

**Butterfly  
Conservation**

Saving butterflies, moths and our environment

# Butterfly Conservation UK

Presentation to BC Europe meeting

Laufen

December 2014

# big butterfly count

- Started in 2010
- Sponsored by M&S



## Aims:

- to engage wide audience,
- gather data on common butterflies
- raise awareness of BC + M&S Plan A

# big butterfly count

## Count facts

### big butterfly count

2009-2013 July  
Spend 15 minutes in a sunny spot and record how many of each species you see.  
Log your sightings at [www.bgbutterflycount.org](http://www.bgbutterflycount.org)



- Run 3 weeks Mid July – early August
- 21 common sp in survey (19 butterflies, 2 moths)
- Website to collect data
- Regular e-mail newsletters to participants



Smartphone app 2013

# big butterfly count

## High profile launches





# big butterfly count

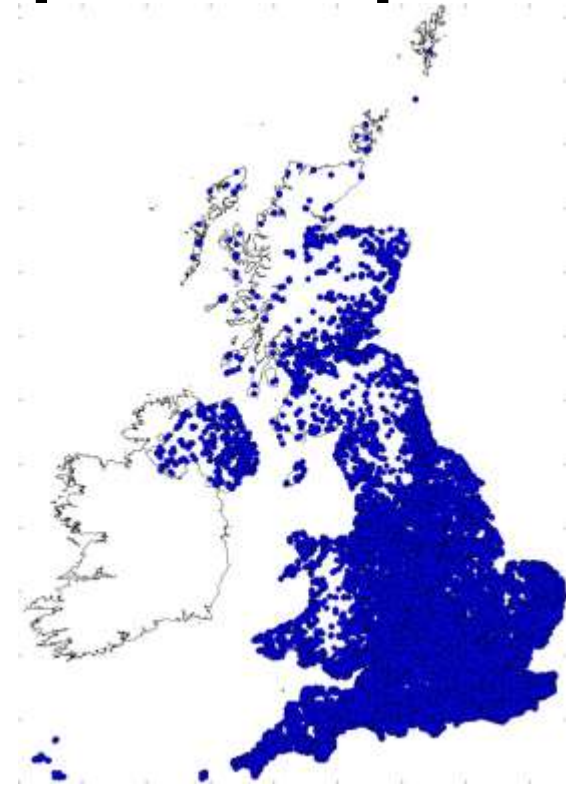
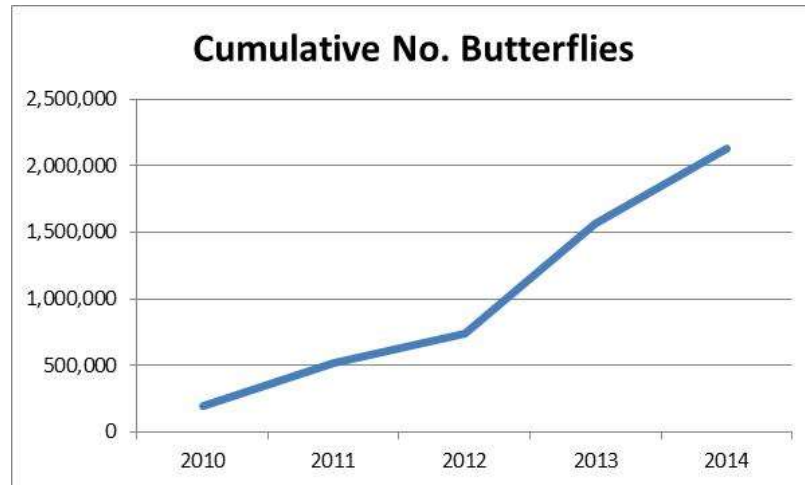
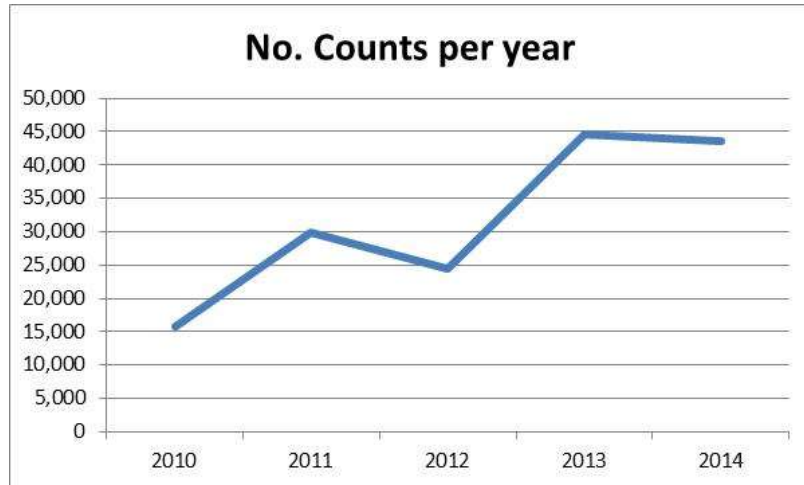
## Widespread publicity

- National TV and radio articles
- National newspaper articles
- Local media and radio



# big butterfly count

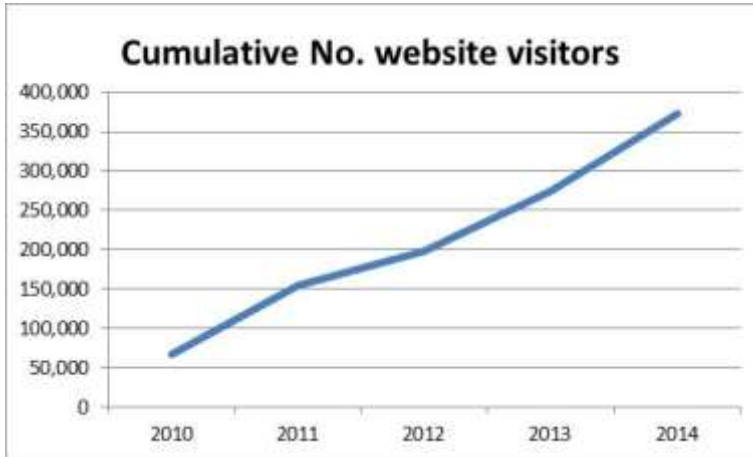
## Mass participation



- **158,278 counts completed**
- **2.1 million butterflies recorded**

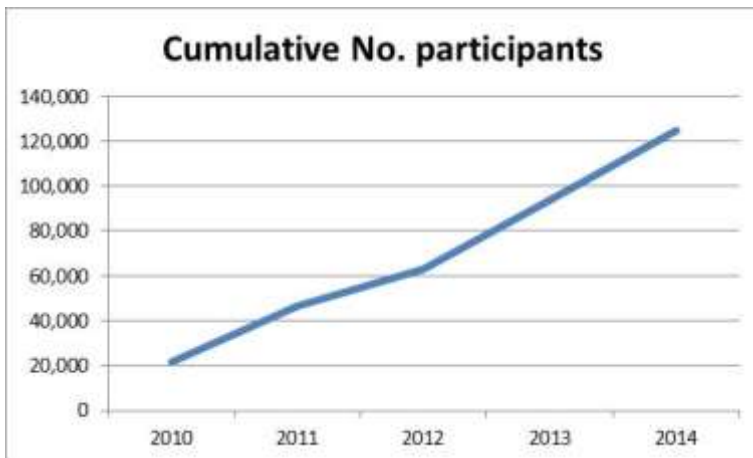
# big butterfly count

# Mass participation



## Over 5 years

- 372,000 Unique web visitors
- 170,000 Downloads ID chart
- 125,000 participants
- 61,404 email addresses





# big butterfly count

## Engaging children

**Over 5 years**

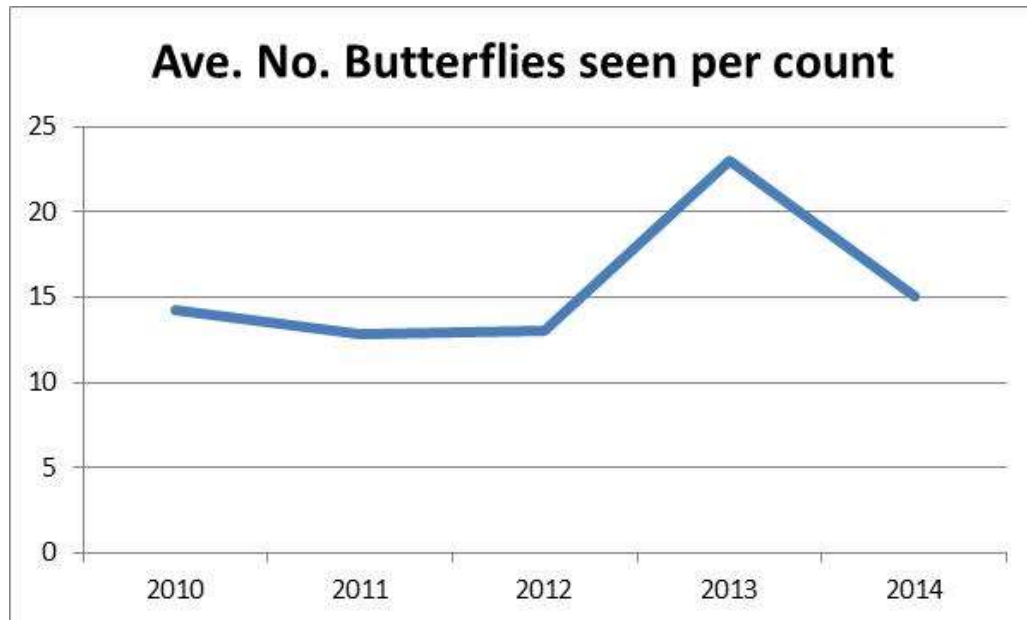
**c7,500** Counts submitted on behalf of U16s





# big butterfly count

## Data on butterflies



### Annual winners

2010



2011



2012



2013



2014



**big butterfly count**

## New members

Free 1 year membership offer each year  
Two-thirds stay as members

**4,600  
new members**