Recorder motivation

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EMBRACE Task 2: Expanding eBMS and capacity building

Continuation of eBMS with butterfly field data collection in 2025 and 2026 to underpin the calculation of the GBI for 2025 and in the future, the GBI for 2026

2.1 EU-level networking and coordination

2.2 EU-level eBMS database management

2.3 Data analysis and GBI calculation 2025

<u>2.4 Capacity building</u>

Section 2.4.1 Capacity Building for sustainability

Milestone	Expected results	Month	Partners
MS 2.4.1-1	**Identifying data-centric motivations by questionnaire to coordinators and recorders**	**3**	**UKCEH**
MS 2.4.1-2	Online seminar for all European Member State officials to learn about the GBI and eBMS	6	DVS & BCE
MS 2.4.1-3	Engagement with representatives from some Member State Ministries or relevant Nature Agencies to encourage funding for national BMS from 2027 onwards	16	DVS & BCE
MS 2.4.1-4	**Development of a series of recorder feedback templates**	**21**	**UKCEH**
MS 2.4.1-5	Statistics on the extent of fieldwork in field seasons 2025 – 2026	23	DVS & BCE

Section 2.4.1 Capacity Building for sustainability

- Working with BMS coordinators to build capacity that will **strengthen the network** and **increase volunteer engagement and motivation,** e.g. through

  - effective and regular communication, and

  - **Provide personalised feedback** on their recording input:
    - exploring and identifying the key motivations for employing recorder feedback (recorder-centric and/or data-centric?) using **questionnaires, interviews and workshops,**
    - developing feedback **templates**

My DECIDE

Hello [name]!

Welcome to your MyDECIDE email. Here's a highlight of the impact of your butterfly recording from the past 30 days. This includes the period from Sunday 17 July to Wednesday 17 August.
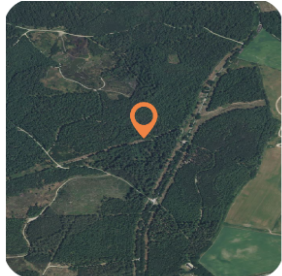
We need your feedback for this research. Please rate this email by clicking on the orange button below.

A great find

On Thursday 21 July recorded near near Puddletown, Dorset, and it was your highest DECIDE recording priority visit. On this visit you recorded **1** species. This species was Gatekeeper, *Pyronia tithonus*.

Photo (c) Marcello Consolo, some rights reserved (CC BY-NC-SA)

The recording priority map in the DECIDE recorder tool responds to visits to high priority areas such as your visit to near Puddletown, Dorset. Check out the impact of your record on the DECIDE Recorder Tool.

[Click here to rate this email and visit the DECIDE Recorder Tool]

MyDECIDE generates a unique email for each MyDECIDE participant each week highlighting an aspect of recent butterfly recording. MyDECIDE is a study designed to investigate the most effective ways to present information like this to recorders. Even if you have recently submitted butterfly records to iRecord, iSpot or iNaturalist, your records might not feature in every MyDECIDE email. Thank you for taking part.

Want to know more?

- What and how to record
- More about DECIDE's maps and models
- The DECIDE blog
- About the DECIDE team

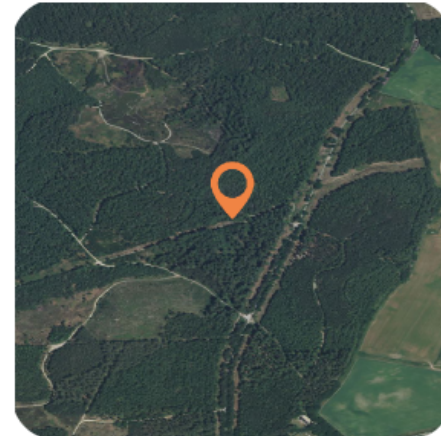Amend your MyDECIDE personal recording details or unsubscribe from MyDECIDE here.

Provide feedback about the DECIDE Recorder tool and MyDECIDE here.

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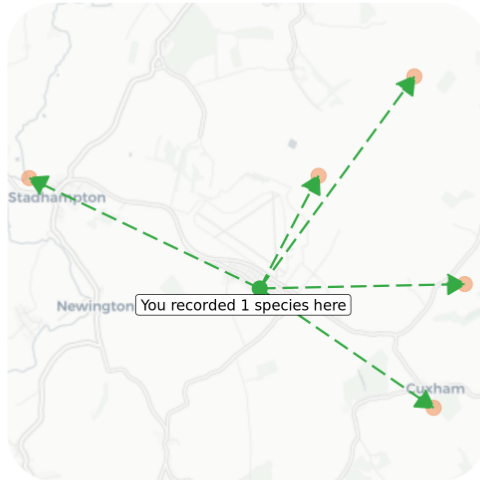
eBMS

MyDECIDE

Hello [Name]!

Welcome to your MyDECIDE email. Here's a highlight of the impact of your butterfly recording from the past 30 days. This includes the 30 day period from Sunday 31 July to Wednesday 31 August.

We need your feedback for this research. Please rate this email by clicking on the orange button below.

Going the extra mile

Close to where you recently recorded 1 species near Chalgrove, Oxfordshire there are some high recording priority locations which are in need of records. Why not consider going to one of these next time you record?

Stadhampton

Newington | You recorded 1 species here

Cuxham

Records have been made → Records are needed

[Click here to rate this email and visit the DECIDE Recorder Tool](#)

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eBMS

MyDECIDE

Hello [Name]!

Welcome to your MyDECIDE email. Here's a highlight of the impact of your butterfly recording from past 30 days. This includes the period from Wednesday 15 June to Friday 15 July.

We need your feedback for this research. Please rate this email by clicking on the orange button below.

Making a difference together

Wildlife recording is a collective effort and by working together we can better understand species distributions. Take a look at where people have been recording near where you record:

● Your records   ● Community records
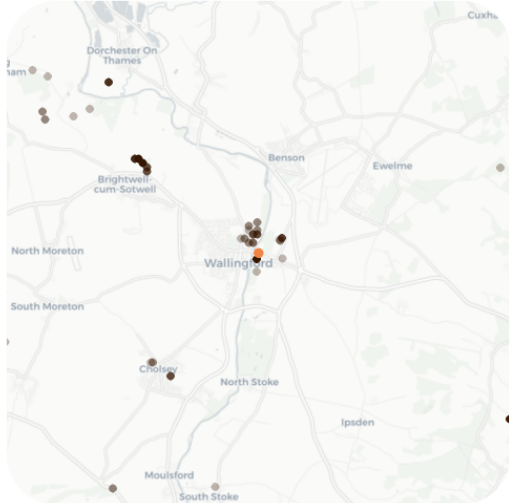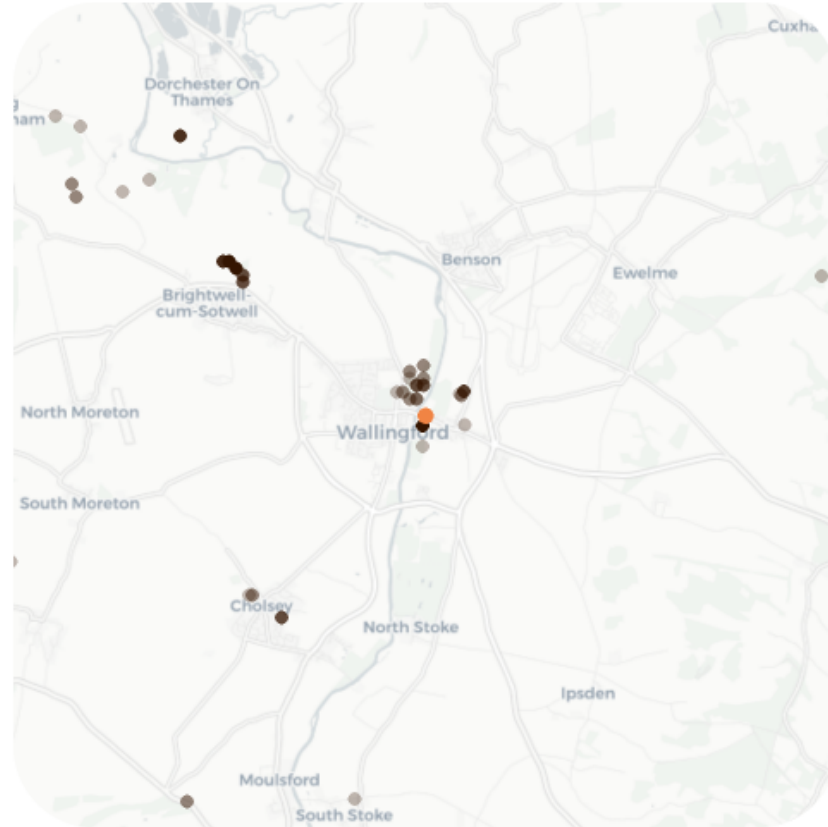
Butterfly records from the past 30 days from the recording community

Contribute to the community effort to improve our understanding of species' distributions by finding high DECIDE priority locations to visit in your area.

[Click here to rate this email and visit the DECIDE Recorder Tool](#)

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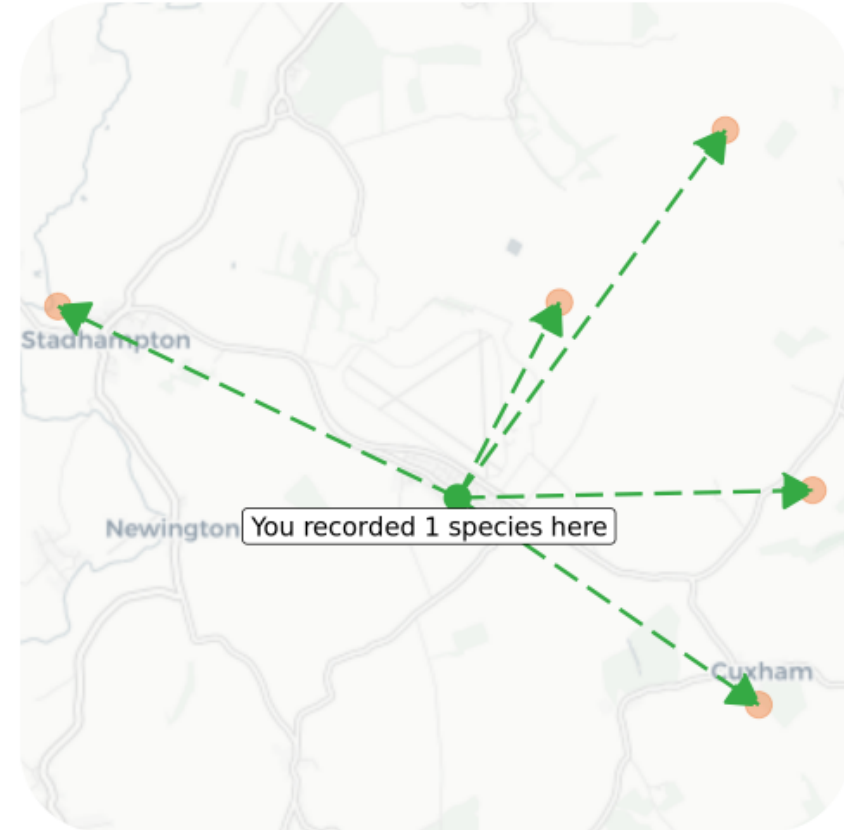
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eBMS

FITCount

Hello [Name]!

Summary

You have recorded **72** insects in 2024 across **12** FIT Counts. Nice one!

Your latest FIT Count

The most recent FIT Count you did was on Thursday 12 September 2024, you recorded 11 insects and the target flower was ivy.
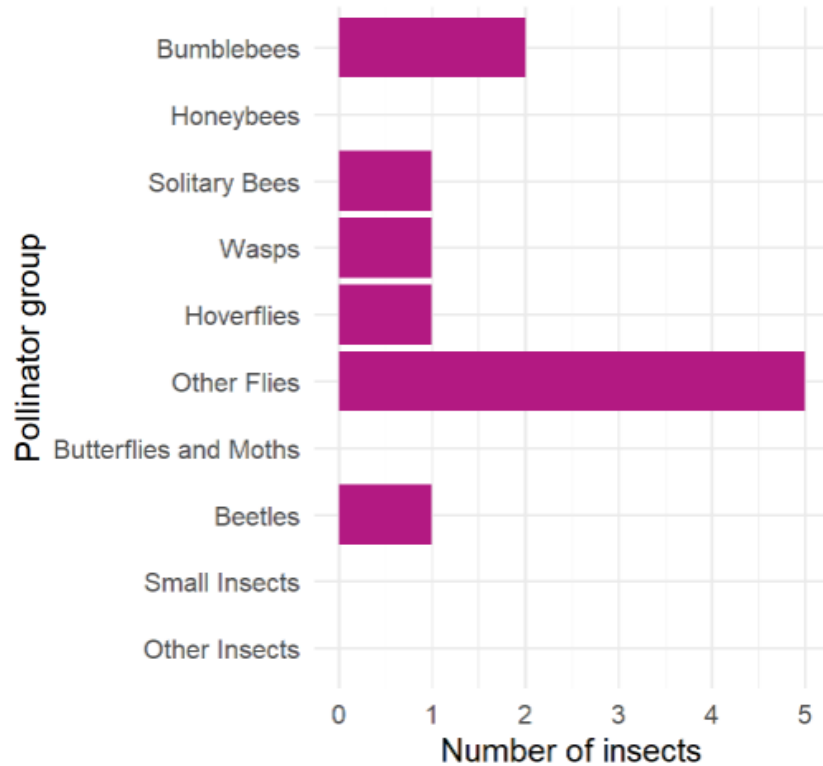
Count activity

So far in 2024 you have contributed **12** FIT Counts.
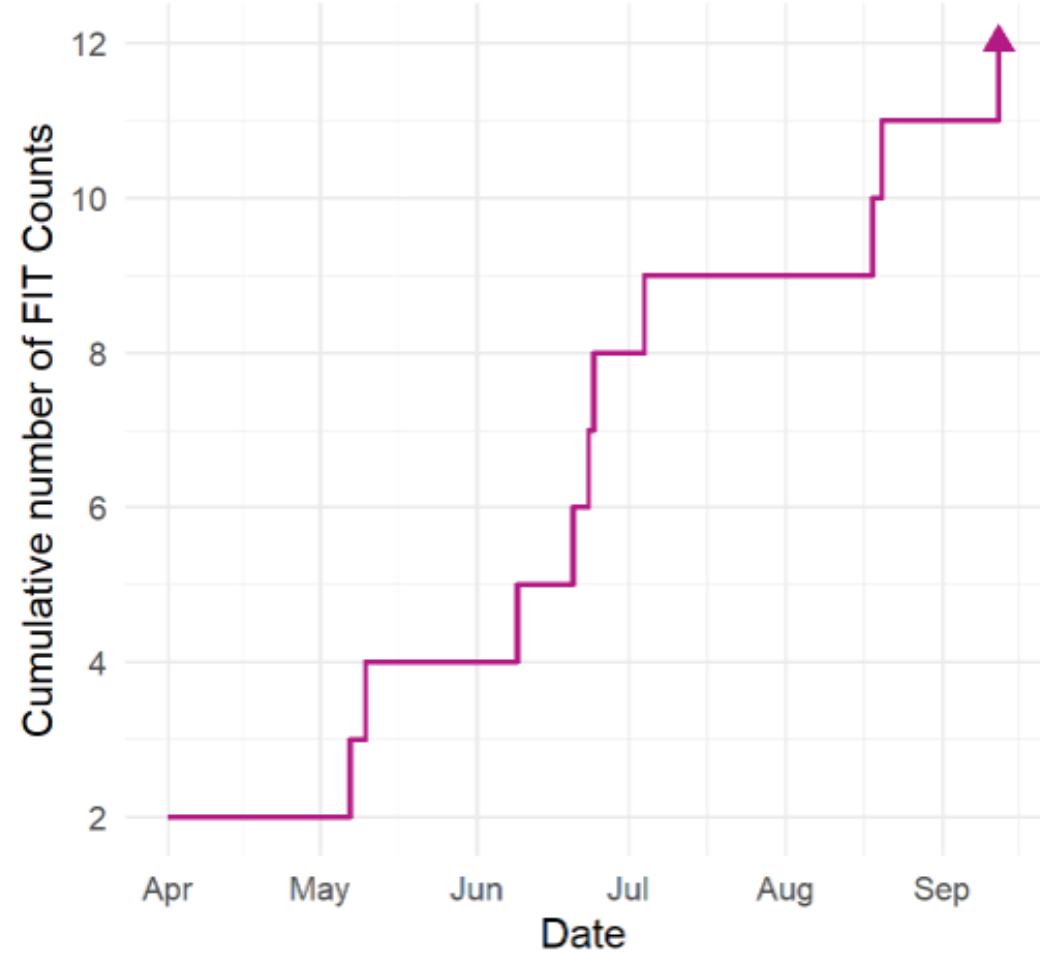
Altogether, a total of **3684** FIT Counts have been submitted to UK PoMS so far in 2024. The most FIT Counts on one day was 90! The plot below shows your FIT Count activity plotted against all counts submitted across the UK.

eBMS
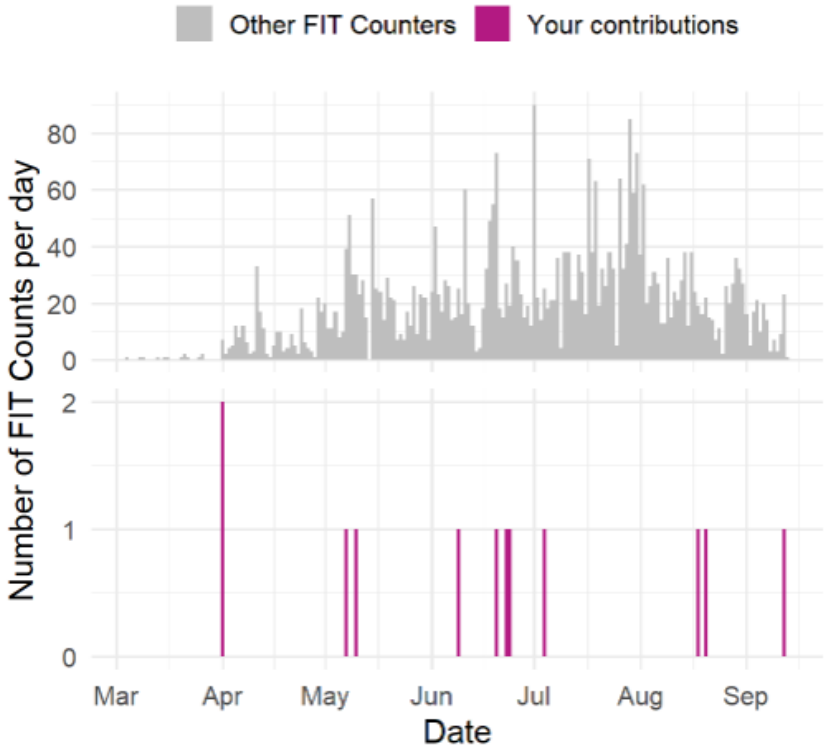
Target flowers

You've completed FIT Counts on **7** different target flower types!

Target Flower	FIT Counts
✅ Dandelion	3
✅ Other	3
✅ Knapweeds (Common or Greater)	2
✅ Bramble (Blackberry)	1
✅ Buttercup	1
✅ Ivy	1
✅ White Clover	1
Lavender (English)	0
Buddleja	0
Ragwort	0
Heathers	0
Thistle	0
Hogweed	0
Hawthorn	0
White Dead	0
Red Clover	0

Insect diversity

On average, you observed 6 insects per fit count. Let's take a look at the types of insects you most frequently observed per FIT Count (totals from all your counts so far), and see how that compares to other FIT Counters:
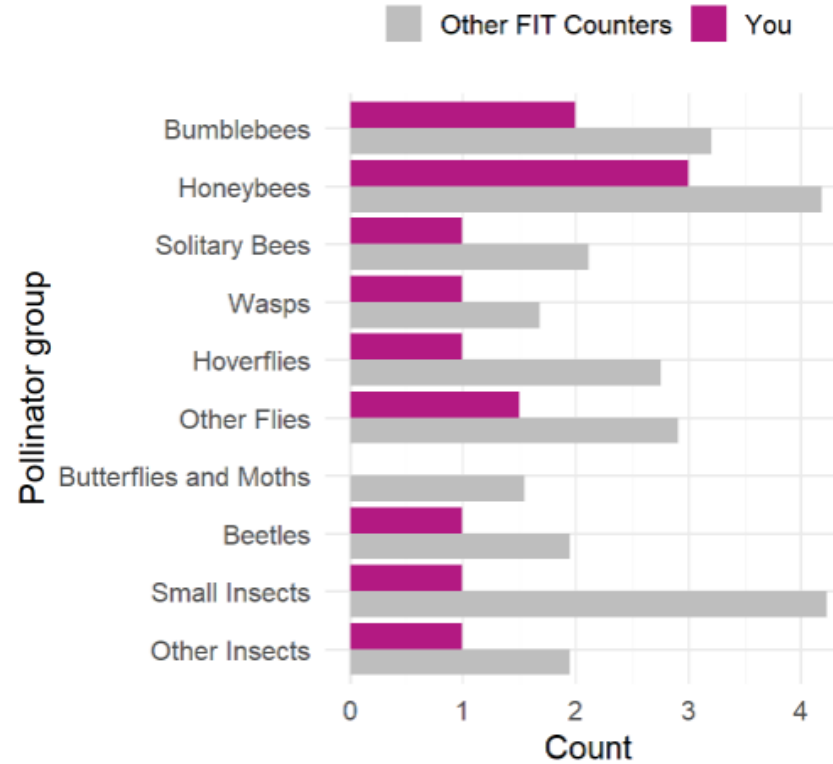
Thank you for sending in your FIT Count results! Please do continue counting when you can, the more results we have the better we are able to monitor how pollinators are doing.

If you are not already on the PoMS mailing list you can join here.

Section 2.4.1 Capacity Building for sustainability

MS 2.4.1-1	Identification of data-centric motivation for coordinators and recorder	M-3

MS 2.4.1-4	Development of a series of recorder feedback templates	M-21

Tasks	Year 1												Year 2											
Task 1: Calculation of the GBI for 2021-2024, based on data existing at national level	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
T1.1-T1.2 Validation and analysis of eBMS v6	MS1.1-2																							
T1.3 Calculation of the Grassland Butterfly Indicator (GBI) for 2021 and 2022			MS1.3																					
T1.4 Collation, validation and integration of data in eBMSv7					MS1.4																			
T1.5 Calculation of the Grassland Butterfly Indicator (GBI) for 2023 and 2024											MS1.5													
Task 2: Field data collection 2025-26 and calculation of the GBI for 2025	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
T2.1 EU-level networking and coordination: *eBMS coordinators meetings*		MS2.1-1 *(online)*									MS2.1-2 *(Laufen FTF)*									MS2.1-3 *(online)*				
T2.2 EU-level eBMS database management: *training coordinators on data management*	MS2.2-1 *(Wageningen FTF)*													MS2.2-2 *(online)*										
T2.3.1 Collation, validation and integration of data in eBMSv8																MS2.3.1								
T2.3.2 Data analysis and calculation of the GBI for 2025																						MS2.3.2		
T2.4.1 Capacity building for BMS in EU Member States: *for sustainability*		MS2.4.1-1	MS2.4.1-2 *(online-MSs)*												MS2.4.1-3 *(MSs visits)*						MS2.4.1-4 MS2.4.1-5			
T2.4.2 Capacity building for BMS in EU Member States: *for training coordinators*		MS2.4.2-1 *(online training)*									MS2.4.2-2 & MS2.4.2-3 *(rbms & online training)*													
EMBRACE project meetings (online)	KOM					SGM					SGM				SGM				SGM			SGM		FM
EMBRACE project reports	R1											R2											R3	R4

Process for 2.4.1-1

- Ethics approval and GDPR approach – underway

- Collate existing knowledge – this meeting!

- Internal eBMS interviews – 5 to 10 people

- Design questionnaire – multilingual

- Send out questionnaire – as widely as possible

- Analyse responses – review responses at the Nov/Dec Laufen meeting

- Develop recorder feedback templates

eBMS

Discussion topics

1. Have you tried anything similar for your scheme?

2. Do you have metrics on the demographics of your volunteers and retention rates?

3. Any suggestions for recruitment and retention of volunteers?

4. How can we reach recorders for our questionnaire?