

LOCATION
Studland Bay,
England

POPULATION
425

TECHNOLOGIES
LTE, Smartphones,
Social Media

INNOVATORS
National Trust

Connectivity

COMMUNITY SOLUTIONS

Every Community has a Vision.

How the National Trust is Using Crowdsourcing to Track Coastal Erosion



After severe storms battered their coastline. The National Trust of the UK wanted to attract attention to coastal erosion and climate change adaptation.

Low cost interactive kiosks were installed along waterfront walking trails. Kiosks were designed with a cut out to fit smartphones. Visitors



were asked to place their smartphone within the cut out and snap a photo of the beach. Participants were asked to upload their photo to Twitter with the hashtag #ntshiftingshores.

Twitter supplied a free and convenient way to upload and store the photos. These photos can now be analyzed to map sea level rise and coastal erosion over time. Since the photos are archived on Twitter, third parties can also use the data to create time-lapse videos or conduct machine learning analysis of the image collection. Crowdsourcing the data collection provided public engagement as well as awareness of the challenge.

MORE INFORMATION

Project Page: <https://www.nationaltrust.org.uk/features/living-with-change-our-shifting-shores>

Twitter: <https://twitter.com/hashtag/ntshiftingshores>



**Connected
Communities**

