

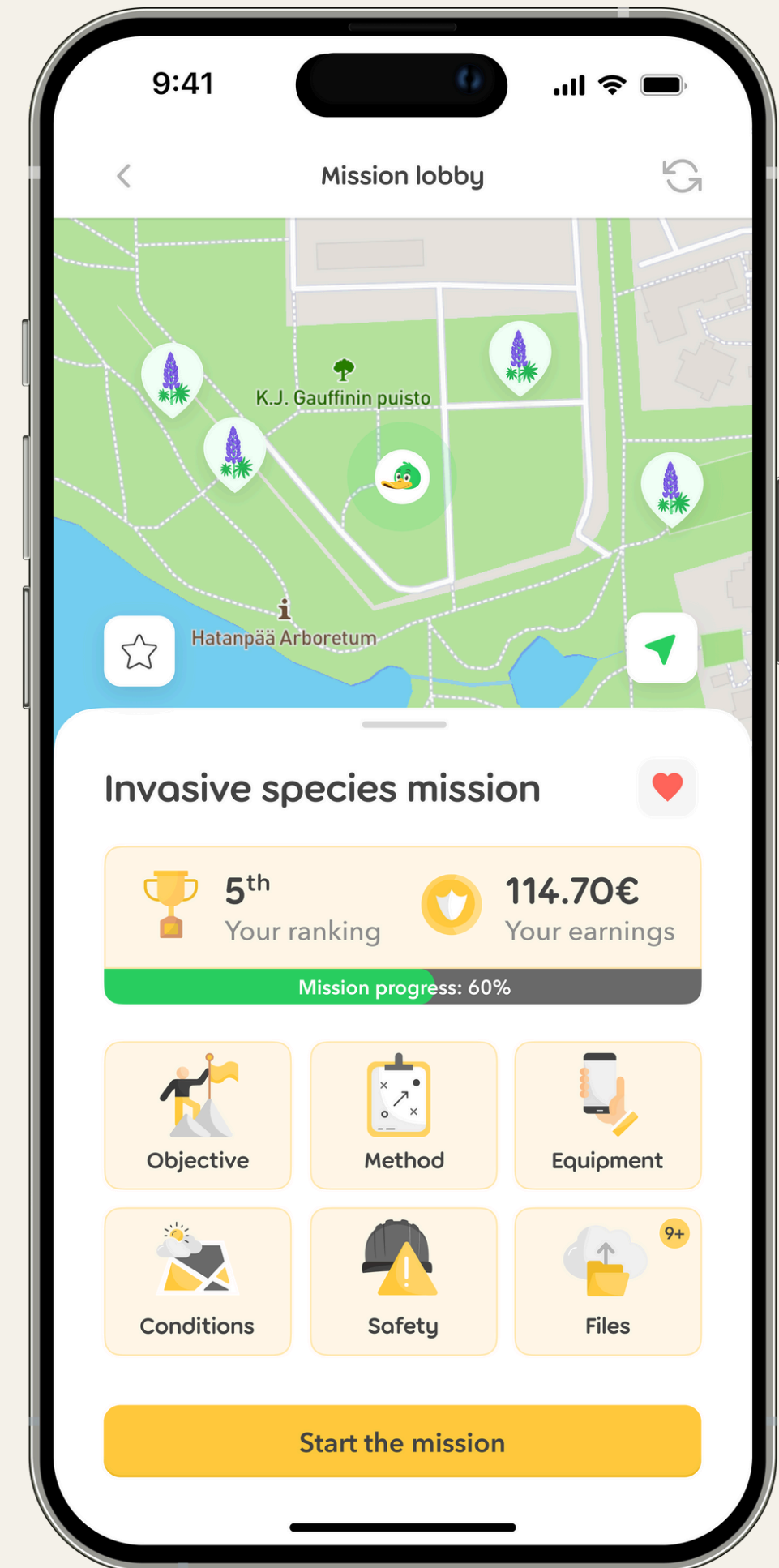


Mobile Game for
Crowdsourcing Data and
Micro Tasks



Key facts

- Innovation from Finland, founded in 2020
- Combines gamification and rewards to help cities maintain their built and natural environments in good condition
- 200+ projects completed and 200,000 registered users
- A tool to link different stakeholders with invasive alien species
- Bringing different groups to collaborate helps in addressing the Target 6 of the Global Biodiversity Framework.



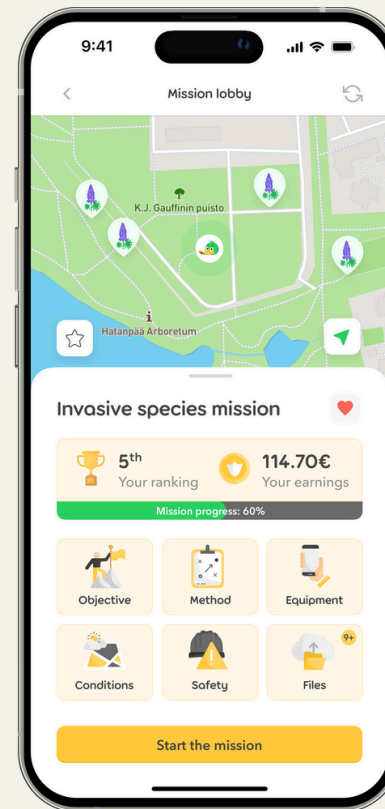
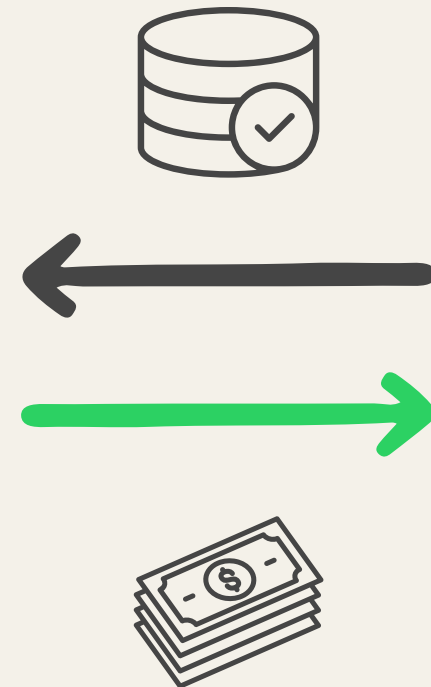
Business model

Client



City or an organization
needs data or simple
tasks done.

Crowdsorsa



We organize a mission
and do the quality
control.

Users



Users are rewarded
money for their
participation.

Crowdsorsa use cases

Roads and cycle lanes

Crowdsourced condition survey of roads and cycle lanes in Pacman style.

Infrastructure survey

Inventory of infrastructure assets with players getting reward for assets they find and photograph.

Invasive species

Players search for and remove invasive species while getting rewarded.

Accessibility

Players survey places and an accessibility partner analyses and reports on any issues.

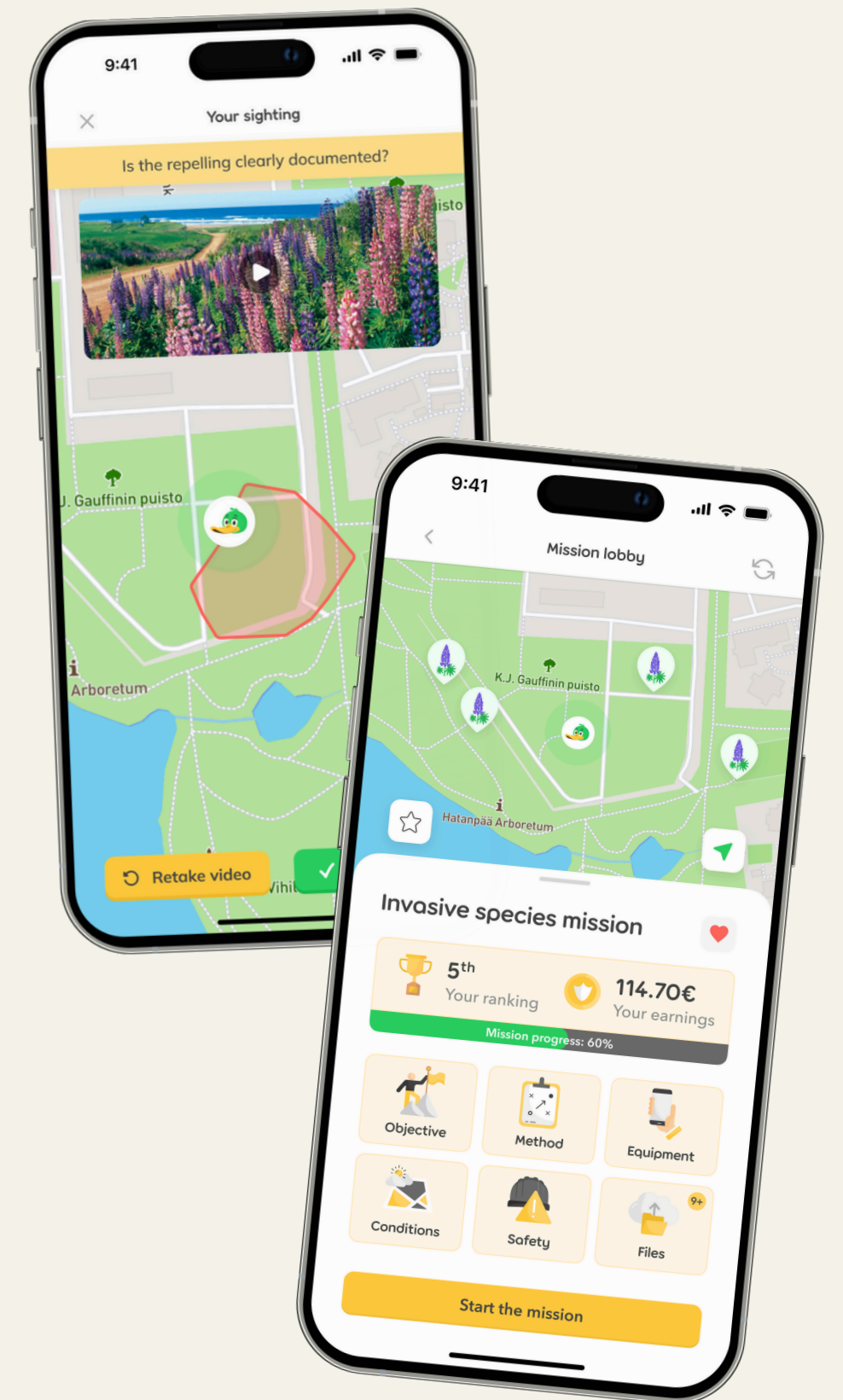
Crowdsorsa Invasive Species Control Game

The objective is to locate and remove invasive species sightings. The player documents each sighting with two videos in the app: one before and one after removal.

The reward is determined by the species, size, density and location of the sighting. The maximum reward is €0.25/m², and the larger the area, the lower the reward per square meter.

Crowdsorsa's quality control team reviews and approves the videos uploaded by players. The customer also has access to the videos.

The game ends when the budget has been fully spent.



Results of summer 2024-2025

Invasive plants repelled:

2024: ~1 000 000 m²

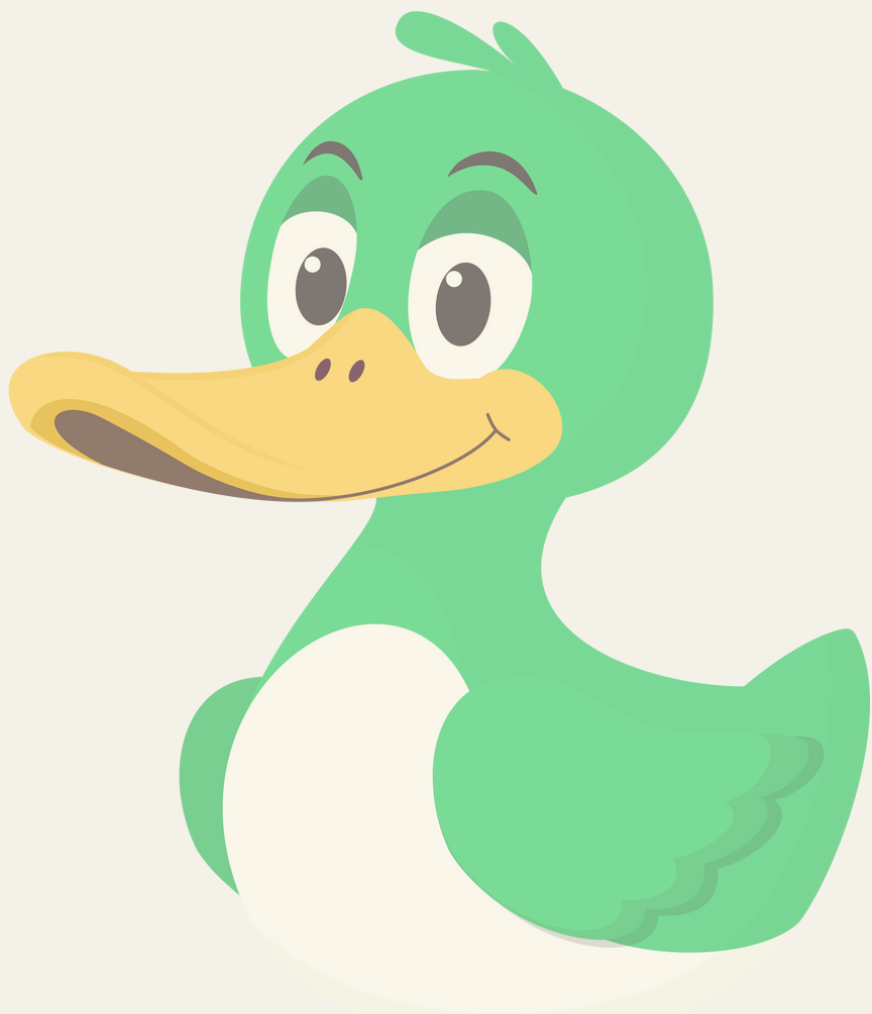
2025: ~3 000 000 m²

Participants:

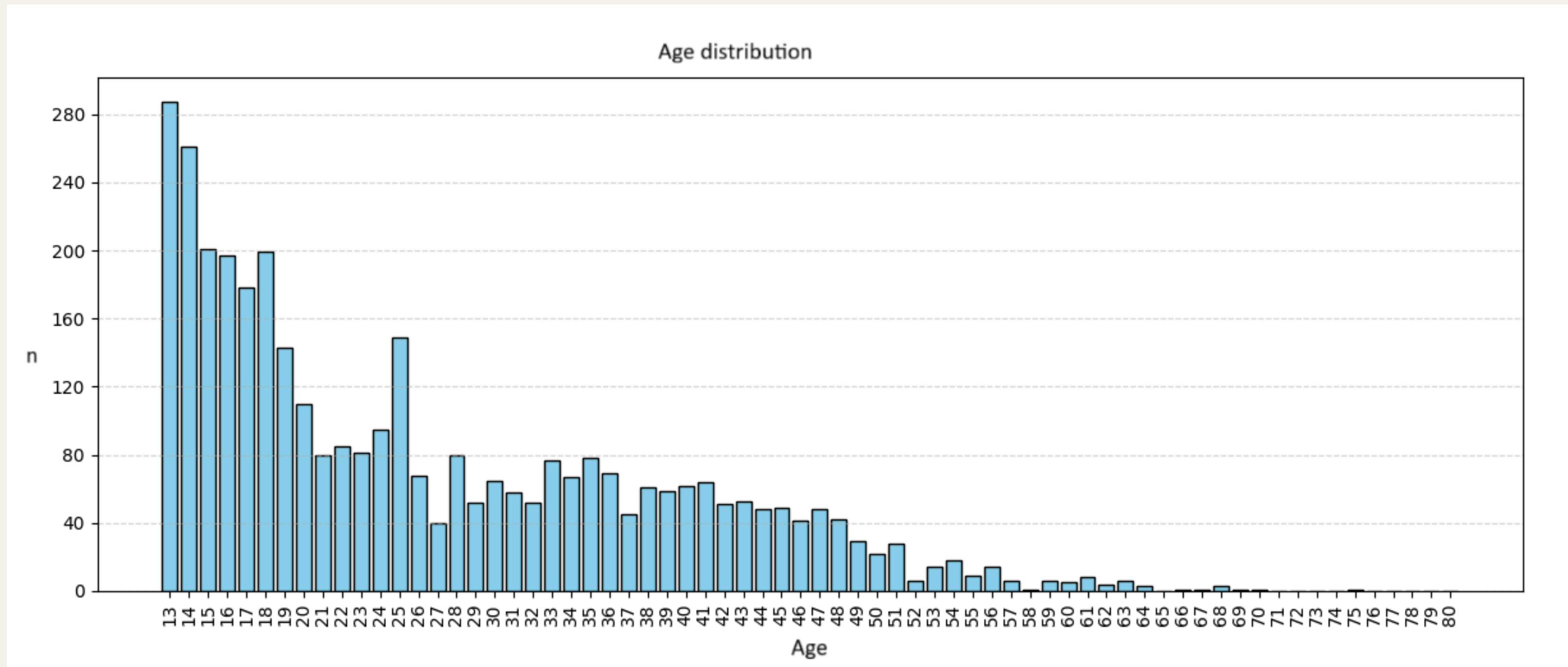
Over 5,000 people

Age distribution:

Over 40% were teenagers



Players' age distribution in 2025



In the media



Helsinki palkitsee vieraslajien torjuria: Ahkerimmille jopa 2 tuntipalkka

Vieraslajit | Helsingin haitallisimpiin vieraskasveihin k lupiinia ja jättipalsamia on vaikeaa poistaa koneellisesti.



Lupiini on haitallinen vieraslaji. Kuva: Roope Kantola

Jasmin Vahtera HS
21.5. 21:22



Tech company to help tackle invasive plant species

10 June 2024

Bea Swallow

BBC News, West of England

Share Save

Få betalt för att bekämpa invasiva främmande arter

Sju svenska kommuner testar i år en sorts spel där privatpersoner kan hjälpa till att rensa bort invasiva främmande växter och få betalt för det.



Den invasiva främmande arten jättébalsamin. Bild: [källa]

Lupiineilla voi tienata rahaa, kärkepaikkaa pitää nuoripari "koukkuun"

Mobiilipeli on innostanut torjumaan vieraslajeja. Ellen Ala-Hiiri ja Aatu Ylimäki innostuivat pelistä vuoksi, tienaaminen tuli bonuksena päälle.



Ellen Ala-Hiiri ja Aatu Ylimäki lataisivat Crowdsorsa-sovelluksen ja hurauttivat peliin. Nuoripari



Sitten saksat käteen ja hommiin!

wwfsuomi • Following
Original audio

wwfsuomi • 64w
Crowdsorsalla voit tienata rahaa ja auttaa samalla luontoa! Okei, mutta mistä siis oikein on kyse? 🤔

Crowdsorsa on peli, joka palkitsee pelaajia vieraslajien tuhoamisesta.

Peli on superhelppo: lataa sovellus, mene pelialueelle, kuvaa kitkettävä alue, kitke ja kuvaa alue uudestaan.

Palkkion saat siltä kaupungilta tai kunnalta, jonka alueella kitket. Sovelluksesta näet, mitkä kaupungit ovat mukana.

WWF on mukana pelissä asiantuntijaroolissa: pelissä on esimerkiksi vieraslajien tunnistus- ja

3,640 likes
June 7, 2024

paljasjalkamummo



kittyhelsinki ja muut ovat tykänneet
paljasjalkamummo Singing in the rain and removing lupins

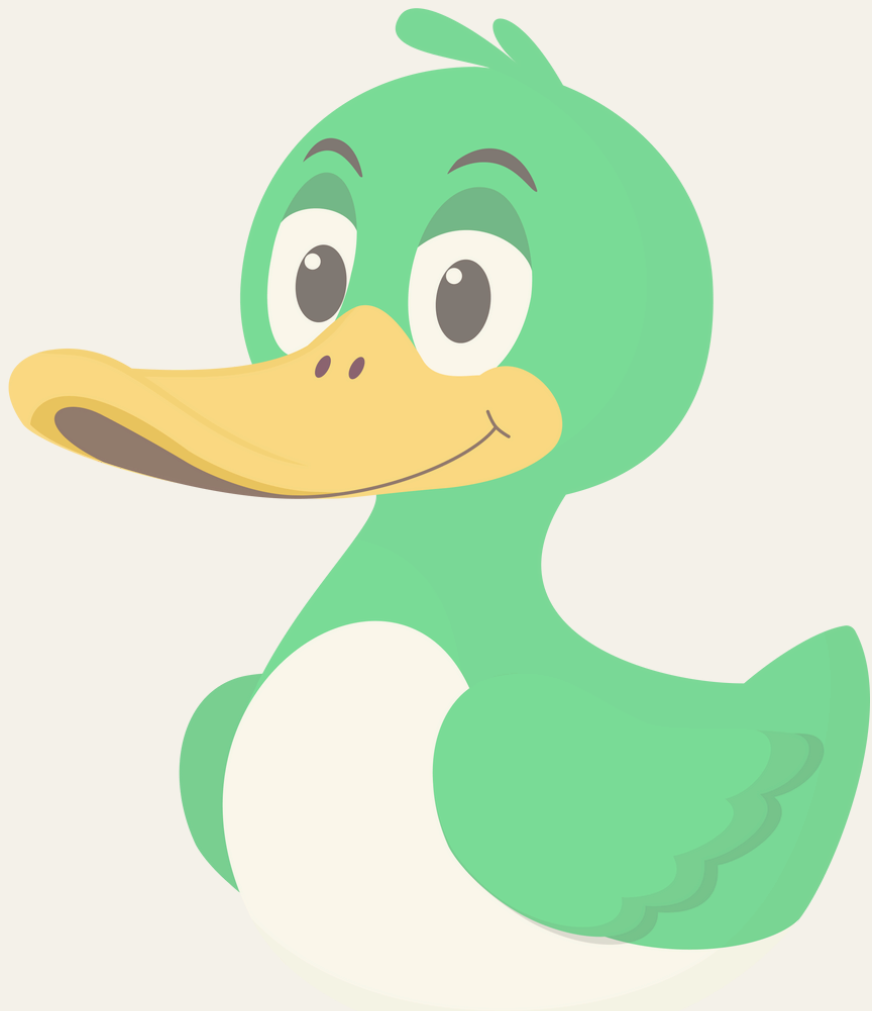
Key Takeaways

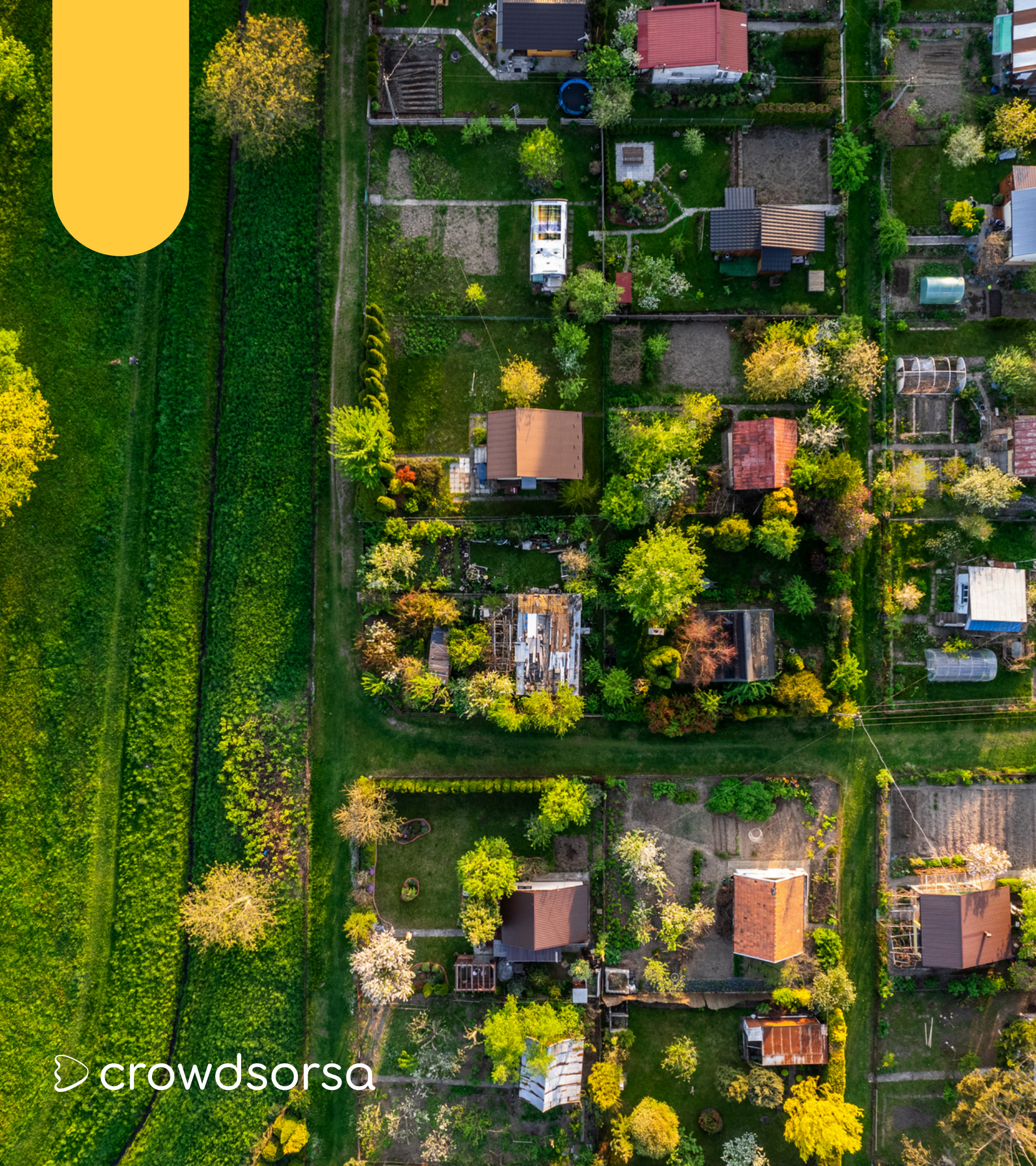
The system produces lasting results:

Results from the past three years shows that the density of the sightings reduces or are completely eradicated.

It is affordable:

The estimated cost to clear all municipal land in Finland of a given plant species with the game is €1,5M.





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