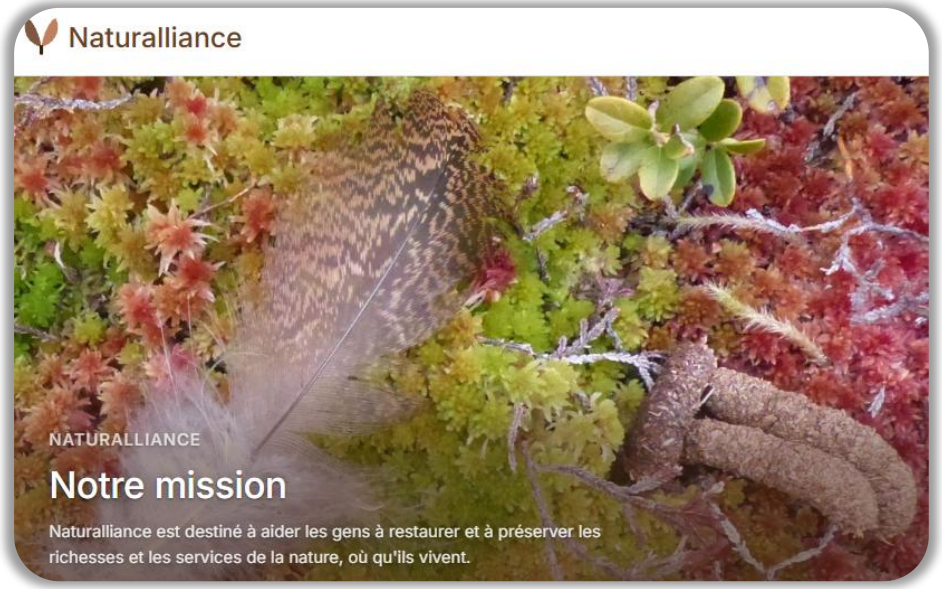
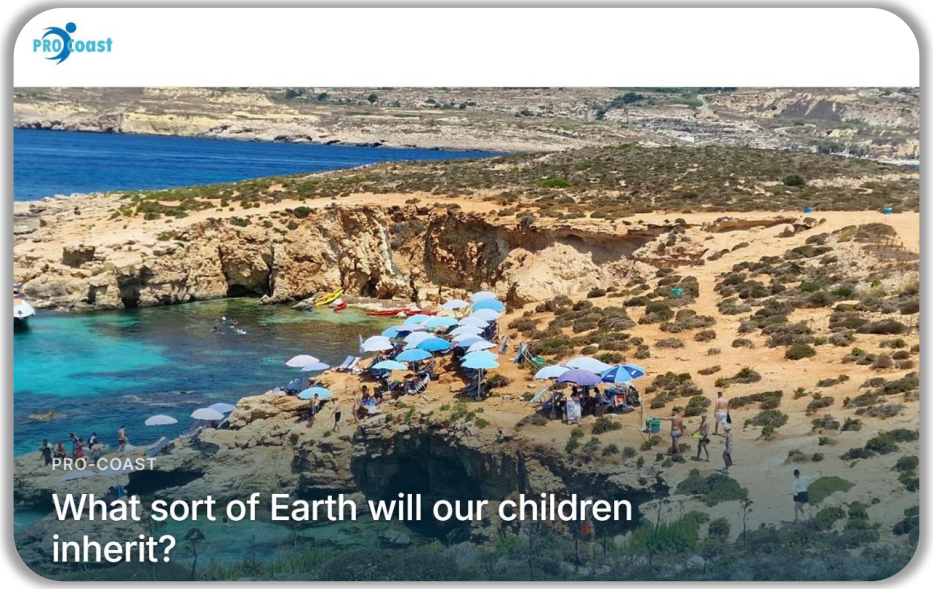
CUSP and Naturalliance

Introduction to the platforms and their development





Perline Bastid, Robert Kenward

Anatrack Ltd
UK Research and Innovation
Funded by the European Union
IUCN International Union for Conservation of Nature
ESUG Sustain by Use

Naturalliance

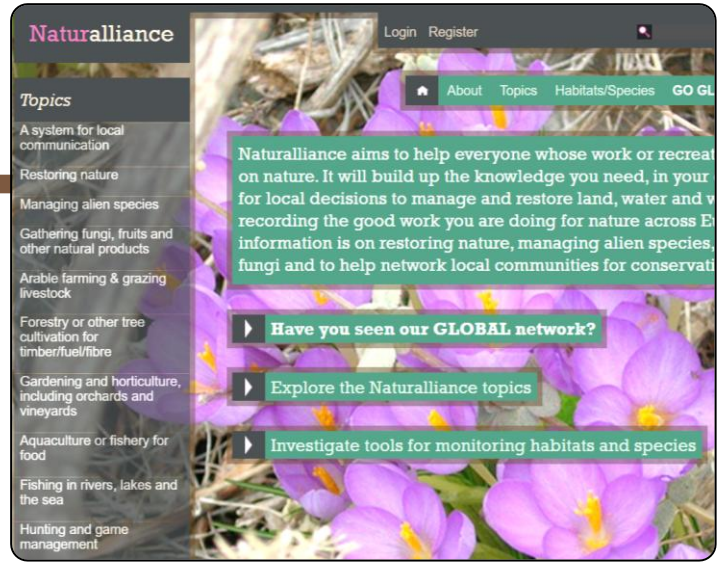
Timeline of website development

2011 – www.naturalliance.eu

- **Created by**: The European Sustainable Use Specialist Group (ESUSG), part of IUCN's Species Survival Commission (SSC).
- Launched through the EU-funded TESS project.
- **Purpose**: An online portal promoting best-practice examples of conservation through the sustainable use of ecosystem services. Available in **23 languages**.

2015 – www.sakernet.org

- **Funded by**: International Association for Falconry and Conservation of Birds of Prey (IAF) and Convention on the Conservation of Migratory Species (CMS). **Created by** European Sustainable Use Group (ESUG), **in collaboration with**: BirdLife International, and Sustainable Use and Livelihoods Specialist Group (SULi), a newly formed specialist group spanning IUCN-SSC and CEESP.
- **Purpose:** Initially to survey ownership of trained Saker Falcons, with planned future functions for trade and ecological monitoring. Available in **5 languages** at the start.



www.Naturalliance.eu



www.sakernet.org

Naturalliance

Timeline of website development

2017 – Perdixnet.org

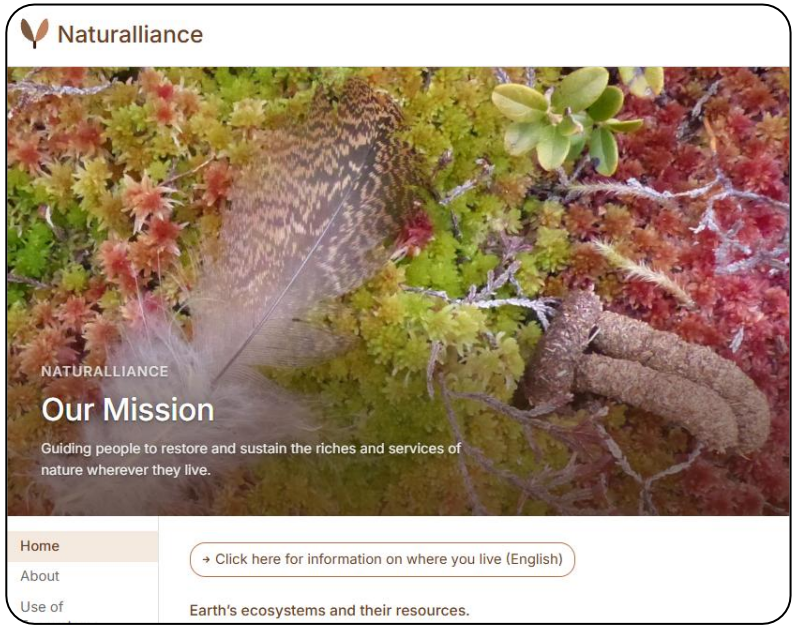
- **Organisations responsible**: IAF (Commissioned the project). SUME and ESUG (jointly built the network), GWCT (UK research partner).
- **Purpose**: 18-language hub-and-satellite network promoting Grey Partridge conservation and farmland restoration. Encouraged cooperation between farmers, falconers and hunters to improve nesting and feeding habitats. Available in **23 European languages**.



www.perdixnet.org

2019 – Naturalliance.org

- **Organisations responsible**: IUCN-CEM (Institutional framework for its development), SUME (runs the website and supports the initiative), ESUG.
- **Purpose:** Global development of the Naturalliance conservation initiative. Promotes sustainable use and management of ecosystems and sharing of conservation best practice. Available in **44 languages**.



www.Naturalliance.org

Naturalliance

Examples of webpages on Naturalliance and their corresponding translations in **Korean** and **Arabic.**

Naturalliance

Home
About
Use of Ecosystems
Protect and Sustain
Adapt to Change
Natural Governance
Some Solutions
For the Climate too?

Benefits from Sustainable Use

There are about 8 billion humans in the world. More than one person in three depends on gathering wild plant materials for food and fuel, on fishing and on hunting, mostly in poorer countries. In richer countries, wild species contribute to food variety, health and recreation, while nourishment comes mainly from farming. People everywhere depend on nature for healthy air and water, and hence on healthy ecosystems. Farming is essential to feed the world. However, cultivation must not become so intensive



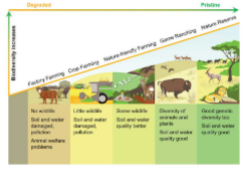
Naturalliance

Home
About
Use of Ecosystems
Protect and Sustain
Adapt to Change
Natural Governance
Some Solutions
For the Climate too?

Protecting, restoring and enhancing wild resources

Protecting nature

Protection and management of natural areas and processes is important when pressure on nature is great. Refuge areas are essential for species easily lost from ecosystems, so that there is stock for restoration. The wealth of species in remaining pristine areas of some tropical countries is already high and can be preserved without need for



How nature's riches change with how we use the land ©

تالف الطبيعه

منزل او مسكن
عن
استحدام النظم الايكولوجيه
الحماية والاستدامة
التكيف مع التغيير
الحوكمه او الاداره الطبيعيه
بعض الحلول
للمناخ أيضا؟

فوائد الاستخدام المستدام



يسكن الأرض حوالي 8 مليارات إنسان. يعتمد أكثر من شخص واحد من أصل ثلاثة - معظمهم في البلدان الفقيرة-على جمع المواد النباتية البرية, وعلى صيد الأسماك وعلى الصيد للحصول الغذاء والوقود. أما في البلدان الغنية ، فتساهم الأنواع البرية في تنوع الغذاء وفي تعزيز خدمات الصحة والترفيه ، في حين تعتبر الزراعة مصدراً رئيسياً للغذاء. يعتمد الناس في كل مكان على الطبيعة وعلى نظمها البيئية الصحية للحصول على هواء وماء صحيين . تعتبر الزراعة ضرورية لإطعام العالم. ومع ذلك ، يجب ألا

네츄럴얼라이언스

가정
관하여
생태계의 이용
보호와 지속가능
변화에의 적응
자연적 거버넌스
몇가지 해결책
또한 기후를 위하여?
Sustainable Use Saves Nature
Human Conflict

자원을 보호하고, 복원하고 증진하기

자연을 보호하기

자연에 대한 압력이 클 때 자연지역이나 과정(프로세스) 보호 및 관리가 중요하다. 보호지역은 생태계에서 쉽게 없어지는 종에게 필수적이어서 복원의 여지가 있다. 일부 열대국가에 남아있는 원시지역의 많은 종은 이미 풍부하고 복원이 필요없이 보존할 수 있다. 그런 지역 외에도, 유기체와 이들의 생태계를 보호에 이상적인 보전연속체는 보호지역이 가장자리가 되고 인간이 이용하는 자연 서식지의 구역이나 이동통로로 여녈되어 모자이크를 형성한다. 만일 자연 보호 구역이 집중적으로 이용하는바다에서 섬이 오염



우리가 이용하는 토지가 자연의 풍부함을 어떻게 변화시키는가.
© Chris Heward/GWCT

Naturalliance

Evolution into a network

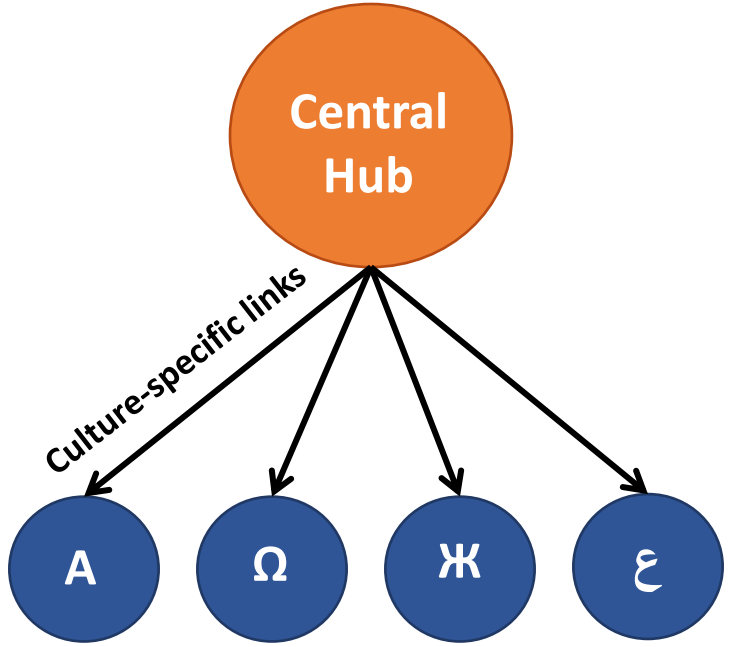
Naturalliance originally operated as a standalone multilingual website. With the creation of additional platforms, and *naturalliance.org* it gradually **evolved into a wider network**.

The network was built around a **central hub** using a standard platform that adapts content, images and links to different languages and cultural contexts.

- Connected to this hub are **satellite websites** developed by individuals or small teams at national or regional level.
- These satellites, managed through the System for Community Liaison (SYCL), link the central platform with local communities, providing information relevant to their language and context.

Together, the hub and satellite sites create a **multilingual network** that link local with global. The platform also enables users to exchange knowledge through **discussion forums**.

Multilingual Hub providing general resources on sustainability



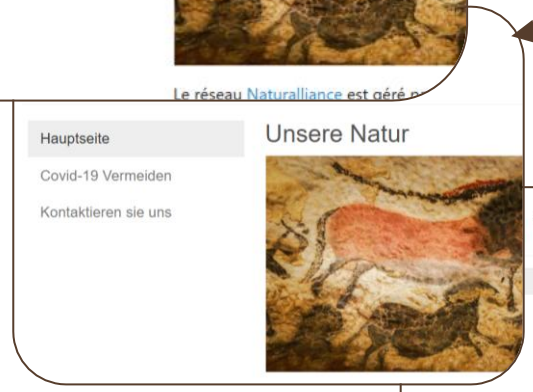
Local satellite websites
Developed in local languages

Naturalliance.org

French Naturalliance Satellite



German Naturalliance Satellite



Provides links to local Naturalliance satellites



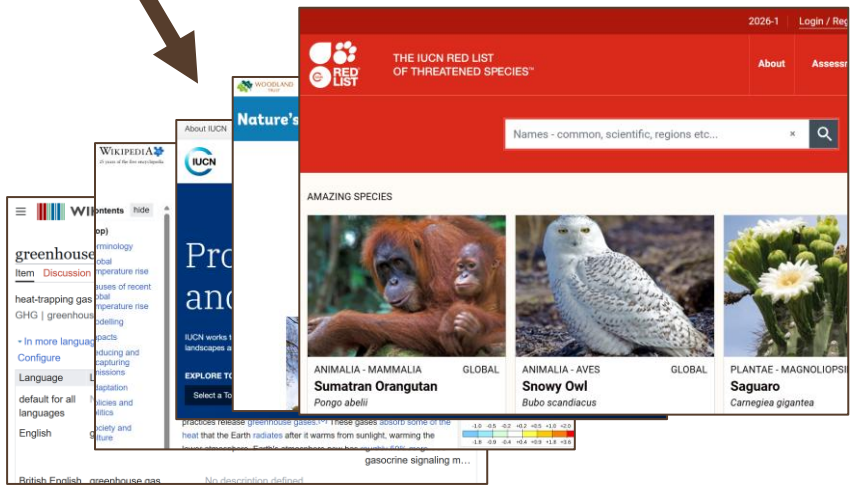


Indian Naturalliance Satellite





Websites built as part of the network



Provides numerous links to external resources for more information

Naturalliance

Development of Sakernet and FalConNet

Following a SUME meeting in Peru in 2017, the IAF established teams to expand international networks focused on sharing best practices in falconry and conservation.

- **2019 –** Sakernet.org: Relaunched as a **10-language** network to share knowledge and best practices about falconry.
- **2022 –** FalCoNet.org: Launched through collaboration between IAF and IUCN to promote falconry and conservation worldwide.

Volunteers from IAF-affiliated falconry groups, with biology and IT skills, worked with experts from ESUG, IUCN and other organisations to manage over 80 online networks in around **50 languages**, sharing knowledge about falconry and conservation worldwide.



www.sakernet.org



www.falconet.org

SUME: Sustainable Use and Management of Ecosystems (IUCN group)

Naturalliance

Development and management of *Naturalliance.org*

Naturalliance has relied on volunteers with scientific, language, IT and project management skills to develop and manage the network.

- **Volunteer involvement**: Volunteers help create hub content, coordinate translations and develop sample satellite websites.
- **Training**: ESUG, SUME and IAF organised regional meetings (2015, 2019 and 2022) to **train volunteers** in managing satellite websites.
- Afterwards, SUME introduced **short tutorials** to help translators set up standard satellite websites independently, using the SYCL system.

Progress by June 2022: Around **35 satellite websites** had been created in major languages, with more developed examples demonstrating further possibilities.

Tutorial on extending site content



Tutorial 2 – Extending satellite site contents beyond a simple Home Page

When you have set up a satellite with a Home Page, it is time to think about using more features of the System for Community Liaison. This is the first tutorial, to help learn how to use the many features. We will first see how to use the site as a simple blog of News, then to load documents and link them into text as 'extra pages' and finally to set up a mailing list for mail-shots.

1. Start by having a look at http://naturalliance-UK.sycl.net. The original Home page is now the About page, by copy-pasting in the content of the Home page and setting About to 'Left Menu'.

2. Go to https://www.sycl.net/editor/login.aspx, log in and go to Edit Items on the News page.

Click on<Create> to get a dialog box as shown on the right, into which you put text (with the links you want) and pictures. You can use the date to set the order of items, and you will in future be able to stop dates showing. Using minimal text, or no Home page image, moves the News up the Home page when you select to 'Show News Summary' in 'Centre Column' below.

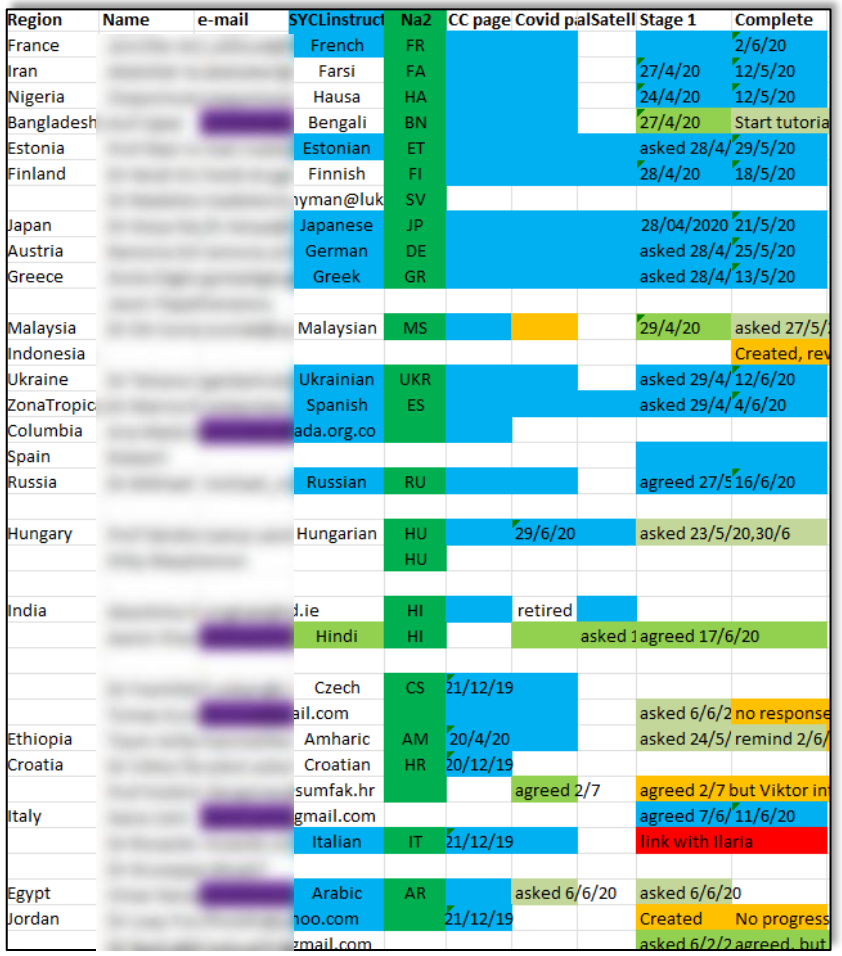
Naturalliance

How to build and manage Local Teams: the “IBIS” system

- **Invite** relevant experts and practitioners from IUCN and local stakeholder groups to participate in forums.
- Maintain a **Balance** between practitioners and academics to combine practical experience with scientific knowledge.
- Encourage members to **Introduce** themselves and share their expertise.
- **Supervise** responsibilities for collecting information, developing content and promoting the website through media and other networks. Coordinate and support team contributions to keep the network active.

IBIS = Invite, Balance, Introduce, Supervise.

Keeping track of progress



Region	Name	e-mail	SYCLinstruct	Na2	CC page Covid pa	lSatell	Stage 1	Complete
France			French	FR				2/6/20
Iran			Farsi	FA			27/4/20	12/5/20
Nigeria			Hausa	HA			24/4/20	12/5/20
Bangladesh			Bengali	BN			27/4/20	Start tutoria
Estonia			Estonian	ET			asked 28/4/	29/5/20
Finland			Finnish	FI			28/4/20	18/5/20
			yman@luk	SV				
Japan			Japanese	JP			28/04/2020	21/5/20
Austria			German	DE			asked 28/4/	25/5/20
Greece			Greek	GR			asked 28/4/	13/5/20
Malaysia			Malaysian	MS			29/4/20	asked 27/5/
Indonesia								Created, rev
Ukraine			Ukrainian	UKR			asked 29/4/	12/6/20
ZonaTropic			Spanish	ES			asked 29/4/	4/6/20
Columbia			ada.org.co					
Spain								
Russia			Russian	RU			agreed 27/5	16/6/20
Hungary			Hungarian	HU	29/6/20		asked 23/5/20,30/6	
				HU				
India			.ie	HI	retired			
			Hindi	HI	asked 1		agreed 17/6/20	
			Czech	CS	21/12/19			
			ail.com				asked 6/6/2	no response
Ethiopia			Amharic	AM	20/4/20		asked 24/5/	remind 2/6/
Croatia			Croatian	HR	20/12/19			
			sumfak.hr		agreed 2/7		agreed 2/7	but Viktor in
Italy			gmail.com				agreed 7/6/	11/6/20
			Italian	IT	21/12/19		link with Ilaria	
Egypt			Arabic	AR	asked 6/6/20		asked 6/6/20	
Jordan			hoo.com		21/12/19		Created	No progress
			mail.com				asked 6/2/2	agreed, but

Naturalliance

Managing and developing satellite websites

- **Provide links** to relevant organisations and sources promoting best practices in sustainable use.
- **Build an archive** of scientific evidence, good practices and successful examples.
- **Develop guidelines** to adapt content to local and regional contexts.
- **Promote new content** through social media and other communication channels.
- **Prepare guidance** for responding to potential negative media coverage and challenging situations.

The webpages provide multiple links to external organisations and sources



Naturalliance

Development investment in the network

The network was developed through collaboration between IAF, IUCN, GWCT and Anatrack, building on the original TESS project. The partners used a practical trial-and-error approach, with much of the work carried out by volunteers.



Illustration by Shahid Mehmood on Unsplash

- **Technical development**: Anatrack invested ~ €150,000 in developing the standalone multilingual hub and the forum-based System for Community Liaison (SYCL), which connects satellite websites across the networks. The system was tested by 10 regional and national teams across five languages.
- **Translation and content**: SUME supported translators through small contracts, while ESUG and IAF help recruit translators and satellite editors.
- **Regular meetings** provided opportunities for training, collaboration and exchange of experience. Tutorials were developed to help translators and volunteers learn how to use the system and independently create and manage satellite websites.

Further work is needed to improve team management and encourage volunteer participation at national and regional levels.

Naturalliance

Conclusions and future development

The network provides a multilingual platform connecting global information with local communities and environmental projects.

The network makes **knowledge** and **best practices** accessible across **different languages**, from **global to local levels**. It also offers interactive features by supporting discussion forums, online services and data collection for environmental projects.

- **Cost-effective approach**: Relies on volunteer involvement, online collaboration and relatively low development and maintenance costs.
- **Easy expansion**: Tutorials and online training (Zoom or Teams) allow volunteers to create and manage satellite websites.
- **Future needs**: Continued support from IAF, sponsors and grant funding will be essential for the network's long-term sustainability.

Naturalliance has the potential to connect global knowledge with local action, supporting collaboration and more effective environmental conservation worldwide.

Naturalliance

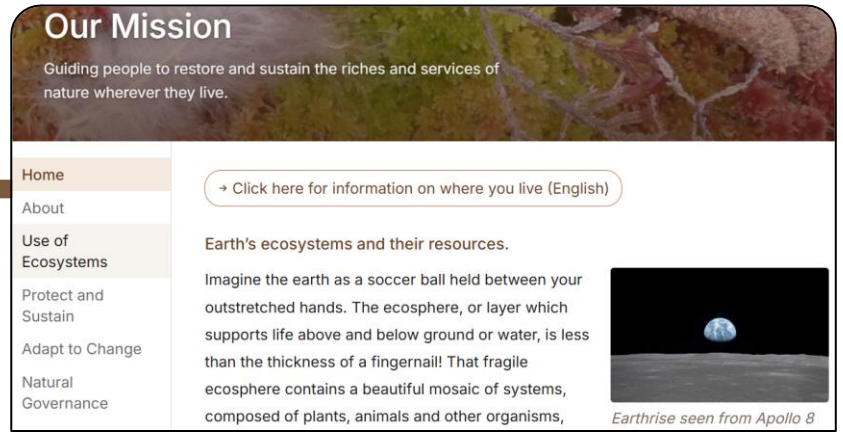
Achievements to date:

- **Translation of the platform into 40 languages**, achieved ahead of IUCN's 7th World Conservation Congress (WCC7).
- Development of **35 national and regional satellite websites**, out of the 40 initially targeted.

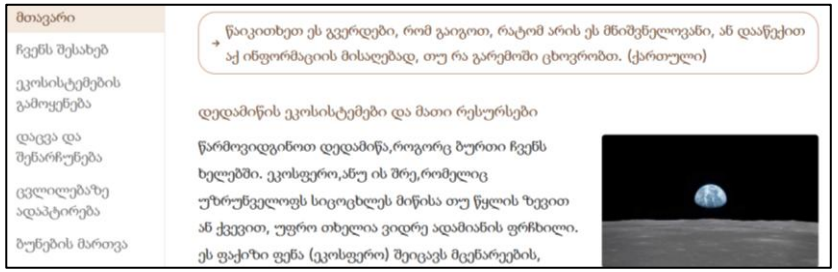
Next steps and future priorities:

- **Network expansion**: Continue growing the network and strengthening international connections.
- **Encourage greater participation** from volunteers, local teams and external partners.
- **Platform development**: Improve the website's functionality, accessibility and user experience.
- **Secure funding and support** to maintain and further develop the network.

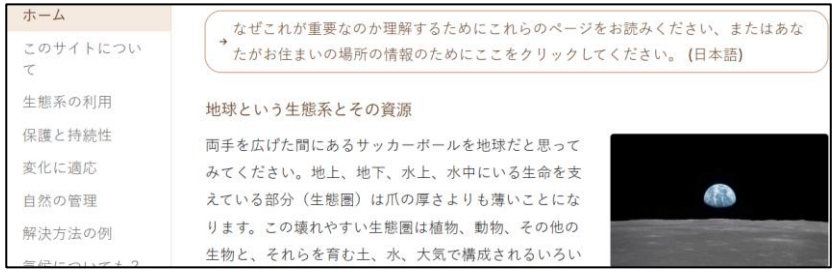
English



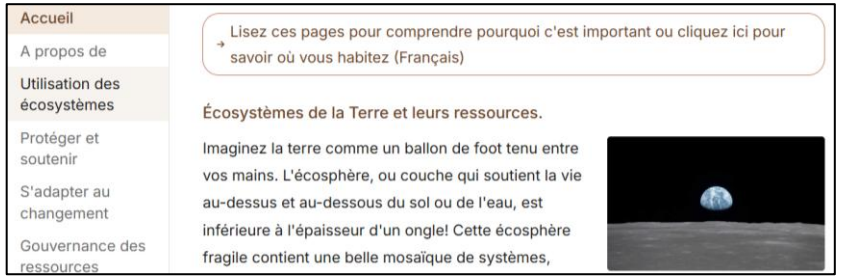
Georgian



Japanese

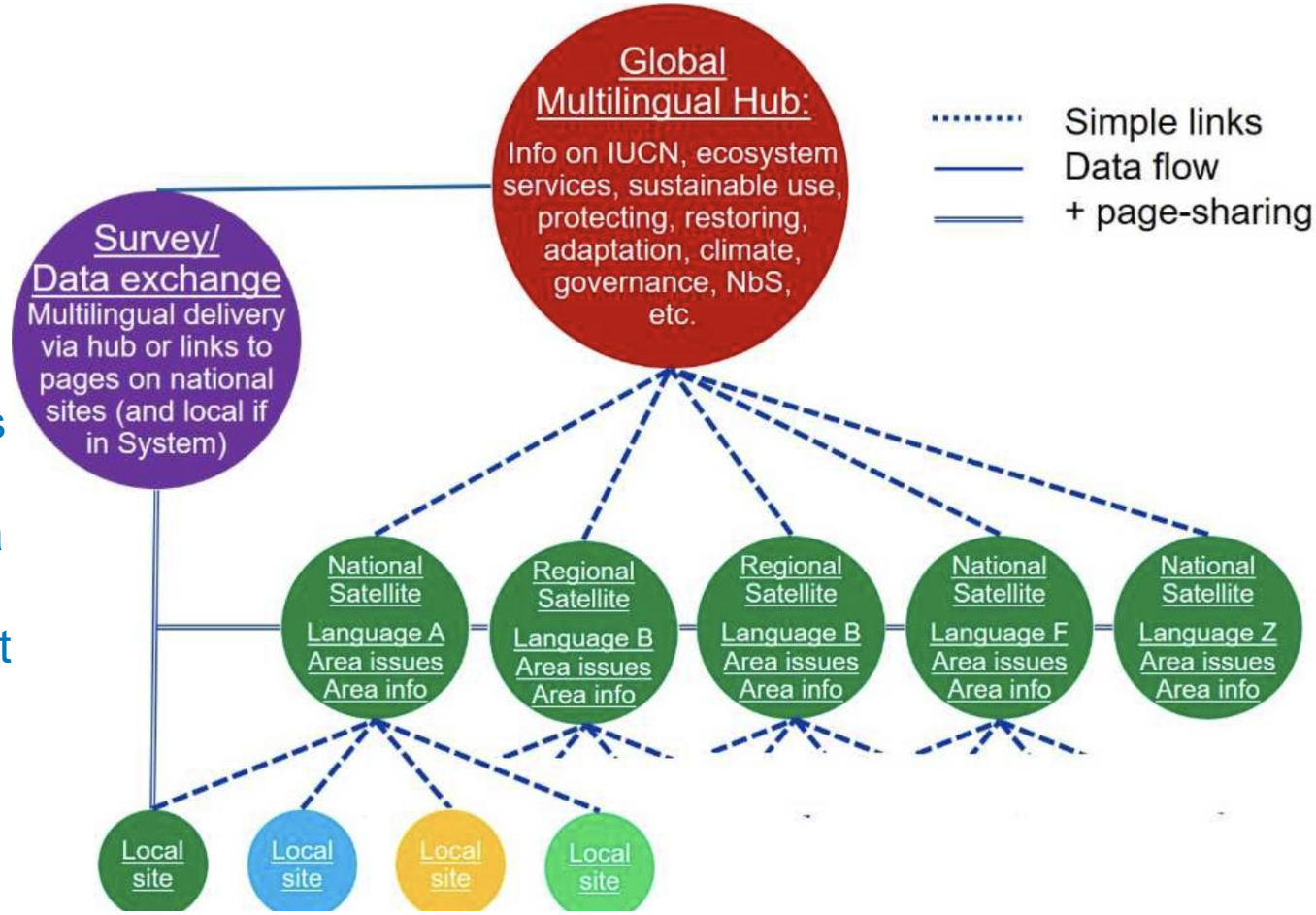


French

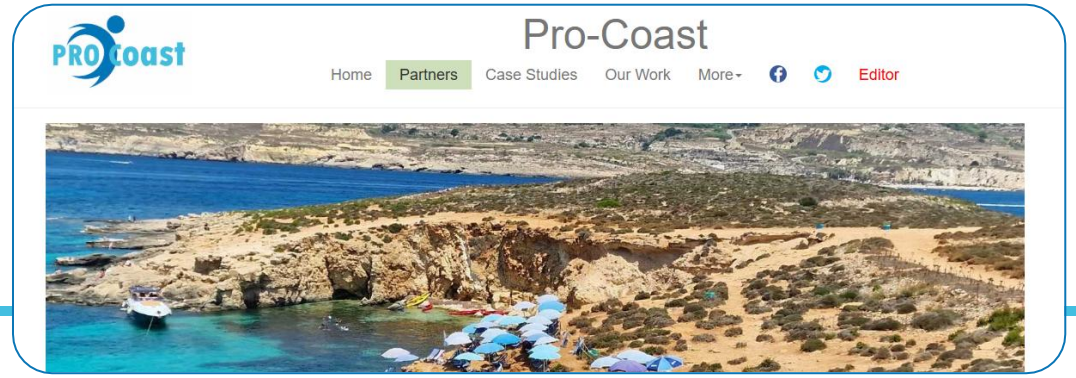


What is the Pro-Coast CUSP?

The Community Sustainability Platform (CUSP) is a network to be built and maintained to 2033 by European Sustainable Use Group. It consists of a multilingual **Hub** which links, for each language area, to **Satellite** sites which host most Pro-Coast content in local languages (see https://esug.sycl.net/6/10/naturalliance,-second-edition)



(English version)

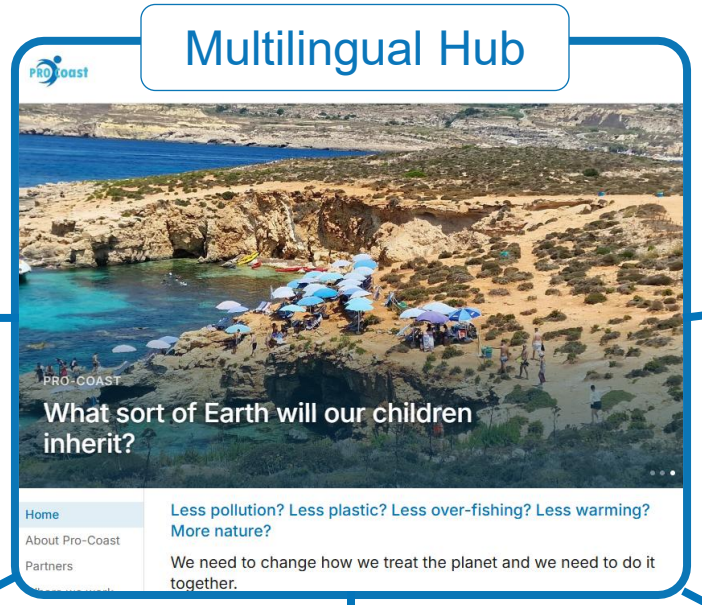


(French version)

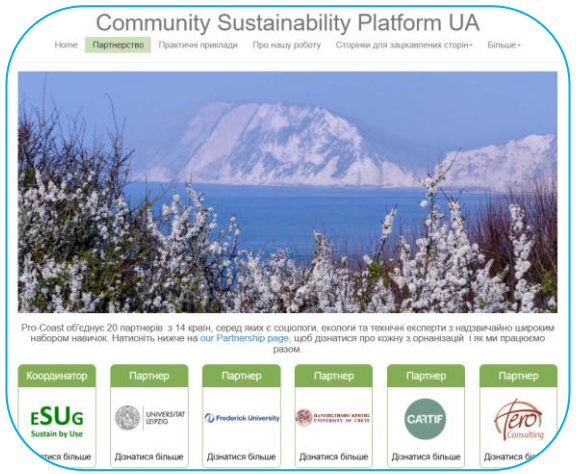


What is the Pro-Coast CUSP?

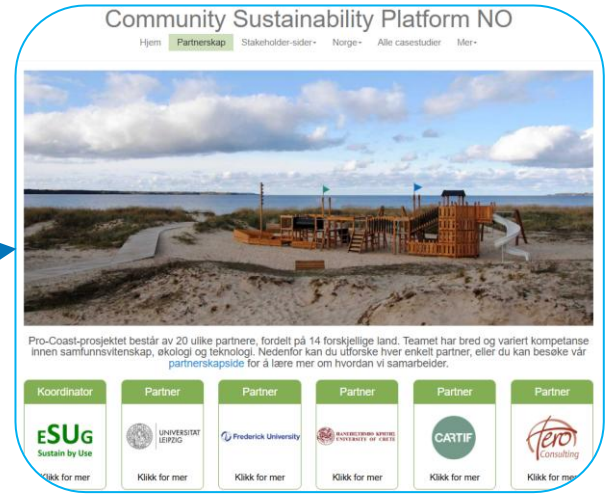
Multilingual Hub



Ukrainian Satellite



Norwegian Satellite



French Satellite



Italian Satellite



Spanish Satellite



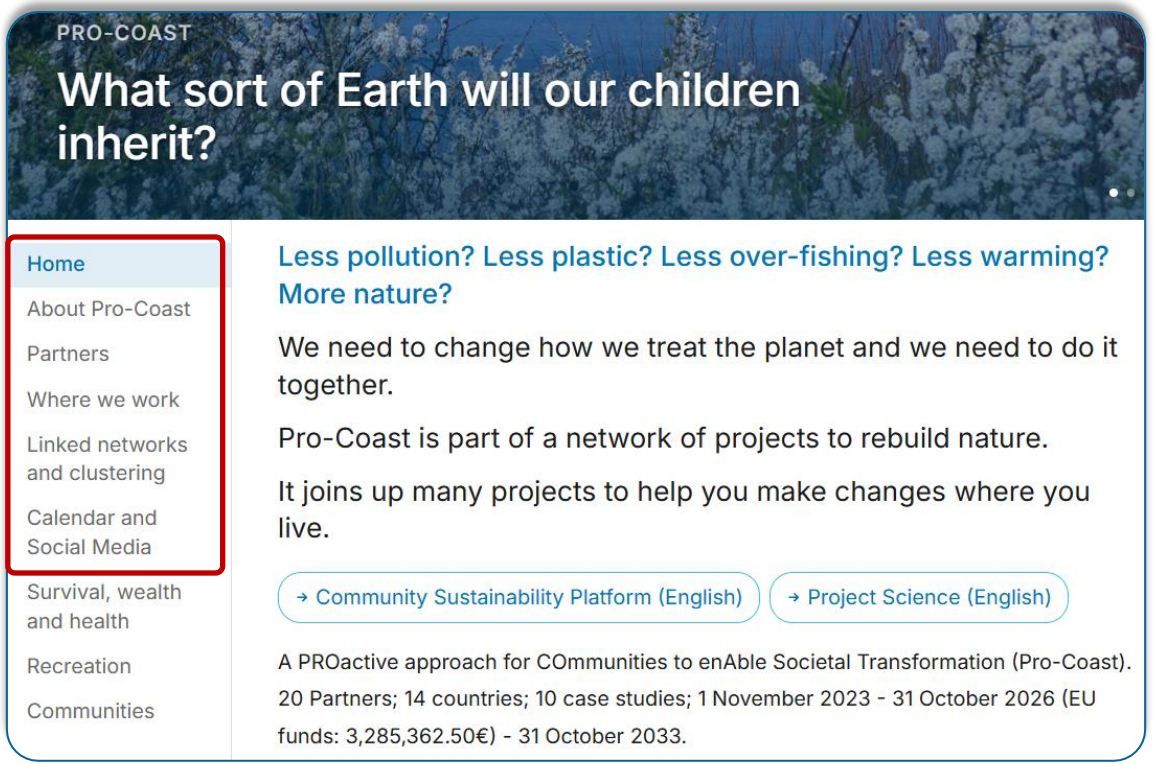
CUSP Multilingual Hub

The Hub serves as the main website for the CUSP and acts as a **central access point**, **directing users to the most relevant satellite pages according to their needs**.

The Hub currently presents the Pro-Coast project, its partners, activities and European collaborations.

- **Home**: Project introduction and key resources.
- **About Pro-Coast**: Project background, objectives and approach.
- **Partners**: Consortium organisations and their expertise.
- **Where We Work**: Case studies across Europe.
- **Linked Networks and Clustering**: Associated networks and collaborations with other EU projects.
- **Calendar and Social Media**: Project events, updates and communication channels.

Multilingual Hub



New stakeholder pages

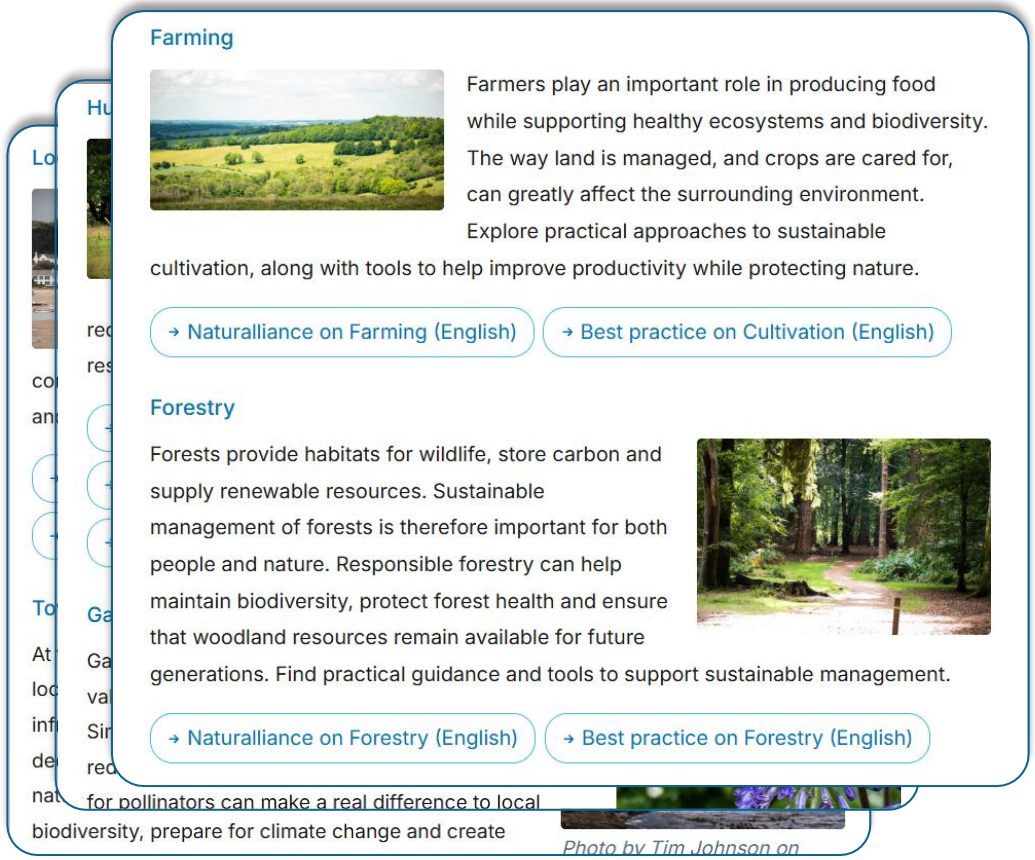
Three new stakeholder pages have recently been added to the website, aiming to guide different audiences towards the most relevant satellite pages according to their interests and needs.

- **Survival, Wealth and Health**: Resources related to food production, aquaculture, farming, forestry and beekeeping.
- **Recreation**: Information on nature-based activities, including foraging, hunting, fishing, gardening and wildlife watching.
- **Communities**: Resources for neighbourhoods, towns, local authorities and community groups.

For each stakeholder group, links are provided to relevant **Naturalliance** resources and the new **CUSP satellite websites** currently under development.

The website also supports **multilingual redirection**: visitors accessing the Hub in their own language are directed to the relevant Naturalliance or CUSP satellite in that same language.

Multilingual Hub: **Stakeholder pages**



New stakeholder pages

Multilingual redirection:

For example, a Spanish-speaking visitor interested in forestry will be redirected to the Spanish-language satellite page providing further information and resources on forestry.



CUSP Satellites

The CUSP satellite websites provide additional information and resources about the PRO-COAST project.

- **Overview page**: Introduces the background and development of CUSP, its connection to ESUG and PRO-COAST, and highlights **key tools developed** through the project, including the Deep Change Framework, CHUI and Garden Advice application.
- **All Case Studies**: Presents the 10 Pro-Coast coastal case studies across Europe, outlining their local environmental challenges and project actions to support biodiversity conservation.
- **Contact**: Allows visitors to find contact details and get in touch with the project team.

There are 14 satellite websites, one for each partner language within Pro-Coast. All satellites have been translated to ensure information is accessible to users in their own language.

CUSP Satellites



CUSP Satellites

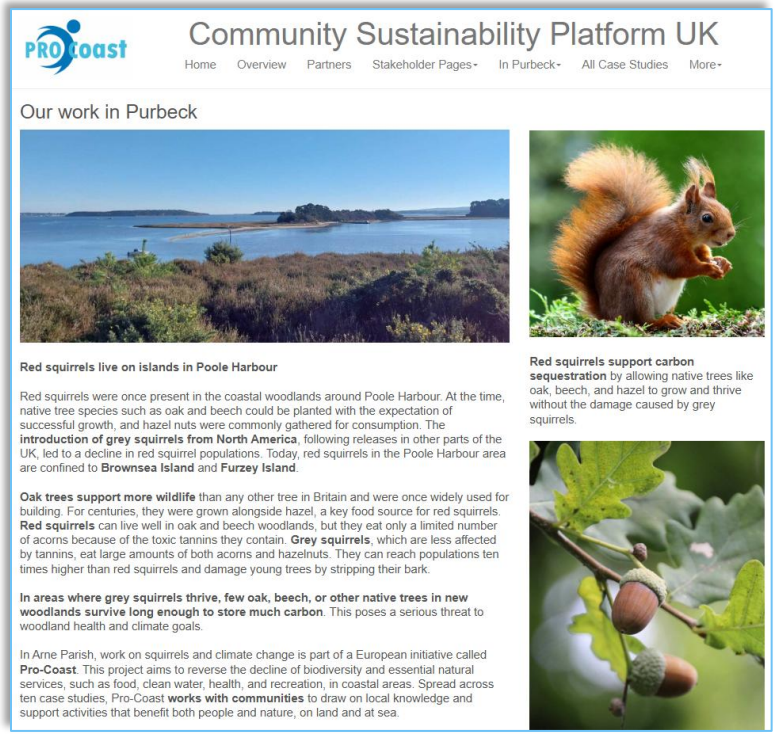
Partners page



All case studies



Local case study info



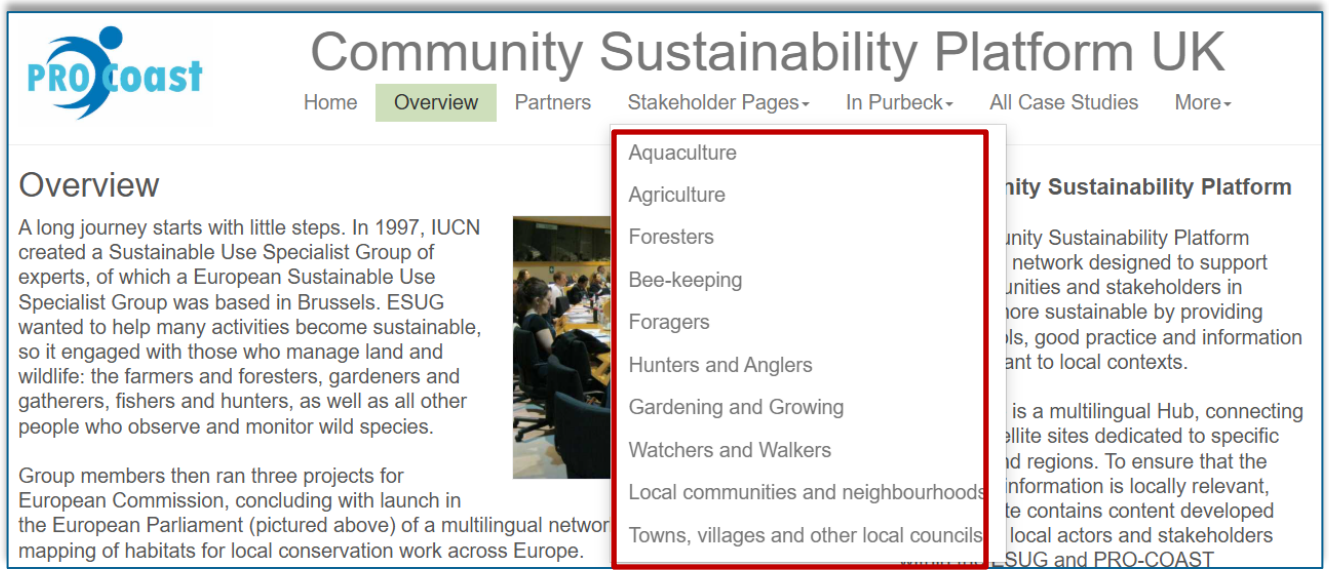
CUSP Satellites: stakeholder pages

Each satellite website includes **10 stakeholder pages**, corresponding to the stakeholder groups featured on the Hub.

Each page features:

- **Introduction**: explains the stakeholder group's role in environmental protection and biodiversity conservation.
- **Good Practices**: featuring **real-world examples** of sustainable initiatives and practices.
- **Links to useful digital tools**

New stakeholder pages



CUSP Satellites

Each stakeholder page includes a selection of practical tools to support more sustainable, biodiversity-friendly activities.

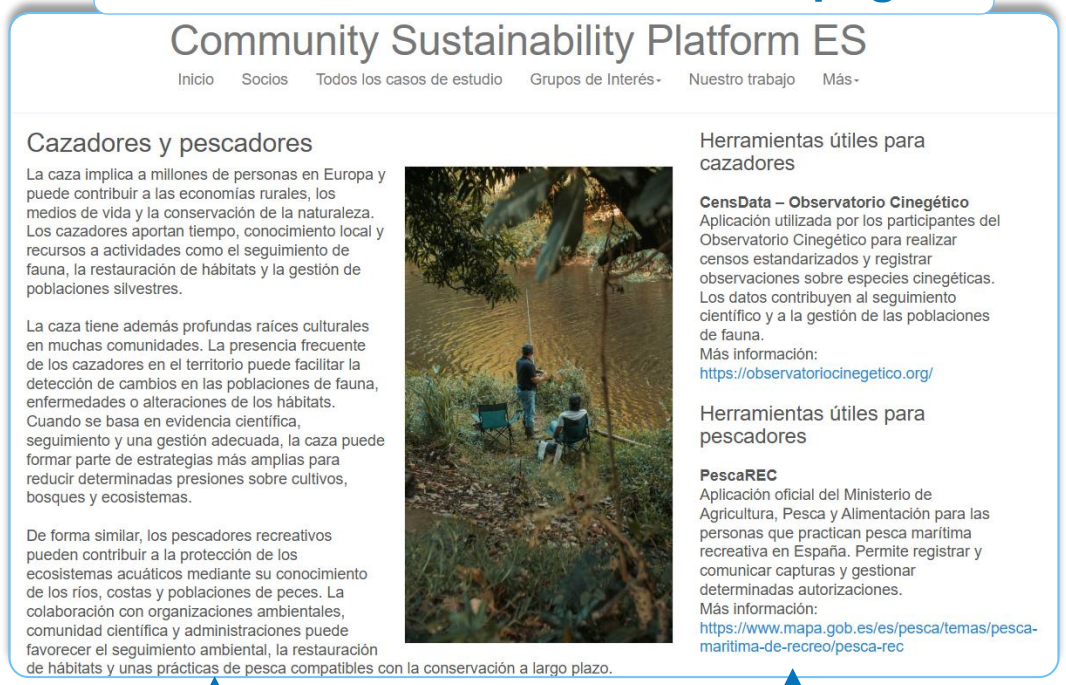
Tools are selected according to the needs of each stakeholder group and local context. Each tool is presented with a short description and a direct access link.

Priority is given to resources available in the language of the respective satellite website.

The selection will be progressively expanded in collaboration with local partners adding relevant examples, practical guidance and resources.

The ten stakeholder pages have already been translated into seven languages, with additional translations ongoing.

CUSP Satellites: Stakeholder pages



Significance and **Best practice**

Useful tools:

Decision-support tools, mobile applications, interactive maps, biodiversity monitoring platforms, etc.

CUSP: translation progress

- The translation process initially focused on making the CUSP Hub and satellite websites available in the languages represented by PRO-COAST partners.
- Translators were first asked to translate existing English content, allowing them to **become familiar with the platforms**, their structure and editing functions.
- This initial phase also helped identify potential difficulties and **improve the guidance and tutorials** provided.
- **Language coverage has progressively expanded**, although some translations, particularly the new stakeholder pages, are still ongoing.

Language	Hub		Satellite	
	Full	Stakeholder pages incomplete	Full	Stakeholder pages incomplete
English	✓		✓	
Dutch		✓		✓
Ukrainian	✓		✓	
French	✓		✓	
Spanish	✓		✓	
German	✓		✓	
Greek	✓		✓	
Italian	✓			✓
Norwegian	✓		✓	
Estonian		✓		✓
Slovenian		✓		✓
Romanian		✓		✓
Montenegrin	✓			✓
Maltese		✓		✓

CUSP: translation progress

The **ESUG has been working closely with PRO-COAST partners** and members across several countries to translate the CUSP Hub and local satellite websites.

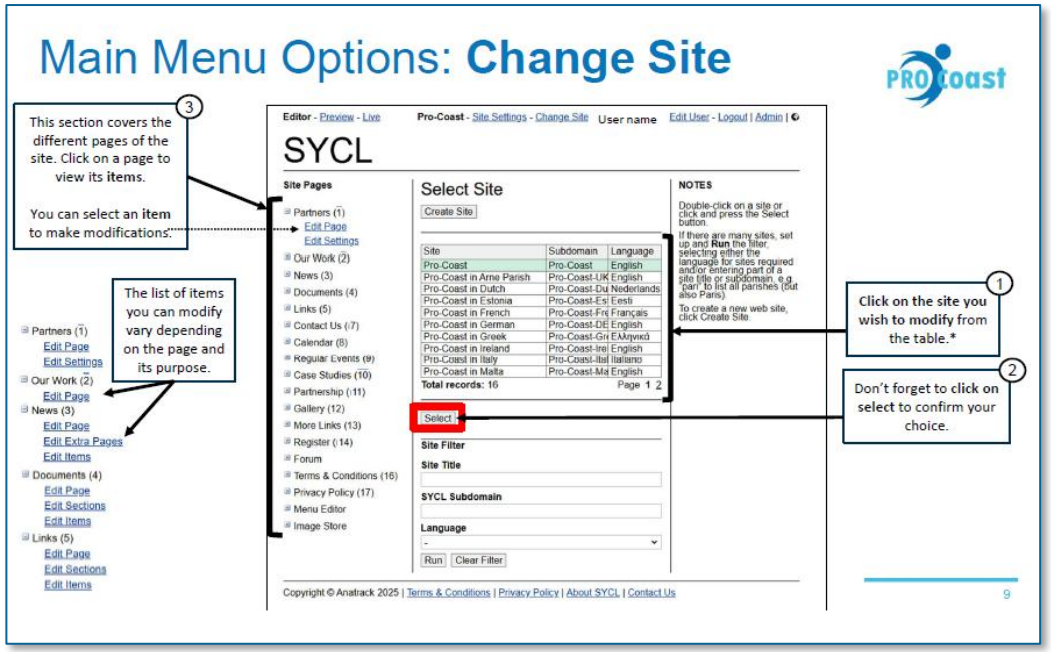
- **Step-by-step tutorials** were developed to guide translators through platform navigation and content translation.
- **Training**: Translators were introduced to SYCL during the PRO-COAST meeting in Tallinn in June 2025, including practical training on translation and website customisation.

Training covered adding images, modifying menus and adapting satellite websites to local contexts.

Initial translation activities helped identify platform difficulties and improve the tutorials and guidance provided.

This process helped partners develop the skills needed to manage and maintain their own local websites.

Tutorial for translators



CUSP: Country Coordinators and local collaboration

With partners becoming increasingly familiar with the platforms, the approach has evolved beyond simply translating existing content. Translators are now encouraged to take a more active role in developing their local websites and creating relevant content as Country Coordinators (Cocos).

Encouraging partners to develop content that reflects their country's specific needs and context.

- Moving beyond translation of existing English content towards locally relevant information and resources.
- **Encouraging partners to develop content** that reflects their country's specific needs and context.
- A **dedicated forum** was established to allow case study leaders and Country Coordinators to exchange knowledge, ask questions and support one another.



Illustration by Shahid Mehmood on Unsplash

The objective is to move from a translation-focused approach towards a more decentralised model, where local partners actively contribute to the development, relevance and long-term sustainability of their satellite websites.

PROcoast



Questions & Answers

Thank you

https://pro-coast.eu

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IUCN International Union for Conservation of Nature

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