

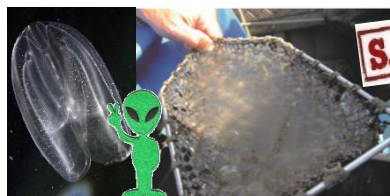
Valentina Tirelli* & Alenka Goruppi

avvistAPP: a new tool to collect sightings of marine organisms by citizen science



WHAT IS IT?

- free app for reporting the presence of marine organisms simply by sending a picture
- every sighting is validated by researchers



avvistAPP:
ctenophores
jellyfish
dolphins
sea turtles

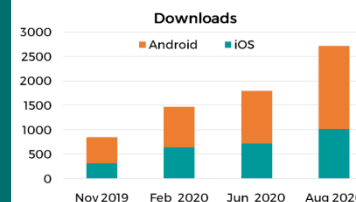
avvistAPP was originally developed to report the presence of the alien species *Mnemiopsis leidyi* for the project Noce di Mare



www.avvistapp.it



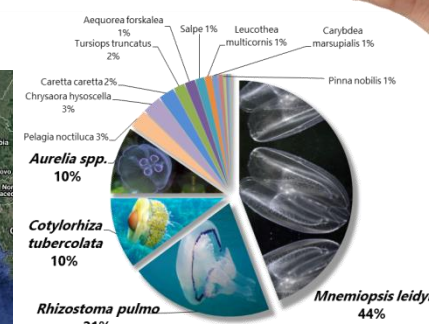
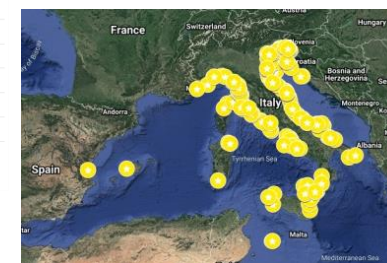
SINCE 12th JULY 2019...



Total download= 2718
Total number of users = 860

data until 24th August 2020

947 sightings sent from all Italian coasts...and not only!



ACHIEVEMENTS AND NEW ACTIVITIES

- ✓ First observations of the presence of *M. leidyi* from the Apulian coast
- **Scientific article**
- New Mediterranean Biodiversity Records 2019

Tirelli & Goruppi 2019 in *Med Mar Sci* 20(3)645-656



- ✓ This year, *Pinna nobilis* was added to the app to monitor the mortality induced by infection with *Haplosporidium pinnae*



- ✓ **English** version now available **NEW!**
- ✓ **Sighting Marathon with avvistAPP**

the initiative was part of the ECSA Conference



STRENGTHS

- Takes advantage of the human curiosity for the marine world and the predisposition to use mobile phones
- Easy to use and free
- Very versatile: useful for monitoring non indigenous (alien) species but also many other species

OPPORTUNITIES

- A lot of data can be «easily» collected
- Citizens' awareness about marine biodiversity and the problems arising from NIS increases

It requires a lot of effort:

- to promote the app and keep citizens interested
- to keep the validation of sightings up to date

SWOT

WEAKNESSES

THREATS

- The target audience must be willing to participate and must continue to do so over time

