

The Impact Challenge

How can we work together to measure and demonstrate the value of the NBN?

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November 2022

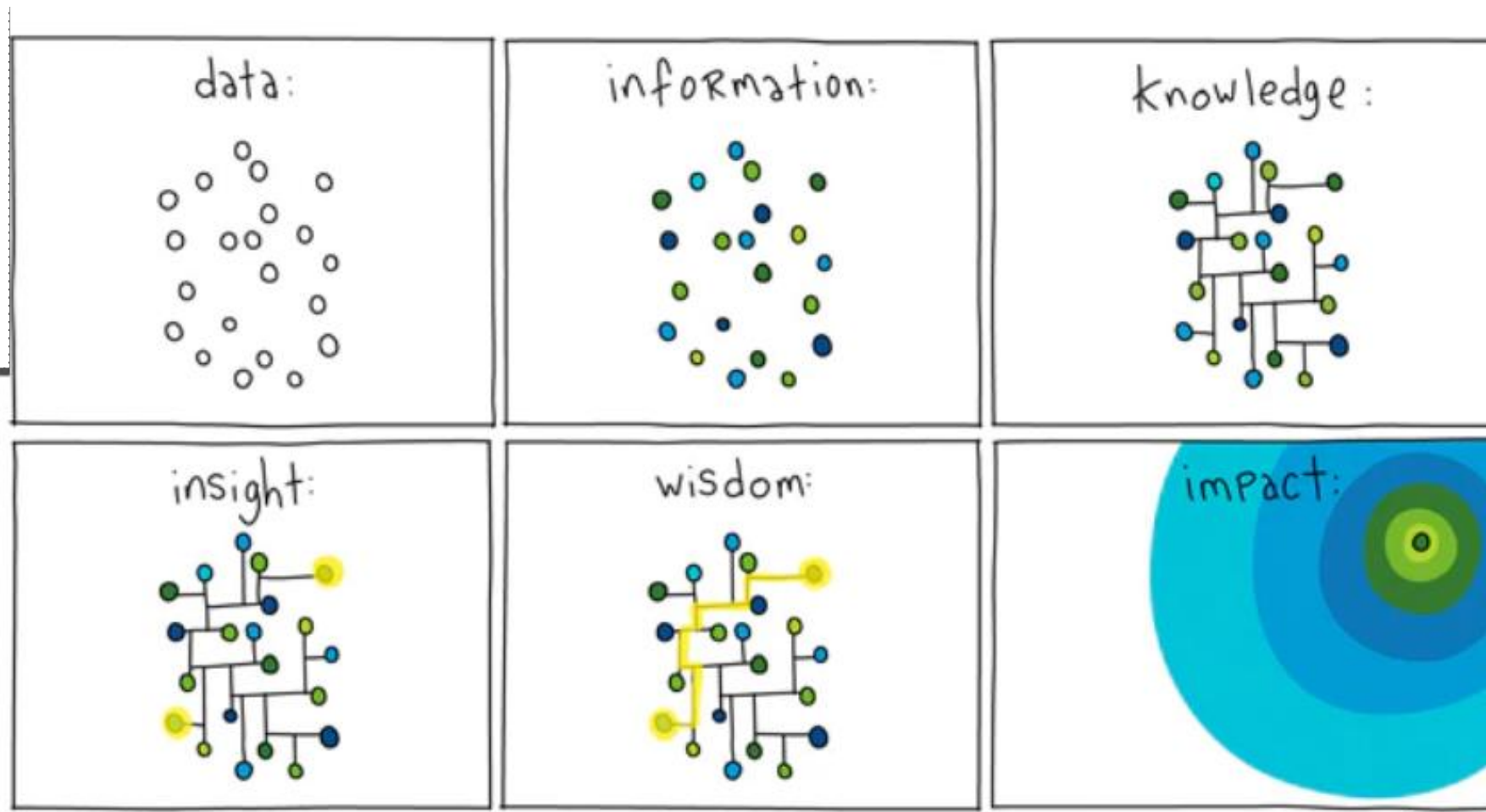


Why impact?

- Impact is everything!
- Showing the value of the NBN...
- ...and the NBN Trust



How can we show impact?



https://myeverydaymanna.files.wordpress.com/2019/05/image_578372128729319.jpg?w=300

Testimonials

“We are at our strongest for nature when we work together and I believe the NBN Trust provides us with the means to do so not just via the NBN Atlas, but perhaps more importantly as a collaborative Network.”

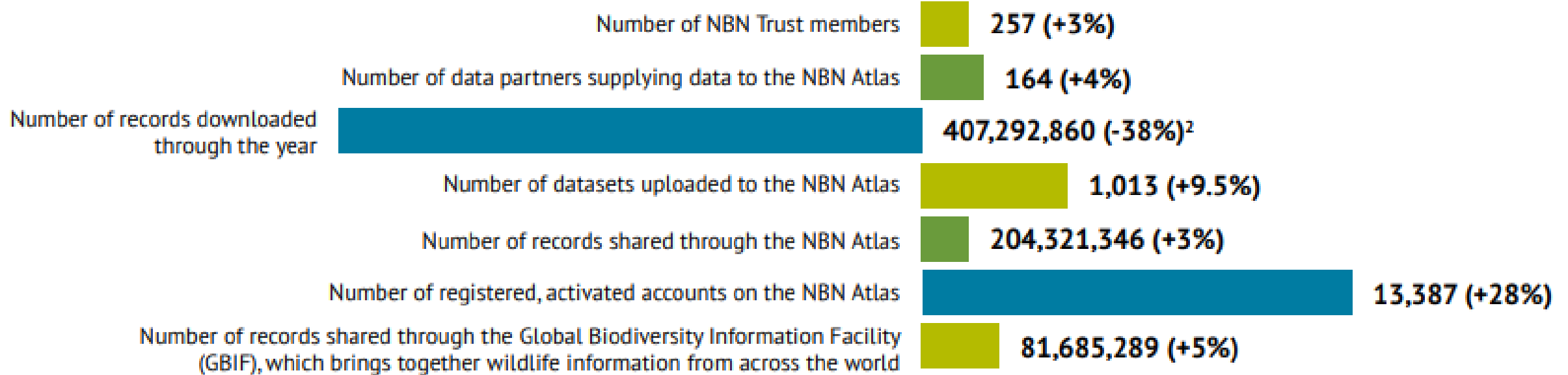
“...through the Atlas, our records can help to establish species distribution across the globe and raise awareness of declines and the spread of non-native species.”

“...access to the hive-mind of wildlife data managers at the NBN Conference, plus supporting an organisation that helps us speak with one voice about the importance of good data to underpin decision making. Why wouldn't we be members?!”

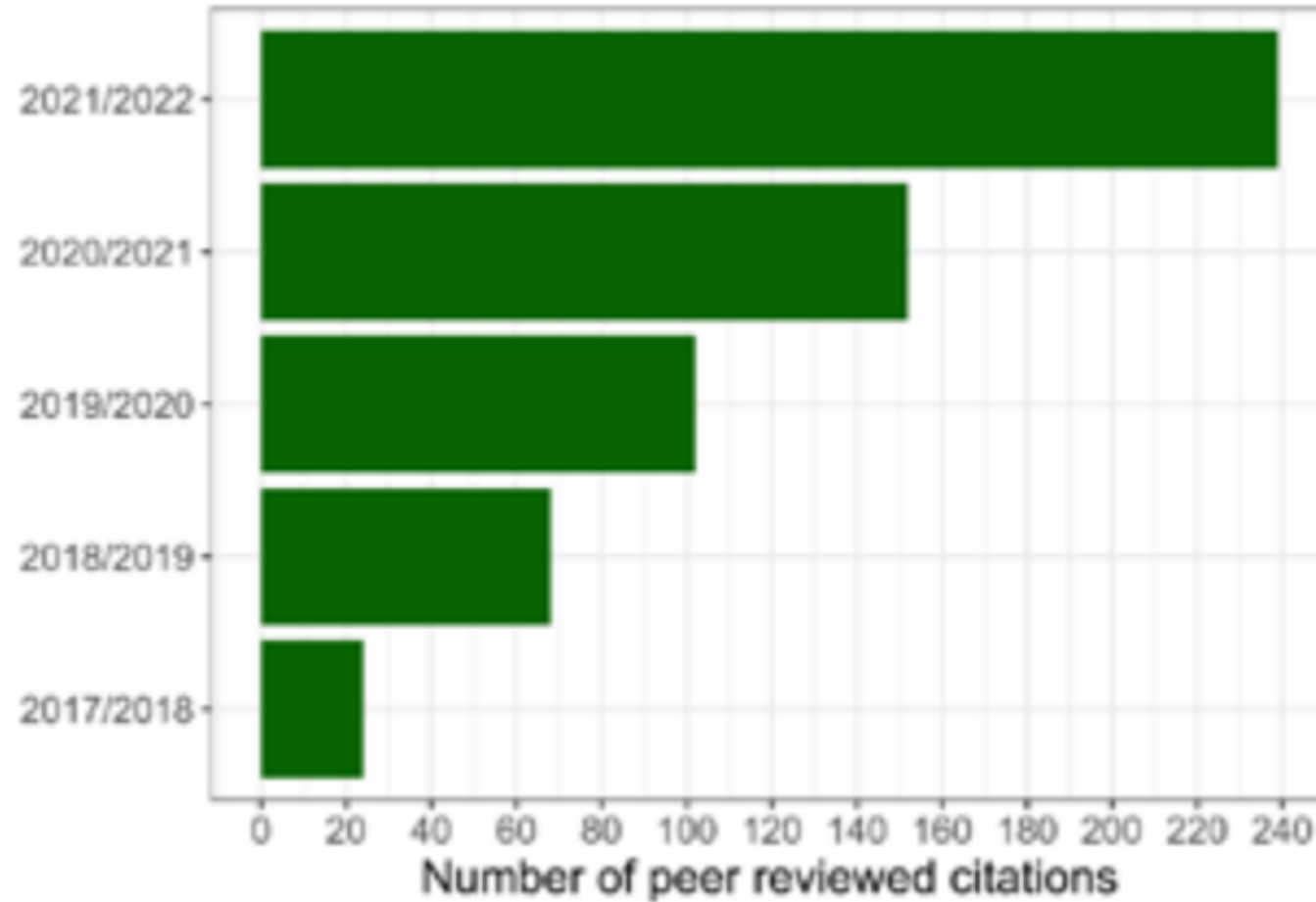


Facts and figures – data sharing

Key metrics



Facts and figures – data usage





West European Hedgehog

Eastern Grey Squirrel

Stories from citations

- NBN data helped identify the world's most important regions for estuarine fish biodiversity.
- Study utilised 158 datasets from the NBN Atlas.
- Collaboration between researchers at the Department of Agriculture, Environment and Rural Affairs (Northern Ireland) and the South African Institute for Aquatic Biodiversity.

[Harrison, T., & Whitfield, A. \(2022\). Global biogeography of estuary-associated fishes. Journal of the Marine Biological Association of the United Kingdom, 102\(1-2\), 113-131. doi:10.1017/S0025315422000285](#)



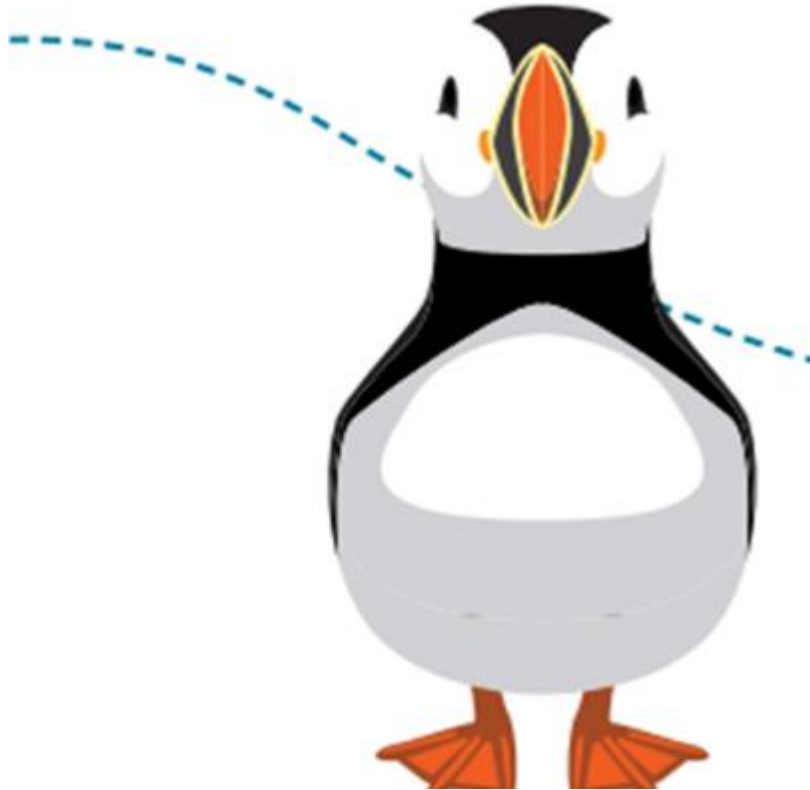
Stories from citations

- NBN data helped establish global gaps in vertebrate species data and impact on conservation.
- Study utilised 701 datasets from the NBN Atlas.
- More than 1,000 times more bird records than mammals, reptiles and amphibians.
- Recommendations for improving coverage and sampling strategies.

[Oliver RY, Meyer C, Ranipeta A, Winner K, Jetz W \(2021\) Global and national trends, gaps, and opportunities in documenting and monitoring species distributions. PLoS Biol 19\(8\): e3001336. https://doi.org/10.1371/journal.pbio.3001336](https://doi.org/10.1371/journal.pbio.3001336)



Where next?



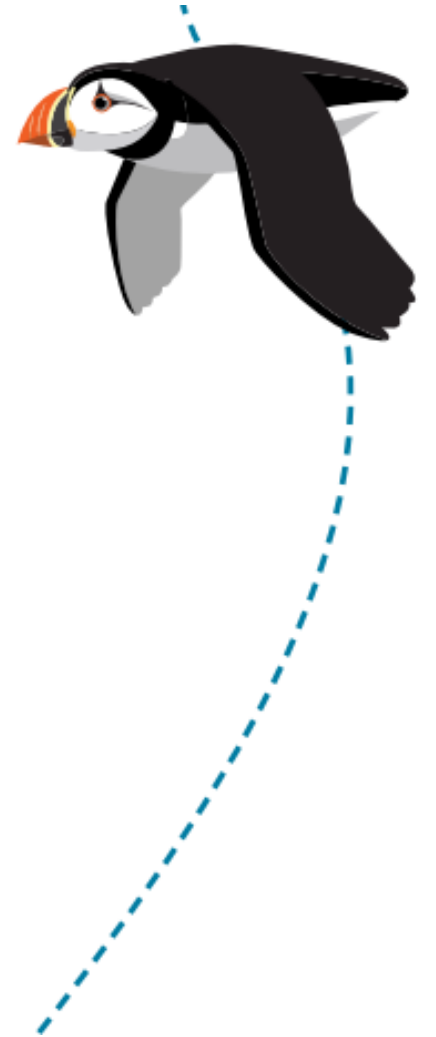
- Creating a Data Impact Officer role
- Introducing DOIs (Digital Object Identifiers)
- Alan Turing Institute collaboration
- Developing year-round and dynamic impact reporting, e.g. dashboards
- State of Nature Report
- Contributing to economic valuation of data and data sharing
- Exploring value of data to the business community

What would you like to see?

Call to action

Could you:

- Write us a testimonial?
- Tell us what evidence would help you make the case for the NBN?
- Share your ideas for demonstrating impact and/or examples of what works?
- Collaborate with us to trial new approaches?
- Support our Data Impact post?



Thank you!



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