



Project Title: ECOPOTENTIAL: IMPROVING FUTURE ECOSYSTEM BENEFITS THROUGH EARTH OBSERVATIONS

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Main Authors: Björn Alfthan (GRID-Arendal), Levi Westerveld (GRID-Arendal), Silvia Giamberini (CNR), Antonello Provenzale (CNR), Carmela Marangi (CNR), Francesca Santoro (UNESCO), and Rob Barnes (GRID-Arendal).



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| Abstract | The report briefly describes the freely available, online ESRI storymap developed to highlight some of the key successes of ECOPOTENTIAL and some of the many resources available through the project's legacy. |
| Keywords | Communications, stories, videos, resources |



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1. Executive summary

The report briefly describes the freely available, online ESRI storymap developed to highlight some of the key successes of ECOPotential and some of the many resources available through the project's legacy. The report describes some of the key research highlighted, people interviewed, and other resources shared and developed through the storymap. Additionally, it outlines plan for dissemination of the tool to reach wider audiences.



2. The team

The production team consisted of Björn Alfthan (GRID-Arendal), Levi Westerveld (GRID-Arendal), Silvia Giamberini (CNR), Antonello Provenzale (CNR), Carmela Marangi (CNR), Francesca Santoro (UNESCO), and Rob Barnes (GRID-Arendal). Additionally, we would like to thank those who were interviewed for the storymap and provided additional information and data, including Palma Blonda, Herman Hummel, Dimitris Poursanidis, Petros Lymberakis, Francisco Javier Bonet García, María Suárez Muñoz, Brigitte Poulin and Loïc Willm.

3. The Storymap Documentary

Storymaps are an ESRI tool (see <https://storymaps.arcgis.com/en/>) which use interactive maps, photos and text to communicate issues in accessible formats to a wide target audience.

Two storymaps have already been produced within the ECO POTENTIAL project, the first being the [“Protecting Marine Mammals in Crowded Waters” storymap](#), which focusses on the Pelagos Sanctuary, won 2nd 2nd place under the Conservation, Environment and Sustainability category of the 2018 ESRI Storytelling with Maps Award. The second storymap, [“Protected Arid Ecosystems in Populated Areas”](#) was produced by WCMC and focusses on work and research in the Har HaNegev desert.

The goal of third and final ECO POTENTIAL storymap, available on the project website and at <http://grid-arendal.maps.arcgis.com/apps/Cascade/index.html?appid=e9e1b5a01be24c0b98f7bb40816e2f36>, is intended to highlight some of the key approaches and successes of ECO POTENTIAL. Specifically, this is to communicate and disseminate some of the exciting advances in the field of remote sensing for improving ecological knowledge, and subsequent modelling and analysis, and to highlight how scientists and protected area managers are working together to solve one of the most pressing challenges of our time: keeping our nature healthy and alive.

The format is as follows: after an introduction highlighting some of the key advances in remote sensing technologies and European infrastructure, a series of 3 short examples from ECO POTENTIAL are presented, which cover wetlands, mountain forest and arid ecosystems. Key interviews with ECO POTENTIAL researchers are used throughout to allow a reader to diver further into each topic.



Several maps have been produced to highlight the use of remote sensing products, in particular the group of Sentinel satellites and the new possibilities these offer. Additional footage was purchased or obtained freely in order to provide a highly visual experience of Europe’s nature. The final section contains a concise summary of some of the various products that ECO POTENTIAL has produced over 4 years. In summary, it provides an easy guide and reference to some of the key products of the project.

The storymap will be housed on the GRID-Arendal servers and will be further promoted through the ECO POTENTIAL website. The European Space Agency will be made aware of the project and efforts will be made to highlight this product through their website as well. Additionally, we expect partners to further promote the storymap through their own social media and other channels.