BirdLasser - Constitution

March 2016
BirdLasser’s goals

- 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

- 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

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

• We exist to make a meaningful impact. This meaningful impact must be for good
  o  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

• 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