MEDIA KIT - ENGLISH



Great Southern Bioblitz 2023

24 - 27 NOVEMBER

GREATSOUTHERNBIOBLITZ.ORG
GREATSOUTHERNBIOBLITZ@GMAIL.COM
#GSB23 #GSBIOBLITZ





Naturalist WHY GSB?

Established in 2020 during the global pandemic by a group of bioblitz enthusiasts in Australia, the first Great Southern Bioblitz (GSB) saw 12 countries and more than 150 Local Government Areas (LGAs) participate and adding more than 91,000 observations throughout the Southern Hemisphere using the iNaturalist app and website.

WHAT IS A BIOBLITZ?

A BioBlitz is a snapshot study of a specific location, where scientists and the community work together to survey and record as many species of flora, fauna, fungi and aquatic life within a nominated time frame (e.g. 96 hrs).

GSB #2020



TOTAL OBSERVERS

TOTAL

OVERALL STATS

Over 3,000 people across 12 countries, speaking 3 different languages came together, digitally, to celebrate spring across the southern hemisphere and promote biodiversity. These were the results:



24th - 27th November 2023 #**GSB23**







JOIN THE WORLDWIDE EVENT

The #GSB23 will be held from 12:01 AM Friday the 24th of November until 11:59 PM Monday the 27th of November in your local time zone.

Participants in the event will then have a further 14 days to upload and identify all of their observations made during this period to the iNaturalist.org app or website.

As we are international, in Spanish we are known as 'Gran Biobúsqueda del Sur', while in Portuguese we are known as 'Grande BioBlitz do Hemisfério Sul' with more languages coming

THE GOAL

online in 2023!

The goal of the Great Southern Bioblitz is to document the flora, fauna, fish and fungi of the Southern Hemisphere while providing a platform for groups, associations, local governments, and individuals to encourage engagement in citizen science across the southern hemisphere. Through the online platform iNaturalist, we hope to increase biodiversity awareness and encourage citizens to contribute to the understanding of their local biodiversity.



#GSB23

Grab some mates & go outdoors!

This is an opportunity for all Southern Hemisphere countries to record organisms during Spring and showcase our beautiful biodiversity to the world. The event is run by a grassroots network of keen volunteer citizen scientists from across the globe.

WHAT IF MY AREA DOESN'T HAVE A GSB PROJECT?

All observations made on the iNaturalist platform in the Southern Hemisphere during the GSB will automatically be included in the overall tally; your area does not need to be officially involved in the event. However, if you would like to create a project for your specific area or region for the BioBlitz, check out how to register as an organiser on our website. greatsouthernbioblitz.org/organiser-information





INATURALIST

iNaturalist is an online, biodiversity-focused, citizen science platform and app. Its main goal is to create a nature-based social network where like-minded users can share photos of interesting organisms they've observed, and then get these organisms identified through crowdsourcing and computer vision. iNaturalist has evolved over time to become a valuable biodiversity database tool and is used by more than one million people globally, including amateur naturalists, museum curators, and world experts in their field.

WILL MY OBSERVATION COUNT?

Every observation you upload becomes a valuable data point representing an encounter with a species at a point in space and time.

After your observations are identified, the data are piped into databases like the Atlas of Living Australia and the Global Biodiversity Facility where they can be used by scientists, schools and more for research.



Powered by Naturalist

HOW MANY AREAS ARE TAKING PART IN 2023?

Over 180 areas from 18 nations across 3 continents participated in 2022. In 2023 we are aiming for 250+ areas and more than 20 nations.

Has your area signed up?

You can find out if your local area is taking part by logging into inaturalist.org and searching for "Great Southern BioBlitz 2023 Umbrella"

FIND SOMETHING NEW WITH OUR #GSB23 CHALLENGES

#FRIDAY5

Kick off your GSB22 observations by taking five observations on Friday the 24th of November 2023.



#SHAKEATREE

On Sunday the 26th of November spread an old white sheet or tablecloth under a tree.
Give the tree a shake. What falls out?
Great activity to do with kids big and small.





#MOTHNIGHT

On Saturday the 25th of November hang up a white sheet outside and shine a light on the sheet. Leave it up for an hour or more and snap some pictures of your winged visitors.



#LOOKANDLISTEN

Close your eyes.

What can you hear?

Grab a magnifying glass.

What can you see?

Challenge yourself to upload an audio observation and a macro observation on Monday the 27th of November.



#GSB23 GET OUT THERE!

24 - 27 November 2023

Join us as the Southern Hemisphere embarks on an exciting journey to explore, discover, and celebrate our planet's incredible biodiversity.

Follow us on our socials:











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