

# GelAvista A Developing Citizen Science Program

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## THE IDEA

It all began in February 2016, with this picture of a jellyfish being sent to us.



The study of these organisms is crucial to identify vulnerable areas, where gelatinous populations may have large impacts on zooplankton populations, including fish larvae, with subsequent costs for pelagic food webs.

Since very little is known regarding diversity, distribution, abundance and seasonality of gelatinous organisms in Portuguese waters, we decided to create this citizen science program.

## CREATING THE PROGRAM'S VISUAL IDENTITY

We started by creating a name for the program that could easily be associated with jellyfish:



**Gel Avista**  
Jelly At sight

We created a logo that was:  
- easily recognizable as jellyfish;  
- relatable to the sea;  
- with an appealing color.

## GETTING IT OUT THERE



We started by creating promotional flyers to:

- present the program;
- advice on what to do if you get stung by jellyfish;
- provide several biological information about the common jellyfish that can be seen in on the Portuguese coast;
- reach a considerable number of volunteers.

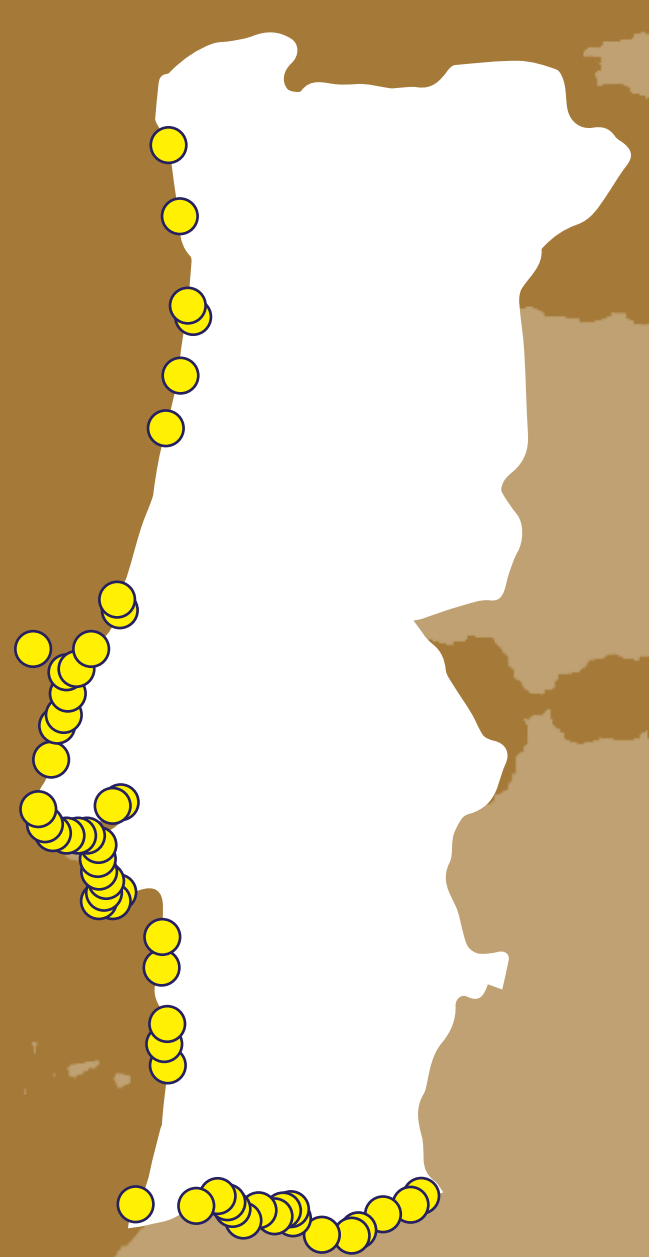
We are using Social Media as one of the most effective ways to increase the impact on the general public, allowing to regularly keep in touch. We publish:

- general biological information;
- obtained results;
- explanations of the organisms;
- outstanding photographs.



We created an award - the "Golden Jelly" to reward our most special volunteers, who send us several sightings, with all the information required (place, time, number of organisms and photo).

## WHAT WE HAVE SO FAR



85 Volunteers

176 Sightings

👍 384

592 Facebook Reach

## LATER ON...

In the future, some of our plans are:

- **GelAvista 1<sup>st</sup> Meeting** (17<sup>th</sup> December 2016)  
Gathering with the volunteers to present the results obtained so far.
- **Creation of an App**  
Will make it easier and quicker to send us information and become a volunteer.
- **Establish protocols**, e.g., with the Portuguese Lifeguards.