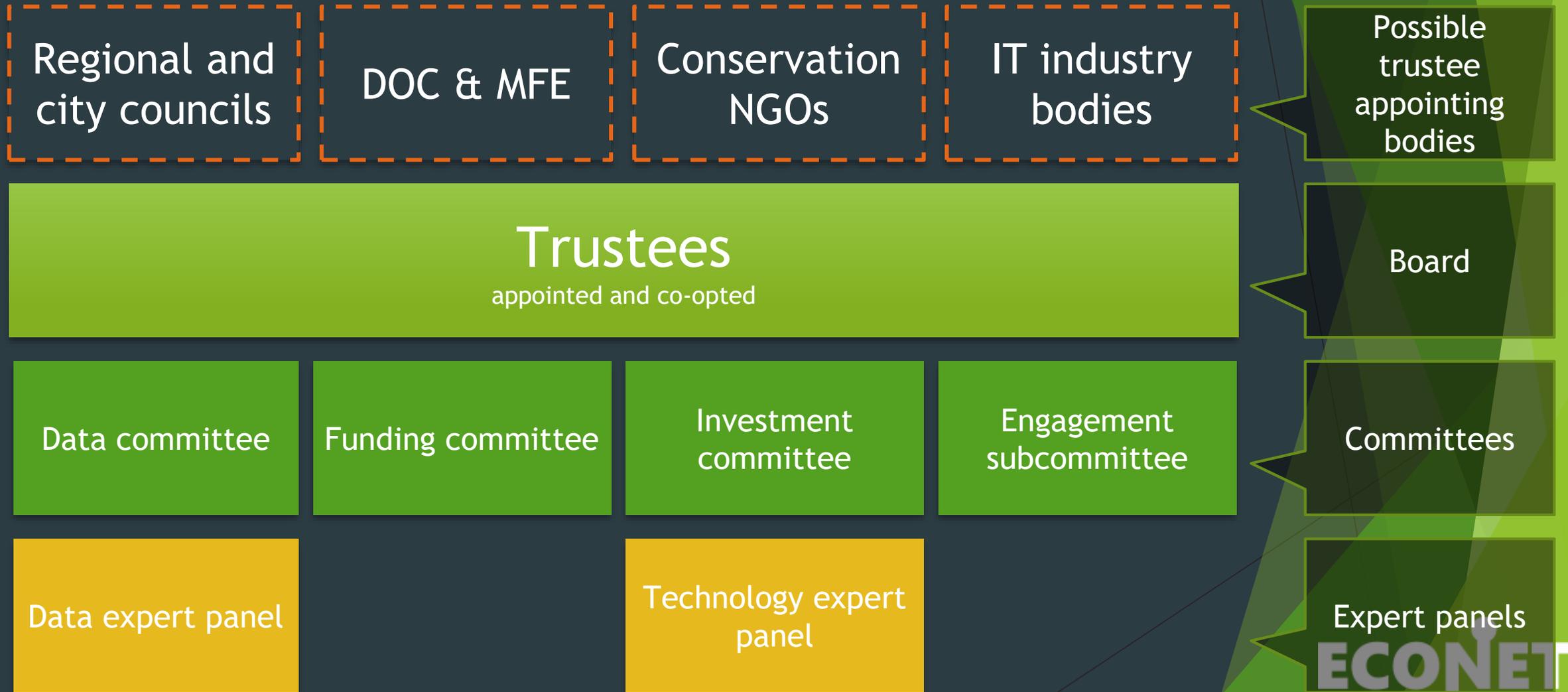
## Priority 3 - A Conservation Data Commons



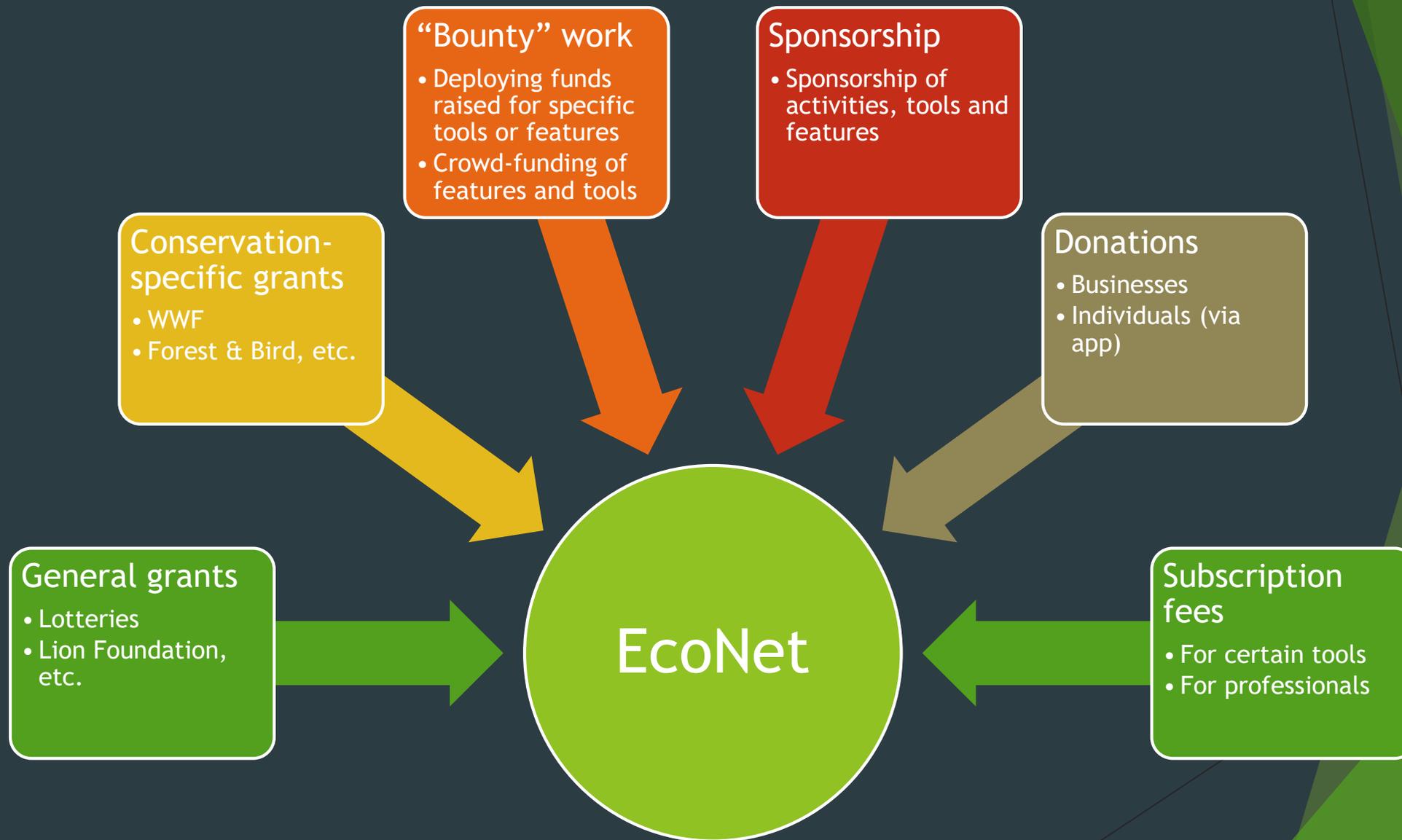
## A commons

- ▶ 1. A resource, such as land, water, minerals, scientific research, hardware or software.
- ▶ 2. A community of people who have shared and equal rights to this resource, and organise themselves to manage it.
- ▶ 3. The rules, systems and negotiations they develop to sustain it and allocate the benefits.
- ▶ 4. Managed not for the accumulation of capital or profit, but for the steady production of prosperity or wellbeing.
- ▶ 5. Belongs to a particular group, who might live in or beside it, or who jointly created and sustain it.
- ▶ 6. It is inalienable, which means that it should not be sold or given away.

# Structure of the charitable trust



# Income sources



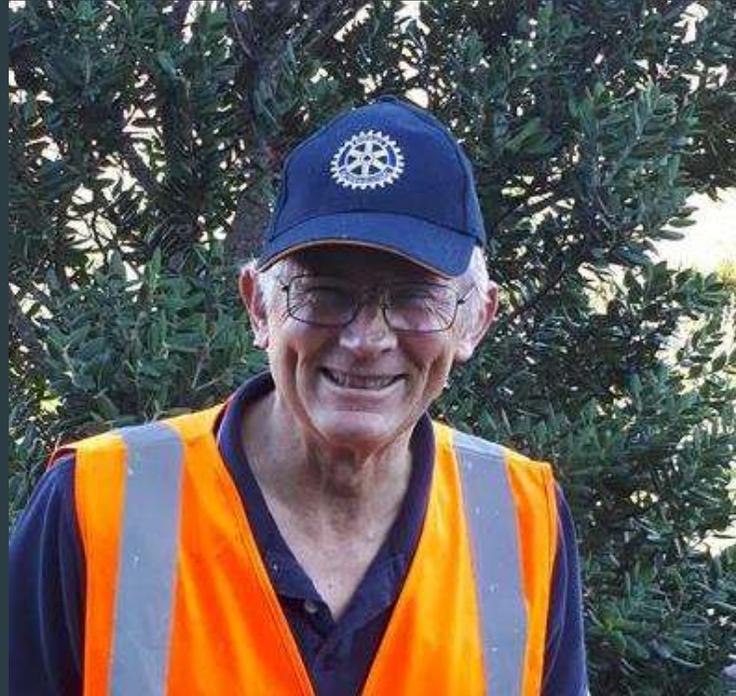
# Who are we?



## ▣ Richard Hursthouse - Chair

- ▣ Chair Forest & Bird North Shore, Campbells Bay Urban Sanctuary, Chair Pest Free Kaipatiki Technical Advisory Group. Working as a GP.

# Who are we?



## ▶ Keith Salmon - Secretary

- ▶ Founding member and Secretary Pest Free Kaipatiki, 10+ years involved in Le Roys Bush. Worked in IT for about 40 years including CRM from 2006 to 2016.

# Who are we?



## ▶ Michael Fielding

- ▶ Tech Wiz, Creator of The Urban Rat Project ([www.ratproject.org](http://www.ratproject.org)). Working as an IT specialist

## Who are we?



### Annalily van den Broeke

- ▣ Chair Waitakere Branch Forest & Bird, running the Ark in the Park Buffer Zone, secretary Matuku Link. Working as project manager for conservation and community.

## Who are we?

- ▶ Steven Macleod
  - ▶ Software creator at Agile Cloud , Ecotrack

...and you?

## We are open

- ▶ To ideas
- ▶ To support
- ▶ To new people
- ▶ To expertise
- ▶ To collaboration
- ▶ To funding



Sign up - more info at Table 13.

Email: [econet@gmail.com](mailto:econet@gmail.com)

# Questions?



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