# Presentation from 2015 World Water Week in Stockholm

www.worldwaterweek.org

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Neil Bailey August 2015



# WHAT IS FRESHWATER WATCH?

- To protect freshwater effectively we need more data
- Citizen Science (collection of data via the public) is an ideal way to gather this data
- A global Citizen Science project initially established to engage over 7000 HSBC staff to monitor water quality
  - Provide data for 25+ 'local' research projects
  - Agglomerate data for global research
  - Engage employees & stakeholders in sustainability issues around fresh water
  - Engender behavioural change and create Fresh
    Water 'Ambassadors' to spread the word







#### WHAT IS THE VALUE?

- Earthwatch are seeking to deliver Citizen Science with high Scientific value AND Personal Value
  - Data gathering tied to clear scientific hypotheses / knowledge gaps
  - Data of high quality and volume
  - Generating engaged participants who understand fresh water sustainability issues
  - Providing personal development & attribution/recognition
- FWW Platform enables ongoing engagement beyond initial training
  - Learning Content
  - Interactions with scientists and peers
  - Informative news, blogs, forums, webinars
  - Gamification (Leader boards, points etc.)





# THE FRESHWATER WATCH PLATFORM



#### PROGRESS SO FAR

- Novel approach of partnering with Corporates who have large, global workforces
   = data + behavioural change
- Rapid uptake with over 5000 participants uploading over 8500 records.
- Main benefits of data occur in medium term
- Acted as an early warning system at a local scale on numerous occasions (e.g. highlighting toxic algal blooms in potable water supplies).
- Preliminary research results providing important insights e.g. smaller water bodies typically have better ecological conditions







# LESSONS LEARNED

- Establishing a Global Citizen Science Project requires a great deal of investment and expertise (The science of Citizen Science)
- Engagement is maximised when there is good communication between the scientist and the participants
- No one global blueprint (socio-cultural influences)
- A group of super-enthused individuals are clearly visible
- Need for progression for these super CSLs.







# THE FUTURE - SCALING THE SOLUTION

- EW keen to engage with wider stakeholders (communities, NGOs, schools etc.)
- CS projects have proliferated with the development of *ad hoc* mobile and web technologies many within the field of water
- Earthwatch (EW) keen to leverage FWW and bring fresh water CS projects together to provide scientific and community benefits
- A 'Zooniverse' for fresh water citizen science







# PARTNER DISCUSSIONS (UK)

**NGOs Business** Academia Government













Thames Water















#### CONTACT

- Interested in joining FreshWater Watch?
- Seeking to develop your own water-based citizen science programme?
- Engaging staff in sustainability?

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Freshwater Watch www.freshwaterwatch/thewaterhub.org



