

# Ecoconnections

Direct positive	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Indirect positive	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No impact	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indirect negative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direct negative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More knowledge needed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Decription

The goal of Ecoconnections is to connect a person to every species. This will deepen human understanding of life and raise funds for Research and Development, particularly taxonomy research.

## Strategic choices

The result reflects your current status. Now identify and prioritize the SDGs that you can take action on. Tick one or several of the questions you want to base your strategy on:

- Which positive impacts can you strengthen even further?
- Which negative impacts can you eliminate or minimize?
- What is needed and who can help you to fill the knowledge gaps?



## NO POVERTY

End poverty in all its forms everywhere

### Impact

**INDIRECT POSITIVE**

### Motivation

An ecoconnection is a window on biology as a valued scientific discipline. We aim to increase the number of jobs in monitoring and studying biodiversity. This could lead to opportunities in new agricultural industries, biomimicry and Integrated Pest Management. This is a self-directed education accessible to women and anyone online. We have an 'ecoconnect for free' option that specifically values the consciousness of people without the ability to pay.



## ZERO HUNGER

End hunger, achieve food security and improved nutrition and promote sustainable agriculture

### Impact

**DIRECT POSITIVE**

### Motivation

Better understanding of the dynamics of pest species will enable more productivity. Ecoconnections does intend to have a focus on IPM, especially managing spiders instead of using insecticides wherever this is likely to work well.



## GOOD HEALTH AND WELL-BEING

Ensure healthy lives and promote well-being for all at all ages

### Impact

**NO IMPACT**

### Motivation

These goals are specific human health goals. Ecoconnections is more focussed on biological knowledge. This could in balance will come back to be positive for human health including mental health. However to say we have an effect on these quite specific goals would be stretching the truth.



## QUALITY EDUCATION

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

### Impact

**DIRECT POSITIVE**

### Motivation

An ecoconnection is an individual project. Research on 'grit' shows that people who have an individual project are more likely to lift themselves from their starting circumstances. As a connection to real life there is a unique biological education in each ecoconnection and an invitation into a career or hobby as a taxonomist.



## GENDER EQUALITY

Achieve gender equality and empower all women and girls

### Impact

**DIRECT POSITIVE**

### Motivation

Ecoconnections are equally available to both genders. A discussion of other biologies will elevate discussions of gender roles and the biology that is happening to people as they grow up.



## CLEAN WATER AND SANITATION

Ensure availability and sustainable management of water and sanitation for all

### Impact

**NO IMPACT**

### Motivation

These are quite specific water quality related issues. Whilst protecting and restoring water related ecosystems will be of interest to the ecoconnected community ecoconnecting is unlikely to have a direct effect.



## AFFORDABLE AND CLEAN ENERGY

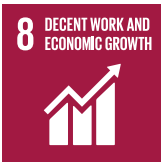
Ensure access to affordable, reliable, sustainable and modern energy for all

### Impact



### Motivation

Affordable clean energy (and internet access) will facilitate the global communication that will allow people to get something from their ecoconnection. This goal will therefore have an effect on ecoconnections ability to achieve other benefits. Ecoconnecting will not effect access to energy.



## DECENT WORK AND ECONOMIC GROWTH

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

### Impact



### Motivation

An ecoconnection is an invention of new wealth, relationship wealth. It is a way of valuing people's consciousness. If everyone in the world ecoconnected we would have \$1Tn to spend on taxonomy and biological research. This builds knowledge infrastructure and a community of human capital who can understand and use this published knowledge capital.



## INDUSTRY, INNOVATION AND INFRASTRUCTURE

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

### Impact

**INDIRECT POSITIVE**

### Motivation

Taxonomy is important knowledge infrastructure. Once we know what species are there then we can work out what they are doing and their dynamics. Presently 70% of species on the planet remain unnamed. We will make a direct investment in this knowledge infrastructure but with our communication and network of people we will make the case for the positive cost:benefit of investing in this knowledge.



## REDUCED INEQUALITIES

Reduce inequality within and among countries

### Impact

**DIRECT POSITIVE**

### Motivation

With the 'ecoconnect for free' option poor people have equal opportunity and invitation to ecoconnect.



## SUSTAINABLE CITIES AND COMMUNITIES

Make cities and human settlements inclusive, safe, resilient and sustainable

### Impact

**INDIRECT POSITIVE**

### Motivation

Given most people are urban the increased knowledge of ecologies and biologies in cities and communities will allow for specific care to be taken to conserve and manage sensitive ecologies. This effect will happen as many more people ecoconnect. It is mostly through political activity that standards and natural resource management will improve.



## RESPONSIBLE PRODUCTION AND CONSUMPTION

Ensure sustainable consumption and production patterns

### Impact

**INDIRECT POSITIVE**

### Motivation

Better knowledge of ecological impact will increase standards and regulation of food production systems. As a non-consumptive gift ecoconnections will have a direct effect on deconsumerising Christmas and gift giving.



## CLIMATE ACTION

Take urgent action to combat climate change and its impacts

### Impact

**DIRECT POSITIVE**

### Motivation

Climate is one of the five large pressures on biodiversity according to IPBES. Climate change is reversible species extinctions are not. For this reason biodiversity loss is the most important impact of climate change. By understanding the factors effecting abundance of each species we might avoid blunders that will cause extinctions. We will also be more aware of the other factors (pollution, direct exploitation, invasive species and land use change) working in concert to cause biodiversity loss.



## LIFE BELOW WATER

Conserve and sustainably use the oceans, seas and marine resources for sustainable development

### Impact

**DIRECT POSITIVE**

### Motivation

Most of the species below water are yet to be named. Understanding the pressures on each organism will help appreciate each organism for its own sake and motivate management for each organism and the ecosystem preservation.



## LIFE ON LAND

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

### Impact

**DIRECT POSITIVE**

### Motivation

With more people appreciating individual species the values of biodiversity on land will be better accounted for. Ecoconnections tap into people's 'propensity to pay' for biodiversity and establish a market incentive and value for 'appreciation for their own sake'. This value will express itself through biodiversity planning in particular.



## PEACE, JUSTICE AND STRONG INSTITUTIONS

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

### Impact

**DIRECT POSITIVE**

### Motivation

Ecoconnections seeks to tap into people's understanding and consciousness at a global level. The species someone is connected is likely to be in a different country from them. This will help motivate a global view and support for global institutions from a grassroots level. The encouraging network of biological discovery we aim to foster will allow for linkages (through an interest in phylogenetic groups) across the globe. This will help make poorer people visible to a global community. A pre-requisite at this stage is an email address. The need for a universal legal identity is perhaps a parallel idea. We will know you exist when you ecoconnect. Then we can encourage you to a good life of biological appreciation. Ecoconnections aims to be a global institution issuing a 'science age totem'. We would be more than pleased to partner with indigenous groups to help recognise, transition or develop appropriate ecoconnections or dreaming species products for particular areas. These approaches are recognised by IPBES as living, ancient and effective mechanisms to manage landscapes sustainably. The world is changing fast however and the indigenous knowledge that is likely to persist will be that that is codified and adapts to suit futures that are different from the past.



## PARTNERSHIPS FOR THE GOALS

Strengthen the means of implementation and revitalize the global partnership for sustainable development

### Impact

**DIRECT POSITIVE**

### Motivation

The sharing of science and technology knowledge in the biological sciences is core to ecoconnecting. The idea that once you have a connection you might take an interest in biology and be encouraged to do this is a door into biological sciences as a discipline. This could lead to careers in medicine, natural resource management or art.