



The role of citizens in monitoring – an NGO perspective



BirdLife Denmark, Dept. of Science and Conservation

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BirdLife Denmark

What can citizens actually do?



How not to manage volunteers!



BirdLife Denmark



Who are we in BirdLife Denmark?



Who are we in BirdLife Denmark?



Born in 1906

16.000+ members

2.000+ volunteers

13 local divisions

Committees/Board

Secretariat of 30-35 employees



Who are we in BirdLife Denmark?



Partner in BirdLife International – largest nature conservation partnership

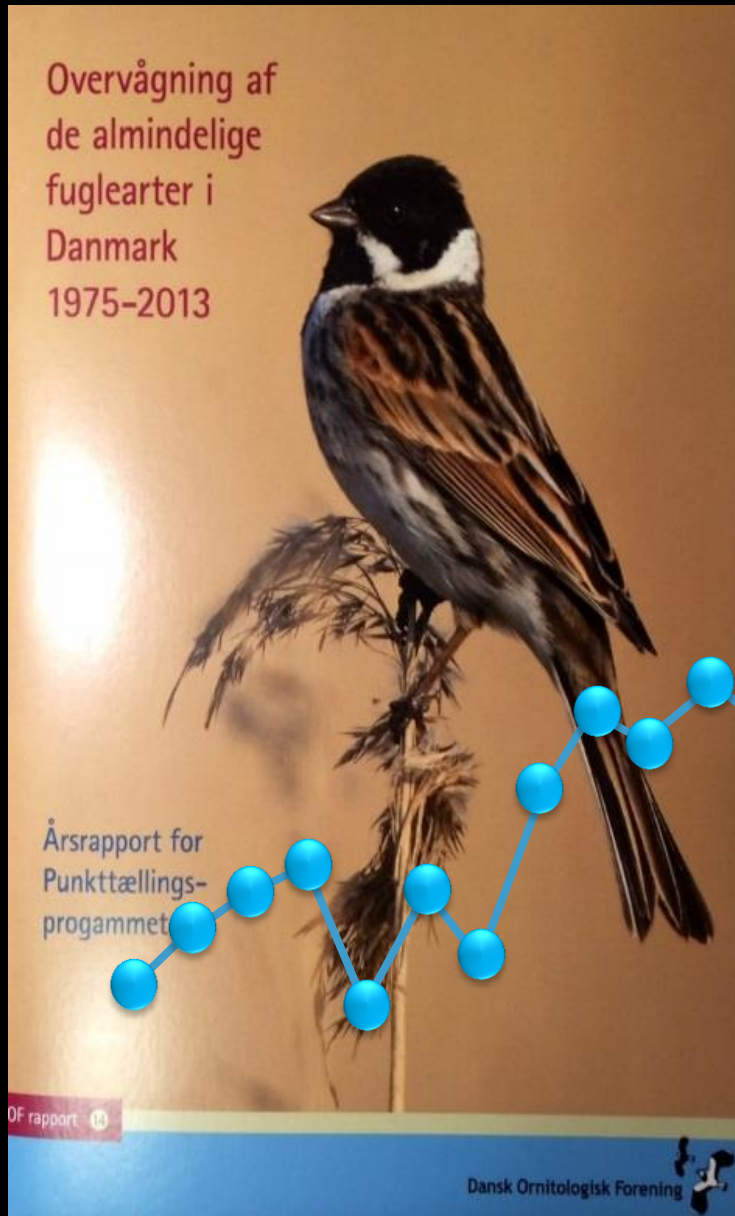
What can citizens actually do?



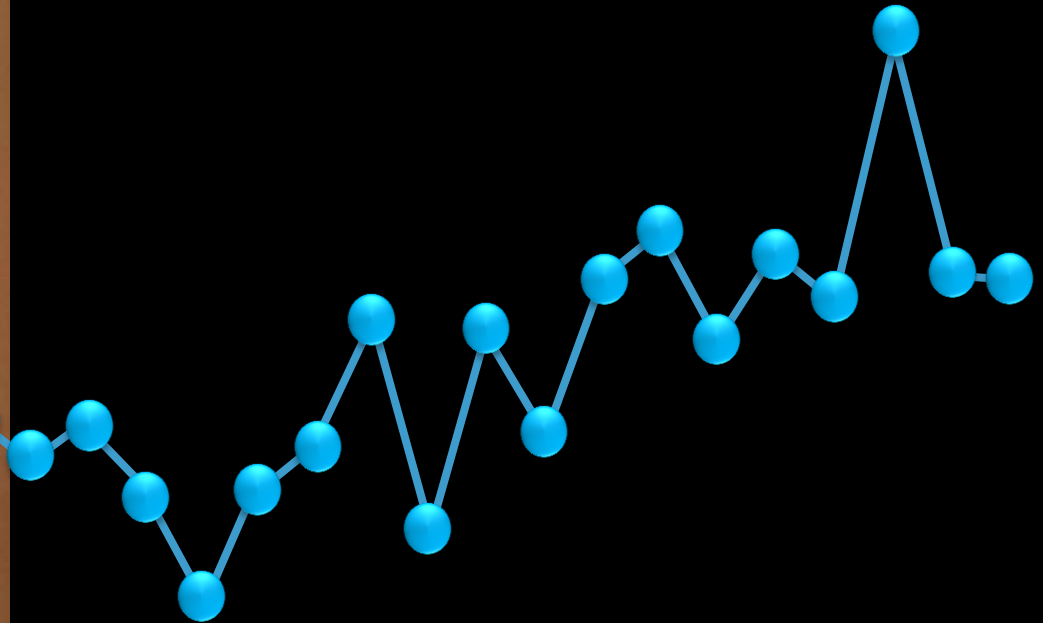
Our third breeding bird atlas



Point count monitoring scheme



40 years, 6000 points,
400+ volunteers



Data used by us,
authorities and EU

Funded partly by MIM

Ornithologists are champions in counting!

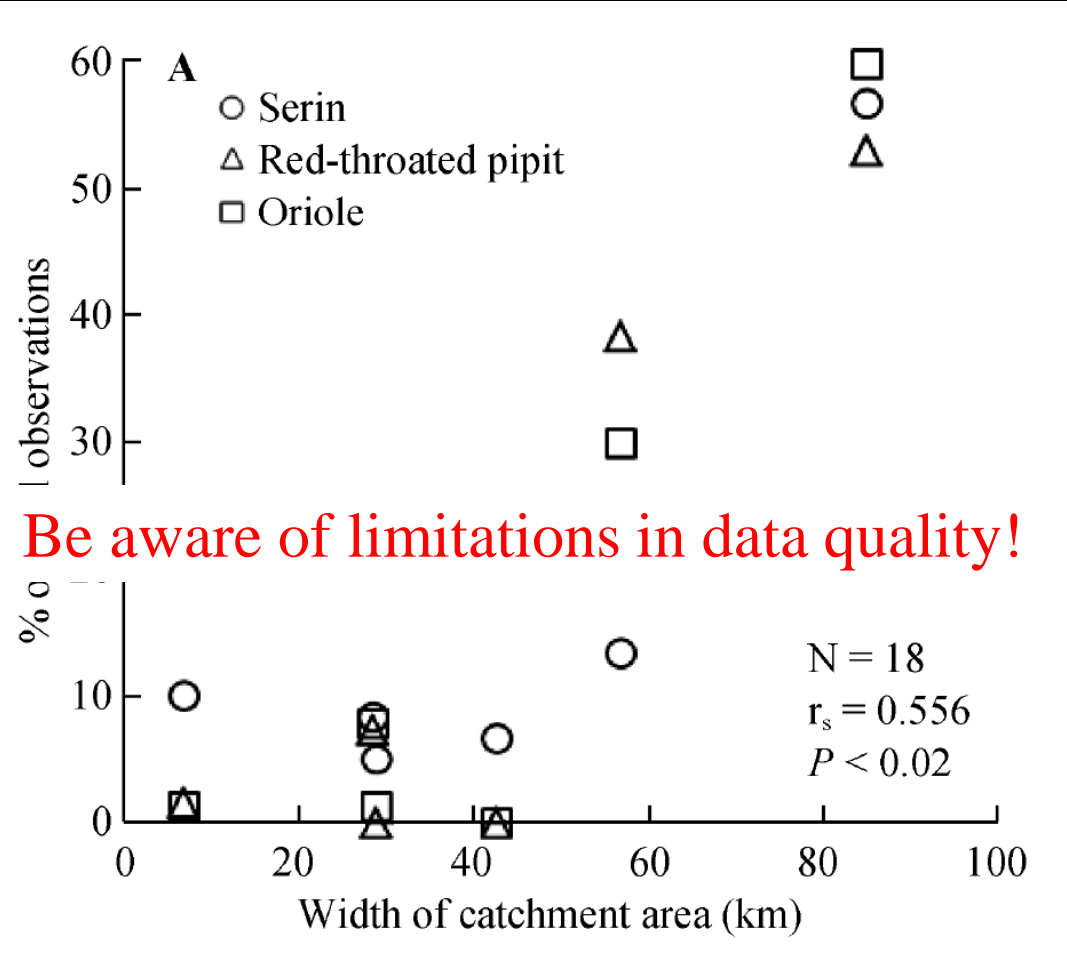
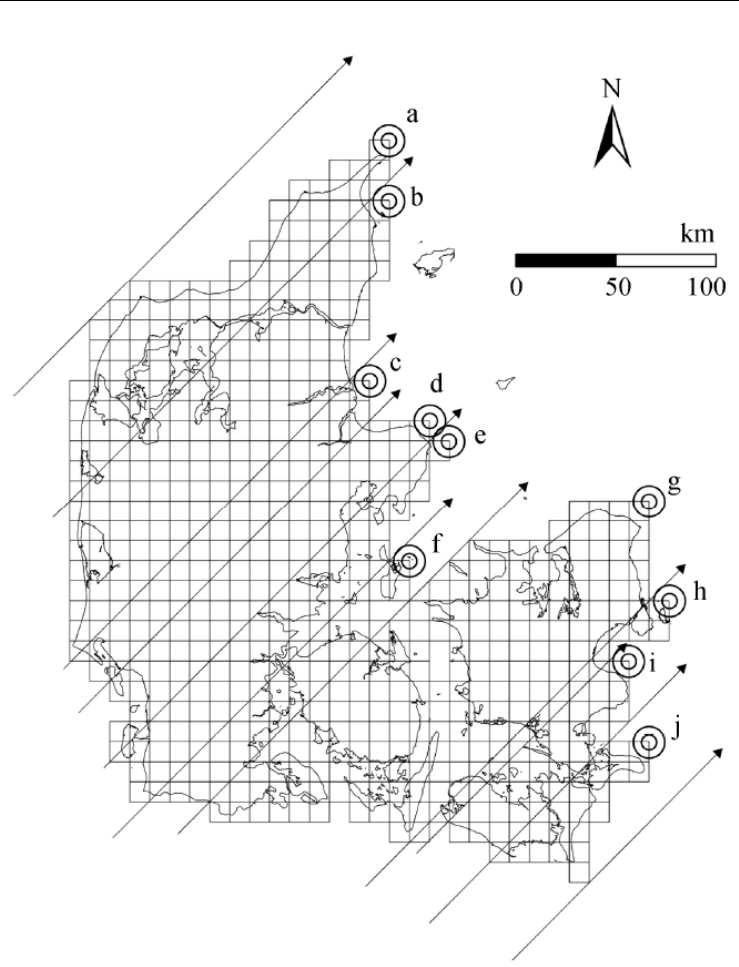




DOFbasen – our database and our foundation



Funded partly by MIM



Online streaming



Funded by Villum Fonden

How not to manage volunteers





Brain drain of my employees: Recruitment/retention of citizens?

What does not work:

- passive information like leaflets
- no motivation (what is in it for me?)
- no ownership
- no responsibilities
- focus on data qualities
- no feedback
- believing that people volunteer by them selves





Brain drain of my employees: Recruitment/retention of citizens?

What works:

- direct contact/recruiting meetings
- communication (internal/external)
- empower ambassadors
- design network
- user involvement
- good and fast user support
- merchandise
- annual meetings
- thorough planning
- education





No management – but leadership

The organic way:

- Self organizing groups
- Processes and structures
- More organism than organization
- Evolutionary goals

Organic organization: Danish wolf case-study





Passion

Do a difference



Driving forces for volunteers

Fun Love



Friendships

Appreciation





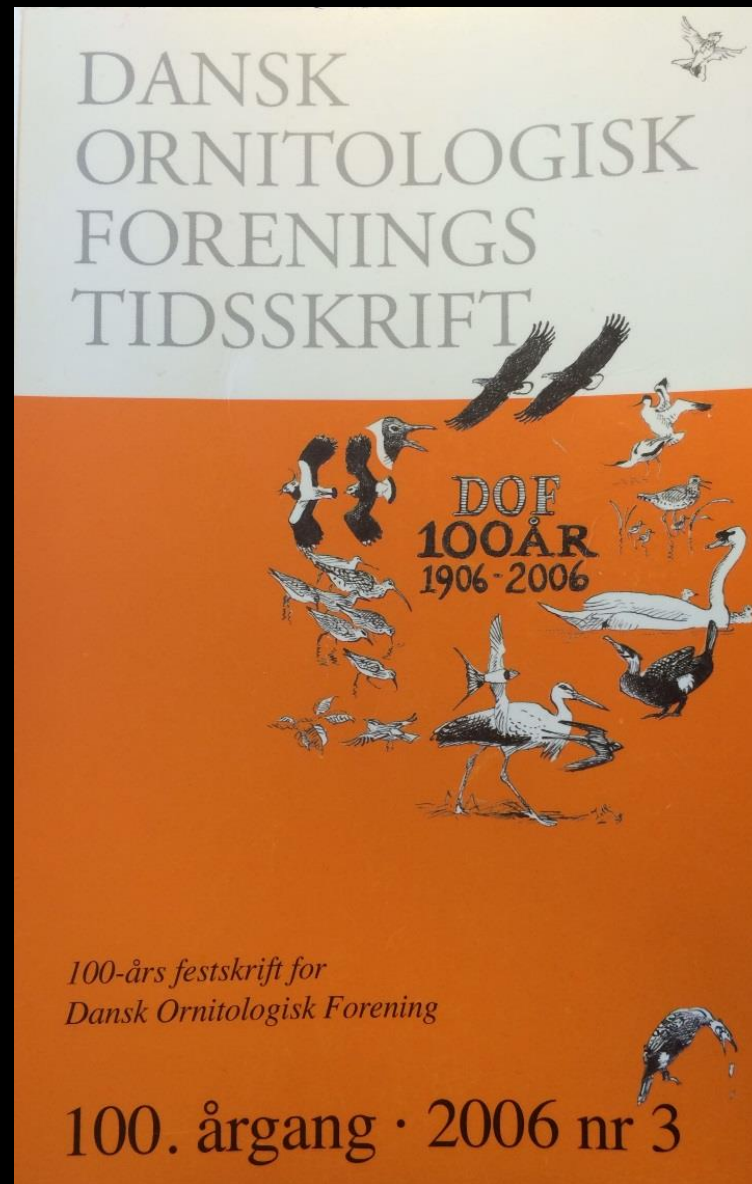
Citizen science projects need less
management but more leadership and love!

Don't give orders – provide opportunities!

Thanks for listening!



Our scientific magazine





Our migratory bird observatories





Threatened and rare breeding species

Funded by Aage V. Jensens Naturfond, 15. juni Fonden and MIM



Integrating Livelihoods and Conservation – our international projects



Funded by DANIDA/CISO