

EXECUTIVE SUMMARY

Objectives:

ConservationBridge.org is a social networking utility aimed at better connecting those working in the conservation field. Specifically, the system is intended to bridge the gap between conservation practitioners working in the field and researchers working in scientific institutions.

How it Works:

ConservationBridge.org is a combination of Facebook and Wikipedia. The site will allow users to post both personal profiles as well as project profiles. The goal is to get users collaborating on projects in order to leverage the collective knowledge and experience of conservationists around the globe. Those who post project profiles will be able to post questions that they would like answered. The community at large will be able to help answer those questions by posting responses. The site will accommodate various content types such as text, video, and photography.

Bridging Academia and Conservation Practitioners:

The site itself will be built to help bridge the gap between academic institutions and the science community of practicing conservationists. The site will have built in features that allow it to be used in class as well as a tool to help generate research questions.

Current Status:

ConservationBridge.org is currently under construction. A first beta test will occur in the Fall of 2007. The first initial test will be working with a number of case study sites around the world that will be linked to an International Conservation class at Cornell University taught by Dr. James Lassoie.

Who's Involved:

ConservationBridge.org was founded at Cornell University's Department of Natural Resources. Seed funding for the site has been provided by CIT, the Computing and Information Technology wing of Cornell University. Other partners for the beta version of the site include TNC, WWF, Stanford University, the School for Field Studies, the Nature Conservation Division of Bhutan, and EcoAgriculture Partners.

connect ● communicate ● conserve

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