



ONLINE CONSERVATION TOOLS — WHAT'S THE DIFFERENCE?

Many different conservation groups are working on online systems. The following explanation provides insight into some of these powerful new tools to clarify what each one does and how they can work together.

The Conservation Registry

The Conservation Registry is an online database that tracks and maps all types of conservation projects across the landscape. This national effort is being led by Defenders of Wildlife with the help and input of many partners. The primary purpose of the registry is to act as a central repository for on the ground project information from multiple sources, including federal, state and local agencies, land trusts, conservation groups, private landowners and businesses. No other online tool brings this information into one place. **Collaborative** The registry features maps that can be easily searched for projects. This allows users get a better picture of our conservation footprint so that we can make more informed decisions on where investments need to be made and where opportunities exist for collaboration. **Adaptable** The registry is a management tool for those entities that currently do not have the means to electronically track their on the ground efforts. Users can use registry technology to create a portal, adapting fields for their data and reporting needs, while feeding that information into the central registry database.



LandScope America

LandScope America is a national online tool being developed by NatureServe and National Geographic that is intended to inspire and inform the general public about conservation. The primary feature will be a map viewer that provides points of interest to its users and offers varying map views, such as conservation priorities and protected areas. **Inspiration** One of the major ways it will inspire conservation is through its use of multi-media content, including videos, photos and articles, to highlight special places and species across the landscape. **Success Stories** LandScope will also feature stories regarding on-the-ground projects that demonstrate unique collaborations and conservation success, but it will not track projects at the same scale of the registry.



DATA BASIN

Data Basin is a global online data sharing tool being developed by the Conservation Biology Institute. It gives conservation practitioners and scientists access to information and expertise needed to address conservation issues. The overall purpose of Data Basin is to allow users to explore biological datasets, upload or download data, produce and share customized maps, charts and tables, evaluate content, and connect with experts. Data Basin provides access to raw datasets (e.g. vegetation and roads), as well as more value-added datasets (e.g. research results, interpretations, and recommendations). **Information Sharing and Visualization** No tool currently exists that allows sharing and visualization of this information in one place. In the past, practitioners and scientists had to access multiple databases or contact individuals for the information. Although some of the data sets may contain information regarding on-the-ground projects, the database is not meant to track and map these projects at the same comprehensive level as the registry. **Networking** Data Basin also utilizes social networking features that allow users to share information about datasets, maps, and user expertise.



HOW CAN THESE TOOLS WORK TOGETHER?

Suppose a university professor creates a data set that includes a map of predicted Canadian lynx habitat over the next 50 years across North America, while another researcher has created a current distribution map for the species. Each decides to share their information on **DATA BASIN**. Now, any user can view these data sets at once and download that information to use for analysis.

LANDSCOPE AMERICA features stories on the Canadian lynx. LandScope offers stories about the species including pictures, fact sheets and videos, while also incorporating and enhancing lynx maps from Data Basin. LandScope users can see threats to the species by viewing maps and other tools which may motivate them to take action, whether on the ground habitat protection or by supporting

policies that protect the species. At the same time, the **CONSERVATION REGISTRY** tracks projects that restore and protect lynx habitat. Registry users can search the database for projects that focus on Canadian lynx and access Data Basin's maps while they view the search results. LandScope could feature some of the lynx projects that are captured within the registry as part of the story about the species, and point users to the registry to find out more information.