



# Likuliku

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UNIQUE LODGES  
OF THE WORLD™

## CITIZEN SCIENCE

### What is Citizen Science?

Citizen Science is the practice of public participation and collaboration in scientific research to increase scientific knowledge. Through Citizen Science, people share and contribute to data-monitoring and collection programs.

As a National Geographic Unique Lodge of the World, we are committed to various environmental initiatives including engaging our guests in Citizen Science in programs and activities that assist with our conservation and preservation projects.

We are excited to announce that we are participating in a “beta” testing trial with National Geographic until 10<sup>th</sup> August 2018, which involves, you, as our guest - encouraging you to become an “explorer” and “naturalist” during your stay with us. Likuliku will be one of a small handful of Unique Lodges around the world trialling this program which is set to be rolled out in September 2018.

### How does it work?

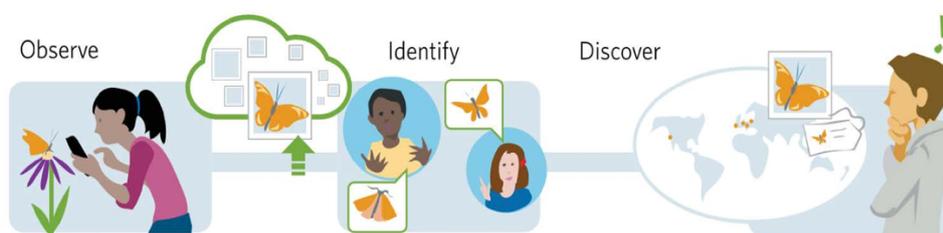
It starts with downloading an App called **iNaturalist** onto your smart device. This is available on iTunes and GooglePlay.

**iNaturalist** is a citizen science project and online social network of naturalists, citizen scientists, and biologists built on the concept of mapping and sharing observations of biodiversity across the globe. National Geographic has partnered with iNaturalist in order to:

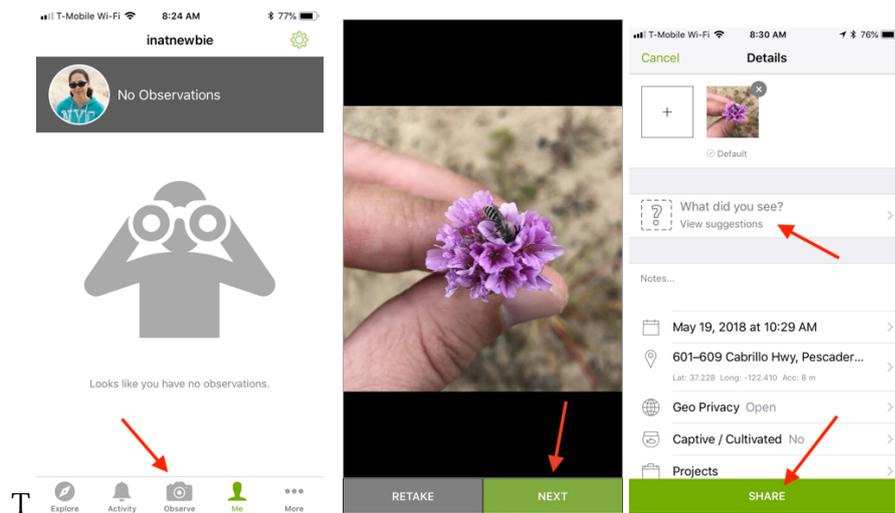
- Engage , inspire and empower a new generation of explorers and changemakers
- Support a global instrument for conservation and exploration
- Inspire millions from around the world to acquire data to understand the patterns, status, and trends of species
- Help obtain otherwise unattainable data from remote locations around the world.

**iNaturalist** allows you to create high-quality data for science and conservation by simply observing the plants and animals you see in nature. Naturalists and scientists from around the world will help identify what's in your photographs and together you'll create research-grade data for conservation.

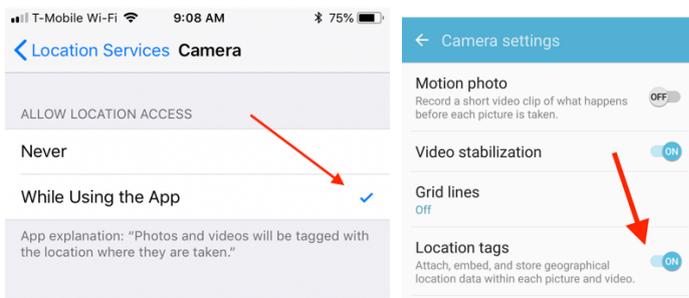
# iNaturalist



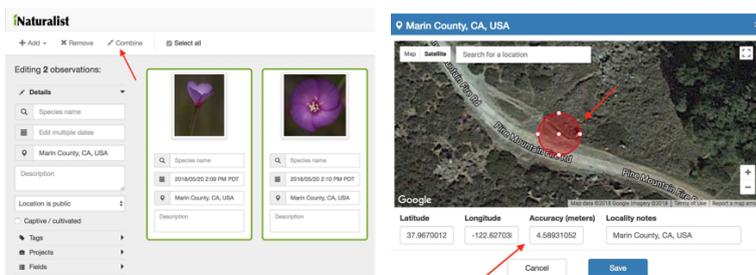
To make an observation with the app on our smart device, just tap Observe and either take a photo or import one:



Allowing smartphone camera apps access to your location means you can take photos in the field and add them to the **iNaturalist** app later. **iNaturalist** will read the location data on import.



To add photos via the **iNaturalist** website, upload DSLR shots with the web uploader. You can combine multiple photos of an organism into one observation by dragging and dropping or pressing combine. Add locations using a map, and include an accuracy circle.



### Tips and things to keep in mind

- **iNaturalist** is a platform for sharing observations of *wild* organisms. Refrain from emphasising garden plants, captive animals, pets, and humans.
- Take multiple shots of an organism (such as both leaves and flowers) and get close shots as long as it's safe.
- Many organisms (like insects and spiders) cannot be identified to species from photos, so they may only get to family or genus.

If you have any questions, please see Mr Sia Rasalato, Group Environment Manager or Mr Sam Naitau, Activities Manager, at Reception.

**VINAKA VAKA LEVU (THANK YOU VERY MUCH) FOR YOUR CONTRIBUTION AND ASSISTANCE**