

Mission Model Canvas

Project title:

Living Lands –
Understanding ecosystems

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Partners & Support

Which persons and organizations can support your project and act as intermediaries?

The following organizations and institutions, as well as several scientists, are on board & confirmed to support the Project:

- **BeLearn** (Member)
(for App and AR development)
- **UNESCO SAJA / World Nature Forum**
- **SAC - CAS**
- **SCNAT / FoLAP**
- **Science et Cité**
- **Pro Natura**
- **ALPS (Alpine Museum)**
- **WWF**
- **PH Bern** (adaptation for education)
- **University of Bern:**
Dr. Theresa Tribaldos (CDE)(will collaborate on the projet)
- **ETH Zürich I WSL / SLF**
Several scientists from different fields have pledged their support for the project.
- It is also planned to create an external advisory board.

Activities

What are the three main activities needed to create/realize your project?

Conceptual Design:

Content structure & "flow" of the experience.

Visual Design / Experience: Knowledge transfer has to become more visually appealing and interactive to reach more people and fulfill its mission.

Marketing and product placement:

Collaborations with partners and tourism to reach a large audience right from the start.

Ressources

Which three skills and resources are central to the implementation of your idea?

Science based content: Data and Information must be based on scientific research or fact checked in general.

AR expertise:

For the AR and App development a expertise on a professional level.

Prototype testing: To create the best possible experience the prototype must be tested by the public through out the process (Science et Cité will help with that).

Project

How do you explain your project to a stranger in 1 minute?

"Living Lands" aims to communicate knowledge and futures in a new, interactive and experience-oriented way. At the same time, constructive images of the future and solutions are to be shown.

To this end, augmented reality (AR) is used in conjunction with a thematic poster as a projection surface and an AR app to interactively visualize complex topics of climate change and biodiversity in 3D.

The Jungfrau region, a UNESCO World Heritage Site with incredible tourist appeal, serves as the basis for the project. The aim is to reach a broad audience for climate-related topics and to create an understanding of the effects of global warming.

The topics of alpinism and tourism are perfect for demonstrating how man-made and natural ecosystems are interrelated and how they affect each other.

Relationship, Community

How do you actively involve your community in your project (beyond just looking/listening)?

Early on, prototype testing with the public (events with partners).

In-application mini-games and quizzes, so users can test their newly gained knowledge.

Online micro-community hub: Users can connect, reach and find topic-related projects to get active in the field when interested.

Channels

What channels will you use to reach your community? How will the target group find out about your project?

By using the channels of already established partners like Pro Natura and their Villa Cassel or the WNF museum. Collaborations with tourism in the region, Social Media, newsletter and a Vernissage in the Region itself.

Target Groups

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

01 Tourists in the Jungfrau-Region, International and national visitors:

Visitors to the Swiss Alps are interested in a product that summarizes a wide range of information about the visited region in an interactive and immersive experience and can be purchased in the form of an attractive "souvenir".

02 Enthusiasts for outdoor activities, nature and science enthusiasts

Winter sports enthusiasts, alpinists, hikers and generally people with a keen interest in the topics. Their curiosity should be activated through their personal connection to the topics and the region.

03 Education sector & museums

The project can be used in schools, for example, to introduce children to complex topics in a playful way. There is also the idea of adapting the project for exhibitions (WNF / ALPS).

Budget

What costs do you expect to incur to realize your idea? What are the costs?

The project is currently budgeted at 247,000 CHF.

Concept (content & design)

Scientific contributions

Visual realization

Project management/coordination

Advisory Board

Website & App development

AR development

Production and material costs

Marketing

Impact

Impact: What does your idea do for the climate? How do you measure/verify the impact?

Society understands the indispensable importance of intact ecosystems, the links within global warming, and thus the urgency of systemic change. They become aware of the possibilities and solutions. Science is given a new medium to effectively communicate its research to society.

The Impact can be measured through the activity of the users within the app, the micro community hub and how they reach out to linked organizations and projects within the experience.

Scaling/Expansion/Unfolding: How to increase the impact of your project?

The ideal roadmap would be: 1) Place it in tourism to generate the revenue to finance further scaling: 2) Adapt it for education and museums. 3) Developing new projects based on other regions in Switzerland 4) Expanding to regions around the world to create an ecosystem of interactive projects which will underline the fact that everything is interconnected, even more so.