

The planning of ESUG, SUME & Anatrack Ltd for 'naturalliance.org'

Background

Through two European Union projects, the [European Sustainable Use Group](#) designed methods and software for working with local communities, in their languages, to encourage conservation through sustainable use of species and ecosystems. After building www.naturalliance.eu as a 23-language example, ESUG was commissioned in 2014 by UNEP's Convention on Conservation of Migratory Species and the International Association for Falconry and Conservation of Birds of Prey (IAF) to create www.sakernet.org for species conservation. Then www.perdixnet.org was commissioned by IAF with a flagship species to conserve farmland ecosystems. The Perdixnet hub has language-specific links to satellite sites in national languages, so that principles agreed globally (or regionally) can be combined with diverse national laws and cultural interests: compare different approaches on <http://perdix-de.sycl.net> and <http://perdix-uk.sycl.net>.

IUCN's Commission on Ecosystem Management recognised that the network software has potential to be a powerful global-with-local tool for conservation. CEM therefore agreed during in 2012-16 to host a group for [Sustainable Use and Management of Ecosystems](#). SUME aims to extend the system for networking worldwide and now exceeds 500 members in more than 90 countries. ESUG provides administrative support for the group, and the software is built by Anatrack Ltd., a company spun from UK government research in 2000. Anatrack, which joined with ESUG in the last EU project, has a licensing and support agreement with UK's Game and Wildlife Conservation Trust to ensure that this social media system cannot be sold commercially.

Next steps

Perdixnet was conceived at an ESUG meeting in 2015, and implementation of [other ideas from that meeting](#) will be discussed at a 2019 meeting with SUME in Croatia. In the meantime, at a SUME meeting in Peru it was agreed with IAF participants to trial a third network, for falconry and conservation in the Americas, which is now being built. Finally, ESUG and SUME leadership agreed in 2018 to create a global network to explain, in 40 or so major languages, how hunting, fishing, gathering and other use of wild species benefit conservation. Work with groups representing these activities will use satellite sites in each area to spread:

- good practise, and encouragement for sustainable use projects, to local communities;
- good news of successes, via social and other media, to governments and electorates.

Funding

Beyond voluntary administration, the costs of such work are €2,000 *pa* to set up and maintain software¹, and about €3,000 initially to translate the hub, create satellite sites and to train coordinators. Setting up naturalliance.org with 10-15 languages is part of a budget for the 2019 SUME/ESUG meeting in Croatia. Further translation and new content will need further funding².

There are currently no subscriptions for ESUG or SUME members, but ESUG statutes permit membership fees. However, individual Members or organisational Corresponding Members of ESUG which sponsor our portals with a contribution of at least €500 per year become Patrons inscribed on <http://esug.sycl.net>. Thanks to ESUG's first four patrons for funding naturalliance.org!

¹ Anatrack needs this to maintain improvements to accommodate evolution of legislation and functions of the main browsers and operating systems (currently from Apple, Firefox, Google and Microsoft).

² Depending on rate of roll-out to new countries, and on the extent of volunteer effort.