



## **BirdLasser - Constitution**

*March 2016*



## BirdLasser's goals

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- *To amplify efforts of nature conservation bodies by 50%*
- *To increase the feeling of connectedness by using technology to create and grow nature-focused communities*
- *To bring humans back to and closer to nature through technology*
- *To make nature and birding “cool” (aspirational and mainstream)*
- *To solve (and “open source”) the intractable problem of “sustainable good”*

## What BirdLasser IS

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- *Platform for data collection and dissemination*
- *Tech facilitator of conservation*
- *Eliminator of waste and inefficiency for conservation bodies – arising from*
  - *Duplicated work, and*
  - *Functions straying outside of core competencies*
- *Aggregator of mobile features in one space, vs have user ping across 30 different apps*

## What BirdLasser IS NOT

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- *Data analyser*
- *Field-worker*
- *Formulator of policies*
- *On-the-ground conservation executer*
- *Program manager*
- *Conservation advocate*



## Why we exist

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- We exist to make a meaningful impact. This meaningful impact must be for good
  - For example:
    - We want to eliminate pain and inefficiency for people, by making the computer do unglamorous grunt work that humans have to do
    - We are striving to solve the intractable problem of “sustainable good”. If we are able to solve this problem, we will open source the solution
    - Using technology, we (paradoxically) want to bring man back and closer to nature
    - Nature can’t defend itself, it is up to us to defend nature
- We exist to amplify the valuable efforts and precious resources applied to nature conservation projects
- We exist as an invisible enabler to hopefully symbiotically combine organisations, that in one instance are in competition (for funding), to collaborate and unite in their quest to do good.

## Values

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- *We focus on turning talk and ideas into action. We are results-obsessed doers, not talkers*
- *We are competent and professional, and not bureaucratic or “red tape”*
- *We strive for excellence – whatever we do, we want to be the best*
- *We are apolitical – if you are for nature, we are for you*
- *We are long term-orientated – we prefer sustainability over quick wins/flashes in the pan. We are prepared to do the hard yards up front to eliminate pain and inefficiency down the line*