

# CHALLENGE 3: SEEDING OUT NIU MISSION AND STORIES AND GROWING THE COMMUNITY

## Background and Context

The NIU plans to grow in an open networked way, but at this moment it needs some short-term comms/engagement tactics and assets to help it grow. It has no funding to buy media or produce expensive content. It needs to earn media and grow through its network, contributors and reach of its collaboration and organisational partners.

We have developed a basic web site and a graphic look and feel for the identity and set up a number of social feeds.

## Questions to consider

- Can we develop a comms strategy, tactics and some creative assets and start to build out the community during the two day Swarm via the social channels?
- Can we conceptualise and work up a suite of tactics to be developed post Swarm?
- Who and what do we focus on initially in the next 100 days to kickstart the community?

## OUTPUTS

Develop a new story around the idea of 'nature intelligence' as a way to reframe citizen science for nature for more diverse and wider audiences.

Create some content that we can use in social channels which starts to land the mission of the NIU, starts a narrative around nature intelligence gathering and noticing and invites participation and encourages involvement.

e.g. short web film, Instagram videos, photo memes, a manifesto for nature intelligence etc.

Create some playful hacks/memes around the idea of 'noticing nature' that we could prototype to encourage the wider public to notice and think about nature around them e.g. flash cards, comedy, hashtags etc

Identify media/journos who might be interested in the 'noticing nature' angle and reach out to them during the Swarm to support the NIU mission?

Identify and reach out to blogger/instagramer networks on a re-wilding mission

Identify influencers from different sector who may be interested in the NIU mission e.g. musicians, writers, artists etc., can we reach out to them with an ask/action during the two days?



Work out how current partner organisations best support the development of the NIU through their own channels and people.

Identify and develop a short pitch for other organisations that we could approach to become partners/funders/amplifiers/rewards.

Rename stations on the London tube map to show the nearest invasive non-native species to every stop on the Underground. Can we get this on London blogs to get Londoners noticing invasive species around them?

### **Stimulus and inspiration**

- <http://www.mindfulnessseverywhere.io/cards/>
- <http://www.guerrillagardening.org/>
- <http://guerillascience.org/>
- <https://www.youtube.com/watch?v=Bf5TgVRGND4>
- <https://www.youtube.com/watch?v=Z7dLU6fk9QY>
- <http://www.theproudarchivist.co.uk/event/wild-life-drawing-session-1-owls/>

Check out the related stimulus on the website: <http://www.natureintelligenceunit.com/challenge-areas-swarm/2016/2/9/challenge-3-seeding-out-niu-mission-stories-and-growing-the-community>

