



Welcome to Zooniverse

**Raise B-Corp Day (Virtual)
With Bailey**

Getting Ready

Step 1: Join us for the introduction Meetings on your selected day

Step 2: (Optional) Create an account/Log in

This will be ideal if you want to track how much you do..

Step 3: Select one of the 3 options and follow the links provided.

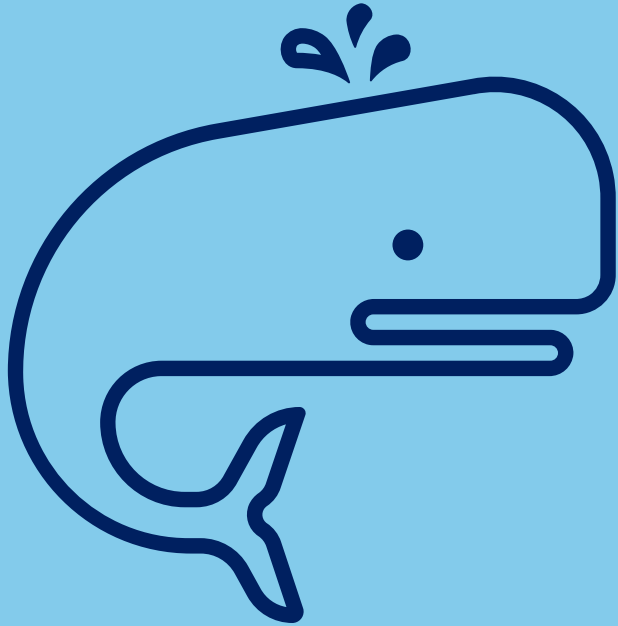
(or pick one of 65+ initiatives that's not highlighted here)



Step 4: Follow the instructions and start making a difference!

Option 1

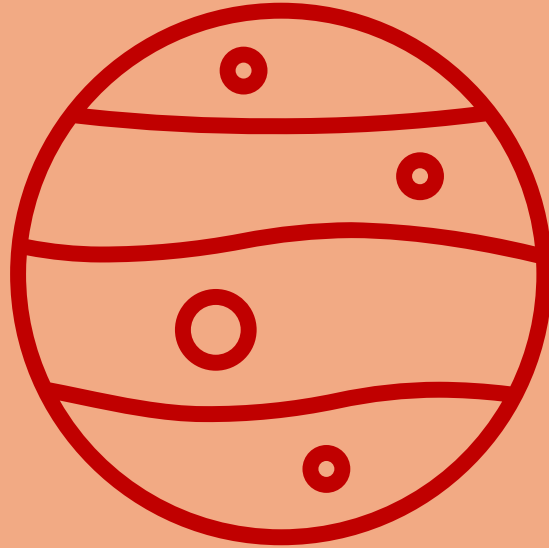
Beluga Bits



<https://www.zooniverse.org/projects/stephenresearch/beluga-bits>

Option 2

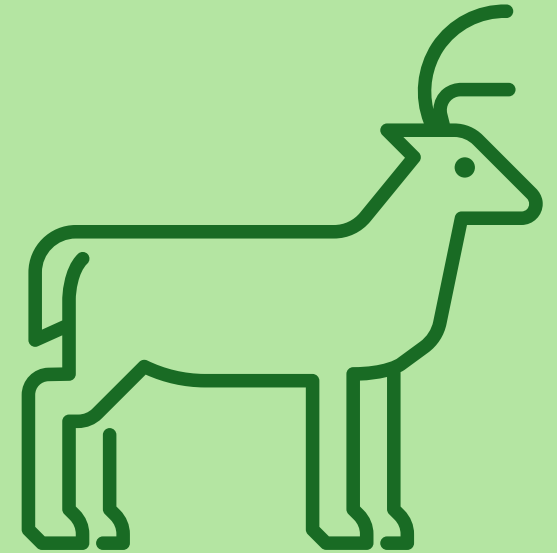
Cloud Spotting on Mars



<https://www.zooniverse.org/projects/marek-slipski/cloudspotting-on-mars>

Option 3

Cameras for Conservation



<https://www.zooniverse.org/projects/american-prairie/cameras-for-conservation>

Beluga Research Project – Overview

Goal:

- Understand how beluga whales live and interact by analyzing photographic data

What volunteers do:

- Annotate beluga photographs
- Identify whale presence, age, and groupings
- Help track individuals across sightings
- Support linking observations to location and habitat data

Why it matters:

- Improves understanding of beluga behavior
- Supports conservation and population monitoring
- Helps identify threats and environmental impacts
- May reveal insights into Arctic ecosystem health

Data source:

- Wild beluga whales in Hudson Bay (studied each summer)
- Focus on estuaries where thousands gather
- Footage includes underwater and field photography

Big goal:

- Combine photo identification with long-term tracking data
- Understand patterns in beluga social groups and reproduction
- Map how belugas use their habitat
- Build a clearer picture of their role in the ecosystem

CLICK
HERE! 



Mesospheric Clouds on Mars – Project Overview

What are they?

- High-altitude clouds on Mars (above ~50 km) made of water ice or carbon dioxide ice.

Why they matter:

- Help scientists understand Martian weather and climate
- Show how temperature changes allow CO₂ to freeze
- Reveal seasonal and year-to-year atmospheric patterns

How they're studied:

- Using data from the Mars Climate Sounder (MCS) on the Mars Reconnaissance Orbiter
- Scientists identify arch-shaped signals that indicate clouds

Your role (Citizen Science):

- Help find and map clouds in MCS data
- Build a dataset to analyze cloud behavior across Mars

Big goal:

- Track how clouds change over time
- Train machine learning models to detect clouds faster
- Improve understanding of Mars' atmosphere

CLICK
HERE!! 



American Prairie – Cameras for Conservation

Goal:

Restore and protect North America's **prairie ecosystem** by rebuilding wildlife populations and habitats

What the program does:

- Uses **trail cameras** on private land to capture wildlife
- Pays landowners based on species detected (e.g., wolves, bears, coyotes)
- Encourages **coexistence with wildlife**

What volunteers do:

- Identify animals in trail camera photos
- Help track **species presence and diversity**

Why it matters:

- Supports **large-scale conservation** (3.2 million acres)
- Turns wildlife into an **economic asset for landowners**
- Provides data for real conservation decisions

Big goal:

- Restore a **self-sustaining prairie ecosystem**
- Increase biodiversity with minimal human intervention

CLICK
HERE! 



Thank you 😊

I am available to answer questions !

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