



# ICUC (I See, You See) Smartphone App

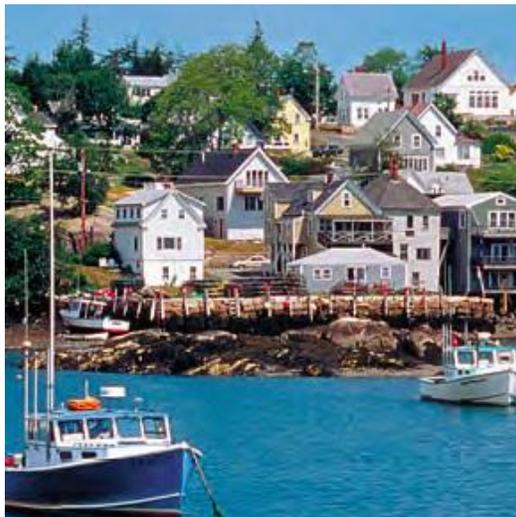
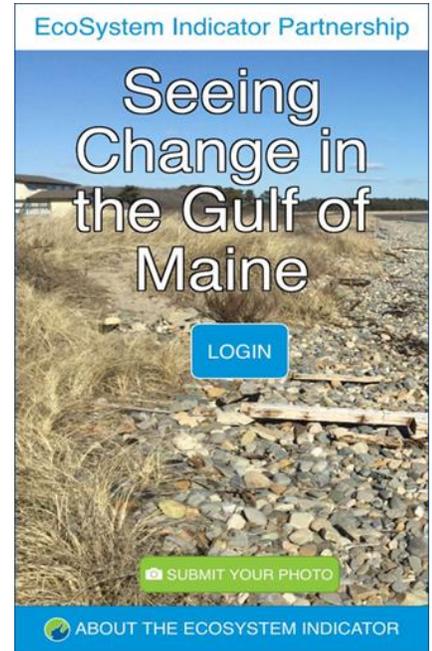
## Seeing Change in the Gulf of Maine

The **Gulf of Maine/Bay of Fundy** is a continually changing ecosystem. To chronicle these changes the EcoSystem Indicator Partnership (ESIP) has released an innovative tool, linking mobile Smartphone technology and citizen science, to help visually document changes in the Gulf of Maine – the **ESIP ICUC (I See, You See) Smartphone App**. In addition to contributing to our understanding of change, the tool can also create a new generation of citizen scientists and citizens who are more involved in exploring, celebrating and protecting this valuable ecosystem.

### Why should we care?



The Gulf of Maine is a unique sea within a sea. It represents one of the largest semi-enclosed coastal areas in North America and one of the world's most dynamic and productive marine ecosystems. Nearly 10 million people live within the Gulf's watershed and residents share a long maritime heritage and an economic, social, and cultural link to the natural beauty and the resources that the Gulf provides.



Centuries of economic growth and resource harvesting have transformed the Gulf's ecosystem; dams and dykes have blocked free flowing rivers and estuaries, and manufacturing and residential development have fragmented wildlife habitat and polluted waters. The Gulf is also starting to show the impacts of climate change. In the last decade, the ocean waters within the Gulf have warmed faster than nearly all other places on the planet. Warmer waters are having a negative impact on the number and

distribution of whales, fish, and birds. However, not all of the current changes in the Gulf are negative. Organizations, communities and citizens are also helping to protect and restore valuable coastal habitat.

Documenting and understanding ecosystem change is critical for decision-making and for evaluating the success of management efforts. However, monitoring can be costly and time consuming, and researchers just can't be everywhere at all times. The solution? Make it easy and fun for interested citizens and the growing citizen science movement to help monitor the health and ecosystem changes in the Gulf of Maine.



## ESIP ICUC ("I See, You See") Smartphone App



Launched in 2016, the ESIP ICUC app allows users to learn about their world and to participate in the growing citizen science movement.

App users can **look up information** about where and who is already monitoring in the Gulf. Users can also **submit time-stamped photos** from specific ICUC sites to help visually document changes over time.

ESIP ICUC sites are set up in conjunction with partners. Small blue metal brackets provide a platform for a user's Smartphone and ensure all photos have a comparable orientation and perspective, and a small sign describes how to participate.

Users can upload their photos immediately, or wait until later if their phone's signal is spotty.

Photos are uploaded to an **on-line photo library**. The photos will provide a record of impacts from single events, show seasonal changes and annual changes, or help to document changes over a longer period of time. Individual photos for specific sites can be viewed through the app or on the ESIP ICUC webpage. In addition, the ESIP ICUC webpage will eventually stitch together multiple photos at a site to clearly show the changes over time.



### How Can I Get Involved?

- **Download** the ESIP ICUC app for free for iOS and Android.
- **Use** the app to look up monitoring information or find ESIP ICUC photo sites that are near you.
- **Visit** the ESIP ICUC photo sites, snap a photo, and upload it to the photo library.
- **Host** an ESIP ICUC photo site at:
  - A place of wonder
  - A location of scientific study
  - A site of environmental, cultural or economic value
  - An area of concern
- **Partner** with ESIP to build and host a network of ESIP ICUC photo sites.

## EcoSystem Indicator Partnership

For more information on ESIP or to get involved in the ESIP ICUC App visit:  
[www.gulfofmaine.org/esip](http://www.gulfofmaine.org/esip)

