Working proposal in April 2019 for initiation of naturalliance.org satellites

ESUG has now established three multilingual portals: naturalliance.eu, Sakernet and Perdixnet. All are fairly successful, with viewing figures for both the first and second at some 3,000 to 6,000 per annum (the first with about 40,000 since launch). None have had massive audiences, but there has been recent rapid growth in Sakernet in Iran. Viewing in languages which are less-used internationally is important, with Russian attracting many early visitors. The combination of providing Farsi and effective signposting in social media has been important for Sakernet.

Each system has added technology. Naturalliance.eu had to build-in survey capability, but that could be a linked add-on in Sakernet. Perdixnet tested language-specific links to national sites which could in turn signpost local-level. National sites aimed at encouraging local projects really need three capabilities, including web-mastering, relevant scientific capability and stakeholder liaison. This has worked fine for UK, where one person combined three skills, but in Germany the stakeholders had to contract a game-biologist who could web-master. Perdixnet satellites have been slow to build elsewhere, though Slovenia has one.

The International Association for Falconry and Conservation of Birds of Prey funded Sakernet and Perdixnet. IAF is now finding that young-falconer biologists, all probably savvy in social media, are the key to establishing a new system on Falconry and Conservation in the Americas. There will soon be a Sakernet II, revised to handle linking to satellite sites across Asia. These are systems providing information, seeking to encourage projects only by best-practise examples.

The second edition of naturalliance is similarly intended as an information net, on conservation through sustainable use. It will give best-practise examples but not try to initiate projects, other than surveys. Our pool of ESUG country coordinators, who have been trained in the software for satellites, has in our projects also contacted SU stakeholders. Such contacts will be important to get good information on the sites, and to exploit social media to get the sites much more widely recognised than in previous networks. Linking with falconers will be very useful for this, because these stakeholders are not only becoming familiar with the software but are also active for IAF in 90 countries. The more knowledge of software and links between networks, the more searches with find the sites and the more our IUCN-accredited information should disseminate. So:

1. Country/region coordinators, and the helpers they require, will be allocated and trained to run sites in the System for Community Liaison. Sites that have started at previous ESUG meetings will become IUCN's Naturalliance-XX, where XX is the two-letter iso-code for each country.

2. On the Home Page of every satellite, the centre column will be the same (appended) 325-word introductory text. However, the image may differ to best suit the country, as will the right column, for example to sign-post sites for different languages that occur in a country or region.

3. The sites can go live initially with little more than the Home, Contact, Register, Terms and Privacy pages, with other pages hidden. There will then be further training through regional meetings (e.g. in Karlovac) and telecon (e.g. Skype) to build capacity in the network.

4. All those responsible for each satellite will be encouraged to collect resources on conservation through sustainable use, in the relevant language, as links or for uploading as documents. These resources are to help other media (social and broadcast, paper, audio & video) spread the word.

5. In areas where many countries have a common language (e.g. the Americas), some common pages may be organised, like the 'Nature Actions' page that can be seen low on the left menu of http://esug.sycl.net, http://arne-parish-council.sycl.net and www.tanglewood-farm.co.uk

6. Some other single pages on the sites will be made available to a small number of partners in the operation (e.g. Patrons), invited by agreement for special topics. There will be some rules for invitees, above all to be respectful of other beneficiaries of nature (this is fundamental to IUCN).