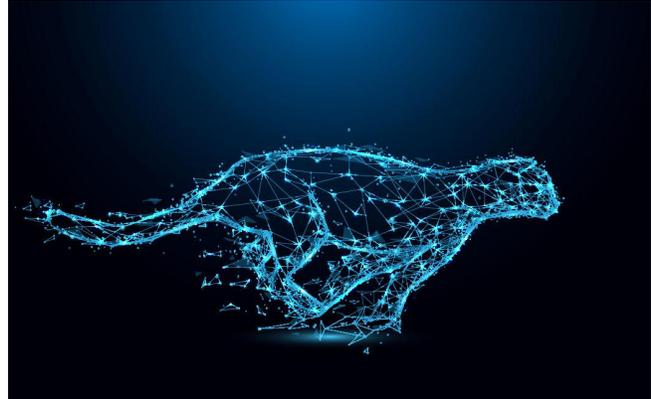


# Gamifying nature conservation

## The issue

The world's wildlife is in crisis. In the past 50 years, the populations of mammals, birds, amphibians, reptiles and fish have plummeted by 68%. Efforts to conserve these animals and their habitats are dramatically underfunded. The estimated gap between what needs to be spent to conserve nature and what is actually spent (the 'conservation gap') is US\$ 800 billion per year.



The global conservation sector has, to date, relied almost entirely on philanthropic giving, whether by individuals, foundations or governments. As people are surrounded by more immediate economic and social challenges, efforts to address this gap are not encouraging.

While the natural world falters, humanity is rapidly advancing technologically. Thanks to the internet and social media, we can connect and interact in real time with strangers across the globe. With new hardware, we can better sense the real world and with new software, portray it better digitally. At the same time, gamification has become ubiquitous, with everyone from health insurance providers to running apps encouraging us to 'level up'. These twin forces are having a disruptive and lucrative impact on the world, reaching wider audiences and opening up new revenue streams. Can the conservation sector benefit from similar thinking and models?

The wildlife conservation sector benefits from huge amounts of appealing data: pictures, sounds, videos, tracks and movements of charismatic wildlife. Advances in sensing technology – from miniature trackers, to microsattellites to e-DNA – mean that we are able to get to know these animals as individuals, each with their own personality. It is now possible to tell individual stories, connecting people with distant wildlife. Can gamifying this data help motivate more people to engage with

wildlife? In the process, can we create an entirely new marketplace and revolutionise how conservation is funded?

## The response

The Luc Hoffmann Institute, in partnership with Internet of Elephants, is exploring the use of new digital tools to help individuals connect directly with conservation efforts through real data, storytelling and a gamified environment. The focus is on enabling a new form of expressing and channeling human empathy for animals. The aim is to create a new revenue stream for conservation.

### For more information, please contact:

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