



**local biodiversity through the art of children**

By Eileen & Angela



**What is your favourite biodiversity?**



1970

today



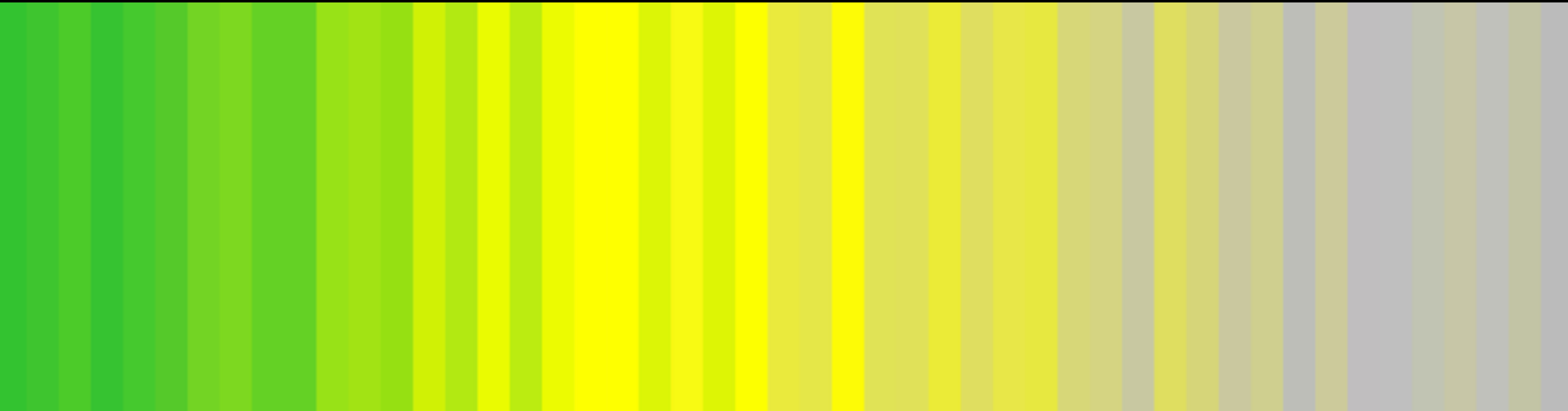
Global warming

1970

today

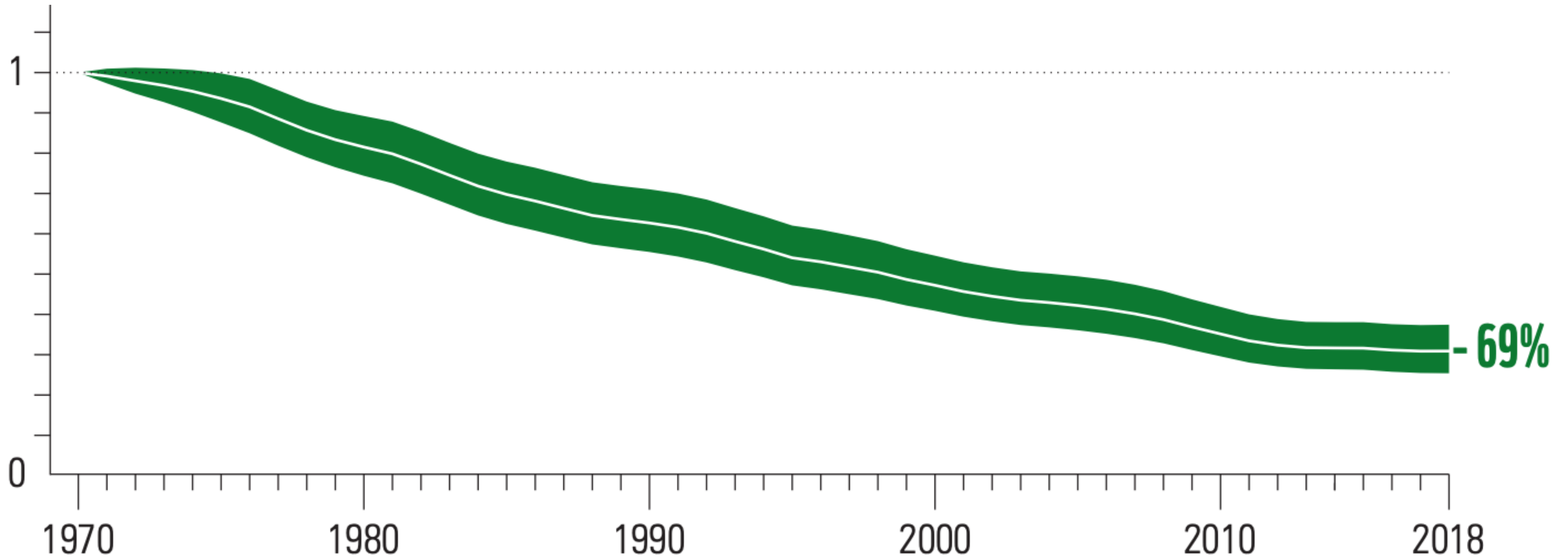


Global warming & biodiversity loss



# 69%

decrease in global wildlife  
in the past 50 years



Biodiversity

?!  
=



**"Only if we  
understand,  
will we care.  
Only if we  
care, will we  
help. Only if  
we help shall  
all be saved"**

-Jane Goodall



welcome to



William L. (Age 7), "The Puffin Under the Rainbow"



# Biodiversity-themed art competitions for children



# Target audience, theme, rules

## wild postcard project

a biodiversity-themed artwork competition for kids & teens (ages 5-18) in Ireland

### how to enter:



#### think

about the animals & plants that live in Ireland



#### create

an artwork depicting Irish biodiversity



#### submit

your entry via our online form (website below)



#### celebrate

the ten winning artworks that will become postcards!



[www.wildpostcardproject.com](http://www.wildpostcardproject.com)





etsy.com

Etsy Search for anything Sign in

Jewellery & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies & Tools Vintage

**WildPostcardProject**  
 Celebrating biodiversity with beautiful postcards  
 Dublin, Leinster  
 81 Sales ★★★★★

Top shop for gifts. A buyer bought a gift from this shop and gave it a 5-star review!

Wild Postcard Project  
 Contact

Follow shop

**Announcement**  
 Last updated on 07 Jan, 2021

We've just added a brand new special edition item, the "Mega Supporter Pack" which features 20 of our all-time favourite postcards.

[Read more](#)

**Items**

Sort: Custom ▾

Search items

All 7

Contact shop owner

81 Sales

47 Admirers

[Report this shop to Etsy](#)



Earth Day Celebration Pack - A special s...  
 €3.00



Pick your favourite! Select an artwork fr...  
 €8.00



Irish wildlife postcard set of 18 - Full set ...  
 €10.00



German wildlife postcard set of 15 - Art...  
 €8.00



Global wildlife postcard set of 10 - Spec...  
 €20.00



Alaska wildlife postcard set of 19 - artwo...  
 €10.00

...postcards are **sold** online and in stores

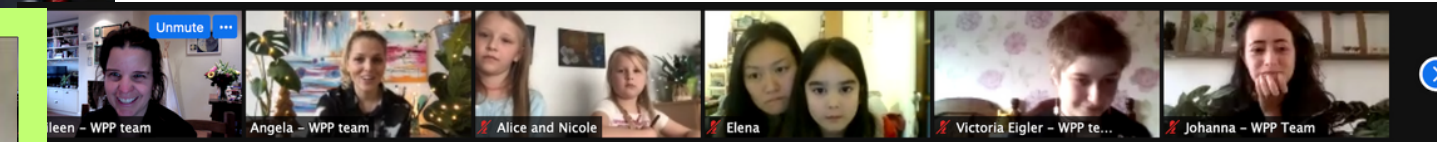
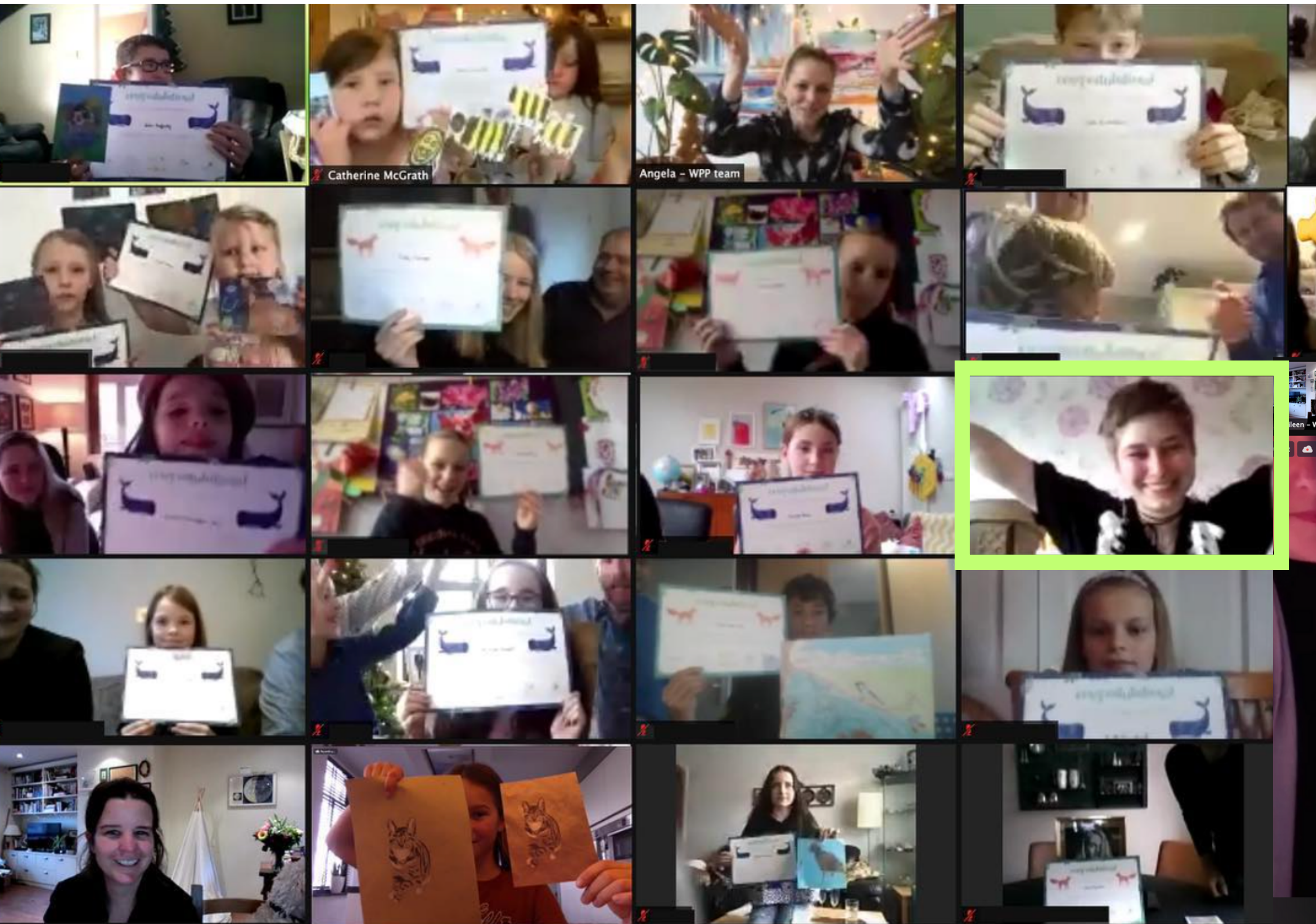


# Since 2016: 9 competitions in 7 countries

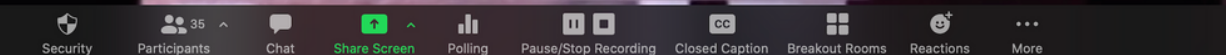


# 10,000 artworks received, over 100 winners

(pandemic didn't stop us!)



(or Emilie's granddad)



# Alaska Biodiversity Art Contest



X



ALASKA WILDLIFE  
CONSERVATION CENTER

Section 1 of 3

## Alaska Biodiversity Art Contest 2021

Form description

After section 1 Continue to next section

Section 2 of 3

Participant Information:

Description (optional)

Full Name:

Short-answer text

Age:

1. 5 years

Title of your Artwork:

Short-answer text

Artwork Description:

Long-answer text

Do you live in:

1. The countryside
2. A village
3. A town
4. A city
5. Option 5

Your Borough/Census Area:

1. Aleutians East Borough

What's your favorite aspect of biodiversity?

Short-answer text

---

Where do you learn about **biodiversity**? (If other, specify)

School

Family

Books

TV

News

Internet

Other...

⋮  
Where did you (or your teacher/parent/guardian) hear about the **competition**? (If other, specify)

School

Family

Facebook

Twitter

Instagram

~CONTACT INFORMATION~

We need the contact information (full name, email, phone number) of your school/parent/guardian to let you know if you win!

Full Name:

Short-answer text

---

Email:

Short-answer text

---

Phone Number:

Short-answer text

---

⋮  
Upload a photograph of your artwork here! \*

 Add File

 View folder

Anything you want to add? Write it in the space below! We're happy to hear from you.

(Have a question? Feel free to contact us at [wildpostcardproject@gmail.com](mailto:wildpostcardproject@gmail.com)!)

Long-answer text

---



# How we scored the artworks: summary of the categories and subcategories used during the analysis of each artwork

Level of Organisation						
The scale of the 'scene' depicted in the artwork i.e. do young people depict individual organisms or entire systems?						
Simple			System			
One or more organisms depicted without landscape context (i.e. no landscape features.) E.g. a fox on a blank background.			One or more organisms depicted amongst one or more landscape features. E.g. a hare in a meadow			
Biome Type						
The general nature of landscape or organisms depicted i.e. what biome types do young people depict?						
Terrestrial	Freshwater	Marine	Other	Terrestrial-Freshwater	Terrestrial-Marine	n/a
Dry land landscapes or organisms. E.g. a meadow, a fox.	Aquatic landscapes or organisms which are not coastal or oceanic. E.g. river, lake/pond.	Aquatic landscape or organisms which are coastal or oceanic. E.g. coast, ocean.	Landscapes or organisms which do not fit into any other category.	Terrestrial and freshwater landscapes or organisms. E.g. a river running through a grassland/meadow.	Terrestrial and marine landscapes or organisms. E.g. a cliff before an ocean.	There is no landscape depicted i.e. the 'Level of Organisation' is a 'Single Organism' or 'Multiple organisms/-taxa'.

Landscape Features					
Specific aspects of the landscape depicted or indicated by the metadata, including those depicted in the background. Certain features are grouped together as it may be difficult to distinguish between them in the artworks (e.g. lake/pond). Artworks could feature more than one landscape feature.					
Woods/Forest	Grassland/Meadow	Stone/Rock	Soil/Ground	Mountain/Hill	River/Canal
Often indicated by a line of trees or by the metadata.	Patches of green colours.	Patches of grey colours or cliffs.	Patches of brown/yellow colours.	A landmass protruding/raised from the ground, or being roughly triangular in shape.	Strips of blue colour, including waterfalls.
Lake/Pond	Coast	Ocean	Urban	Other	n/a
Circular/closed patches of blue colour.	Land meeting the ocean, including beaches.	Marine water bodies (taxa depicted may help in identifying this feature in particular).	Houses or other human indicators in the absence of the other landscape features.	Landscape feature can be identified or does not fit into any other categories in this Section (e.g. snow fields, bogs, hedgerows).	There is no landscape.

# How we scored the artworks: summary of the categories and subcategories used during the analysis of each artwork

Plant Elements			
The floral elements depicted. Artworks could feature more than one plant element.			
Tree	Branch/Twig	Shrub/Bush	Leaf
Trees with a crown or without crowns.	Branches or twigs that are not attached to a tree.	Includes hedgerows.	Leaves that are not attached to a tree.
Flower	Grass	Aquatic	Other
Includes colourful circles in patches of green.	Green coloured patches and thin green lines similar to grass leaves.	Plants within a body of water. E.g. lily-pad, seaweed, cattails.	Plant elements are not identifiable or do not fit into any other category. E.g. crops such as carrots.

Animal Taxa						
The faunal groups depicted. Artworks could feature more than one animal taxa. For each artwork, all taxa depicted were recorded						
Mammal	Bird	Fish	Crustacean	Echinoderm	Mollusc	Cnidaria
Includes organisms appearing 'furry'. E.g. fox, deer.	Includes winged creatures in a sky. E.g. puffin, robin.	E.g. salmon.	E.g. crabs.	E.g. starfish, sea, urchins.	E.g. snails, mussels, octopi.	E.g. corals, sea, anemones, jellyfish.
Porifera	Reptile	Amphibian	Insect	Annelid	Arachnid & Myriapod	Other
E.g. sea sponges.	E.g. lizards, snakes, turtles.	E.g. frogs, newts.	E.g. butterflies, bees, ants.	E.g. earth-worms.	E.g. spiders, scorpions, centipedes, millipedes.	Taxa are not identifiable/do not fit into any category. 23

Evidence of Humans	
The depiction of humans or elements which indicate the presence of humans i.e. do young people depict humans as biodiversity?	
Humans	Indicators
Humans are present. Includes stick figures.	E.g. roads, houses, bird boxes, fence, etc.

# Examples of how we scored the artworks



Landscape feature: '**grassland/meadow**', thus categorised as depicting a '**system**'. Animal taxa = '**mammal**', '**bird**'; Plant elements: '**grass**', '**flower**'; Biome type: '**terrestrial**'

Landscape features: '**grassland/meadow**', '**river/canal**', thus categorised as depicting a '**system**'. Animal taxa = '**mammal**', '**insect**', '**amphibian**'; Plant taxa = '**flower**', '**grass**'; Biome type: '**terrestrial-freshwater**'; human element: domestic animal (cow)



# Examples of how we scored the artworks



**No landscape** feature depicted (animal on its own), thus classified as a '**simple**'. Animal taxa = '**reptile**'; Biome type: '**terrestrial**' (animal is a terrestrial one)



Landscape feature: '**ocean**' depicted, thus categorised as depicting a '**system**'. (animal on its own), thus classified as a '**simple**'. Animal taxa = '**mammal**'; Biome type: '**marine**'.

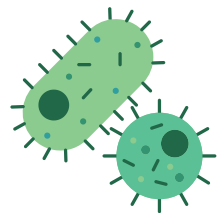
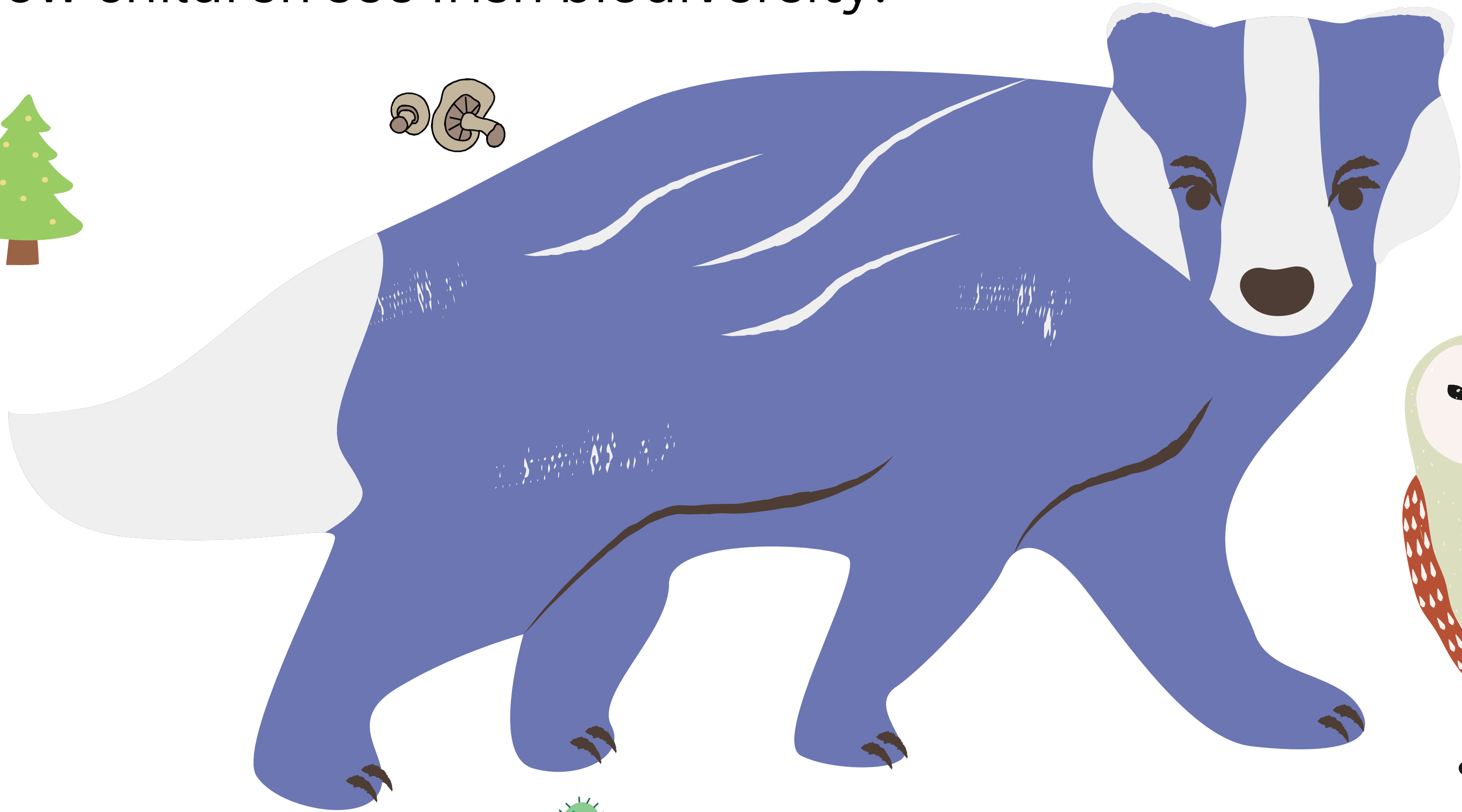
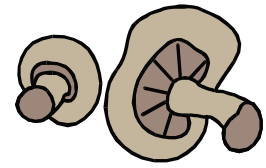
**Results & discussion:**

6 major trends

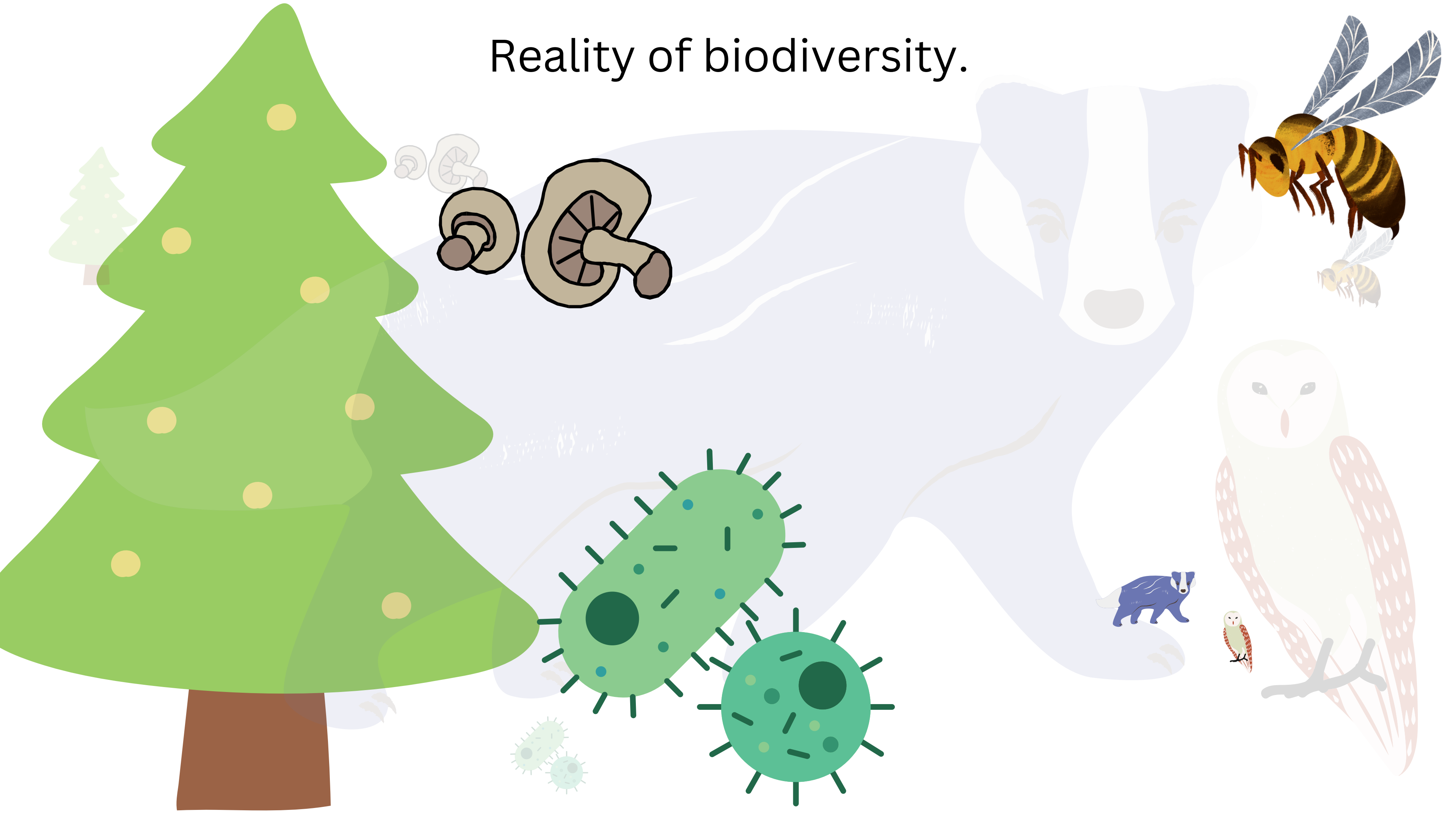
# 1. Unrealistic perception of biodiversity



How children see Irish biodiversity:

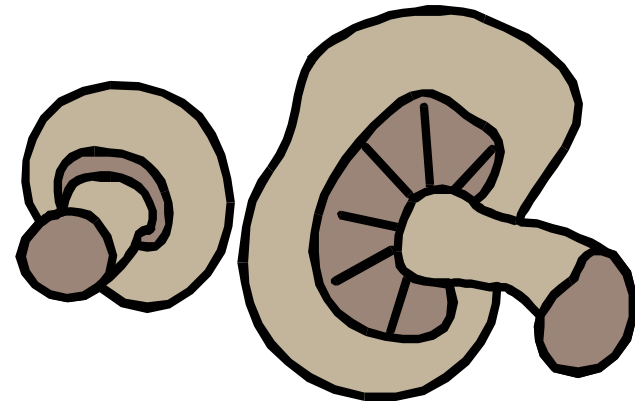


Reality of biodiversity.

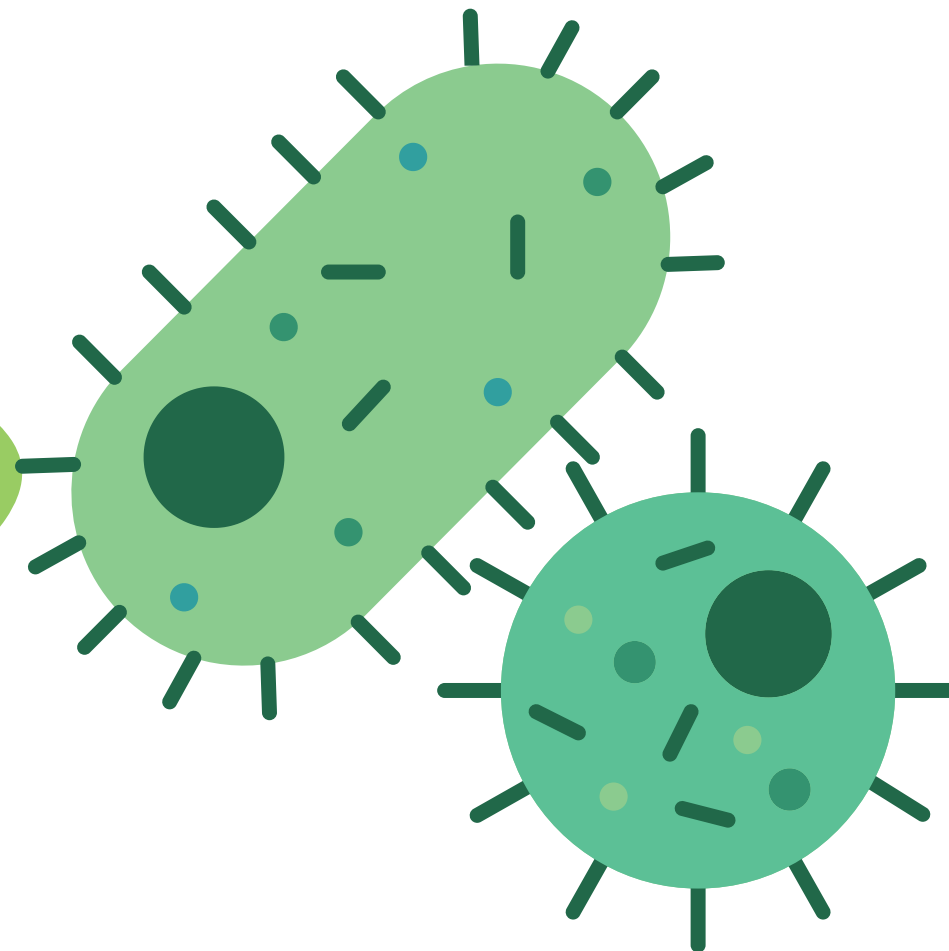
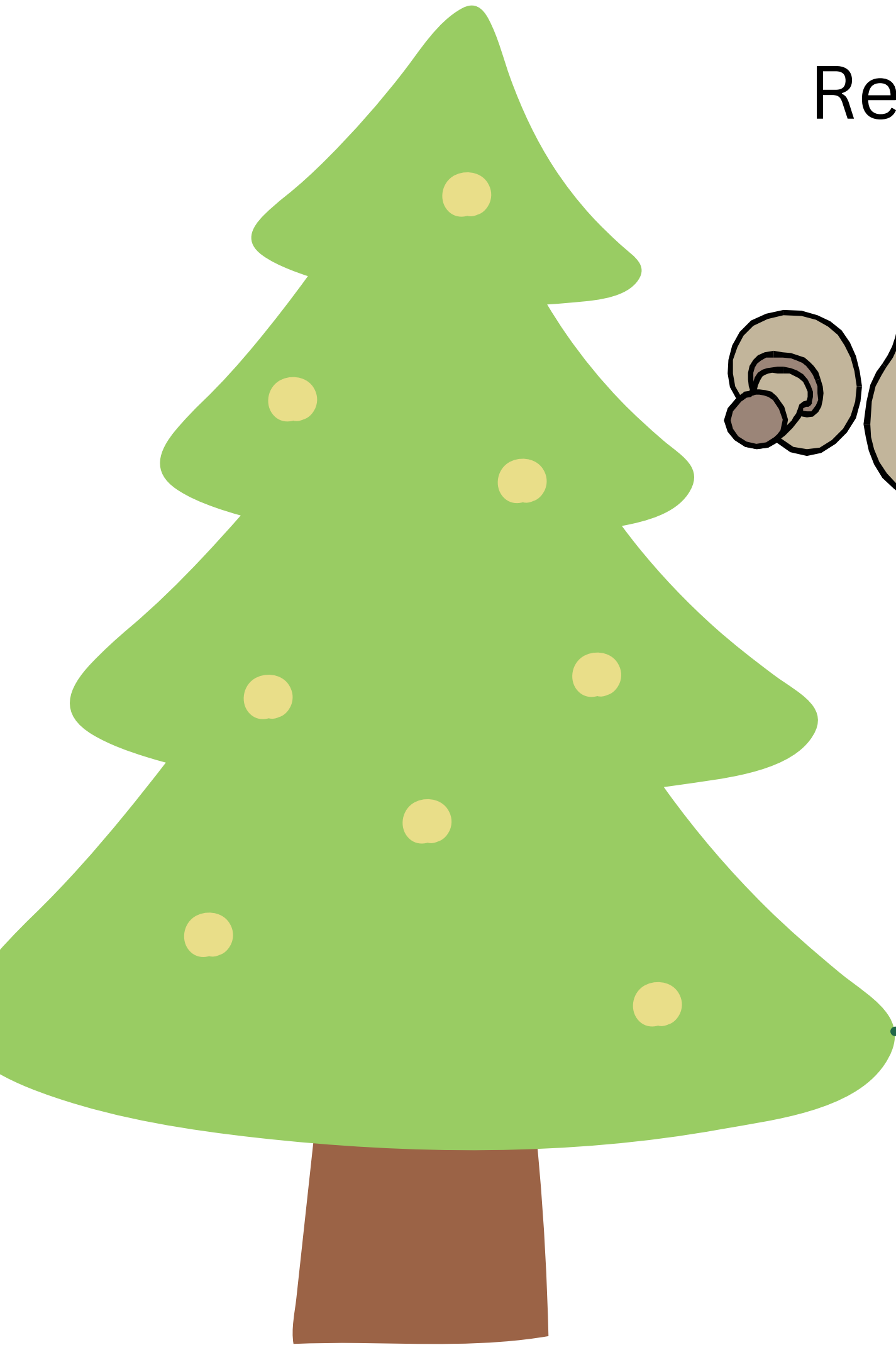




Reality of biodiversity.



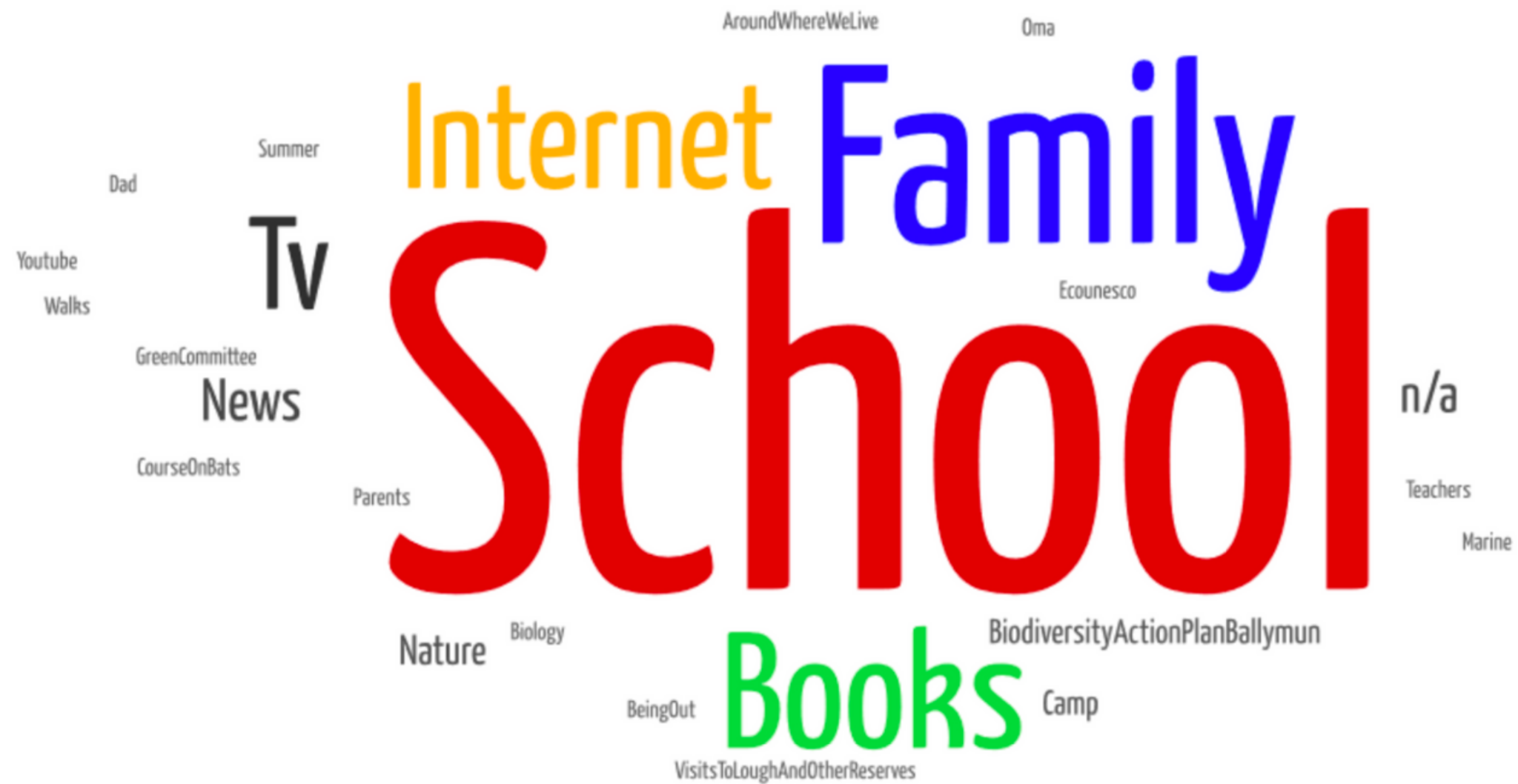
**Brainstorming jam:**  
How could we reduce  
this bias?



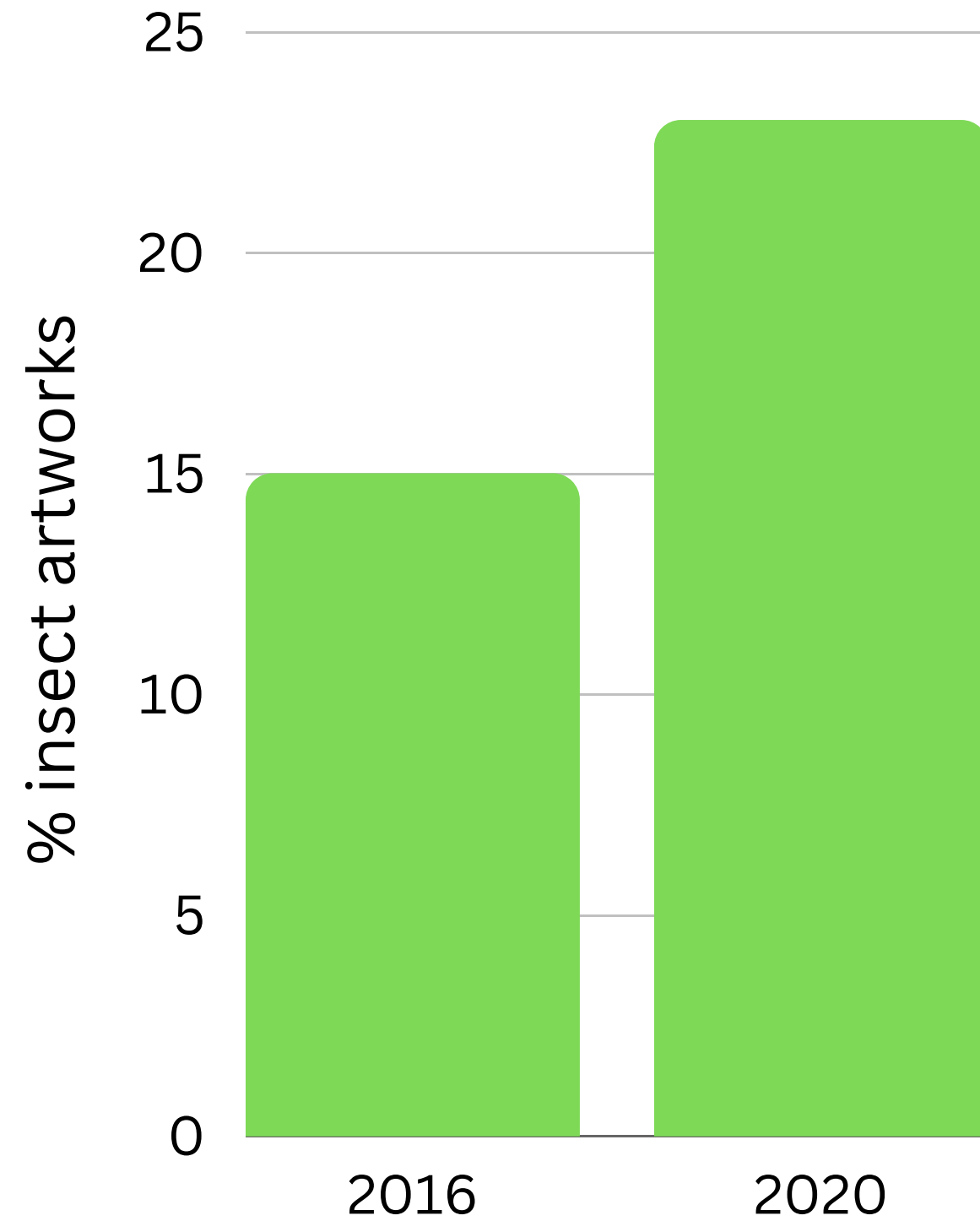
## How could we reduce this bias?



'Where do you learn about biodiversity?'



## 2. More kids depicting **insects** in **2020** artworks compared to **2016**



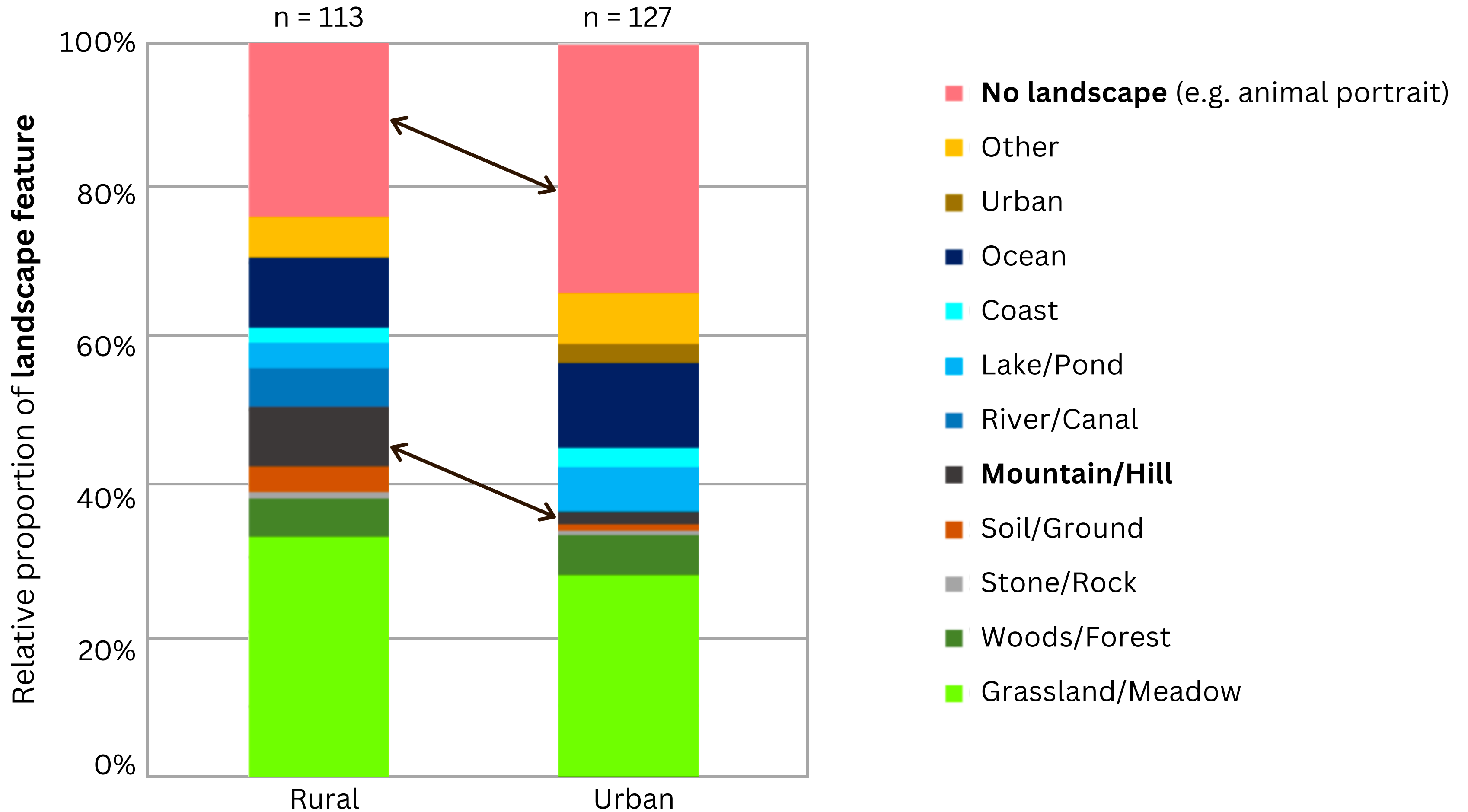
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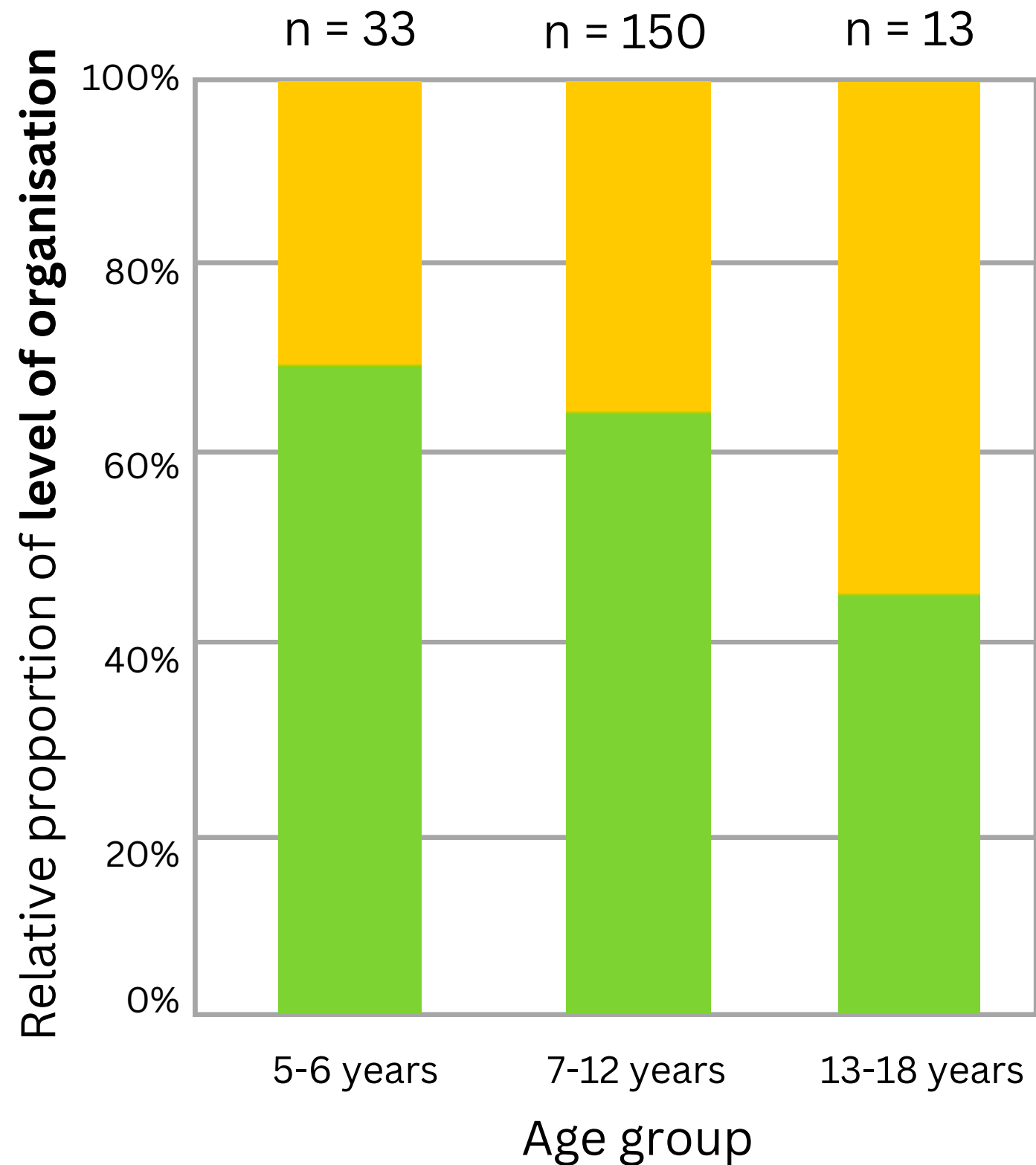
Google trends "insect" 2010-2023 in Ireland



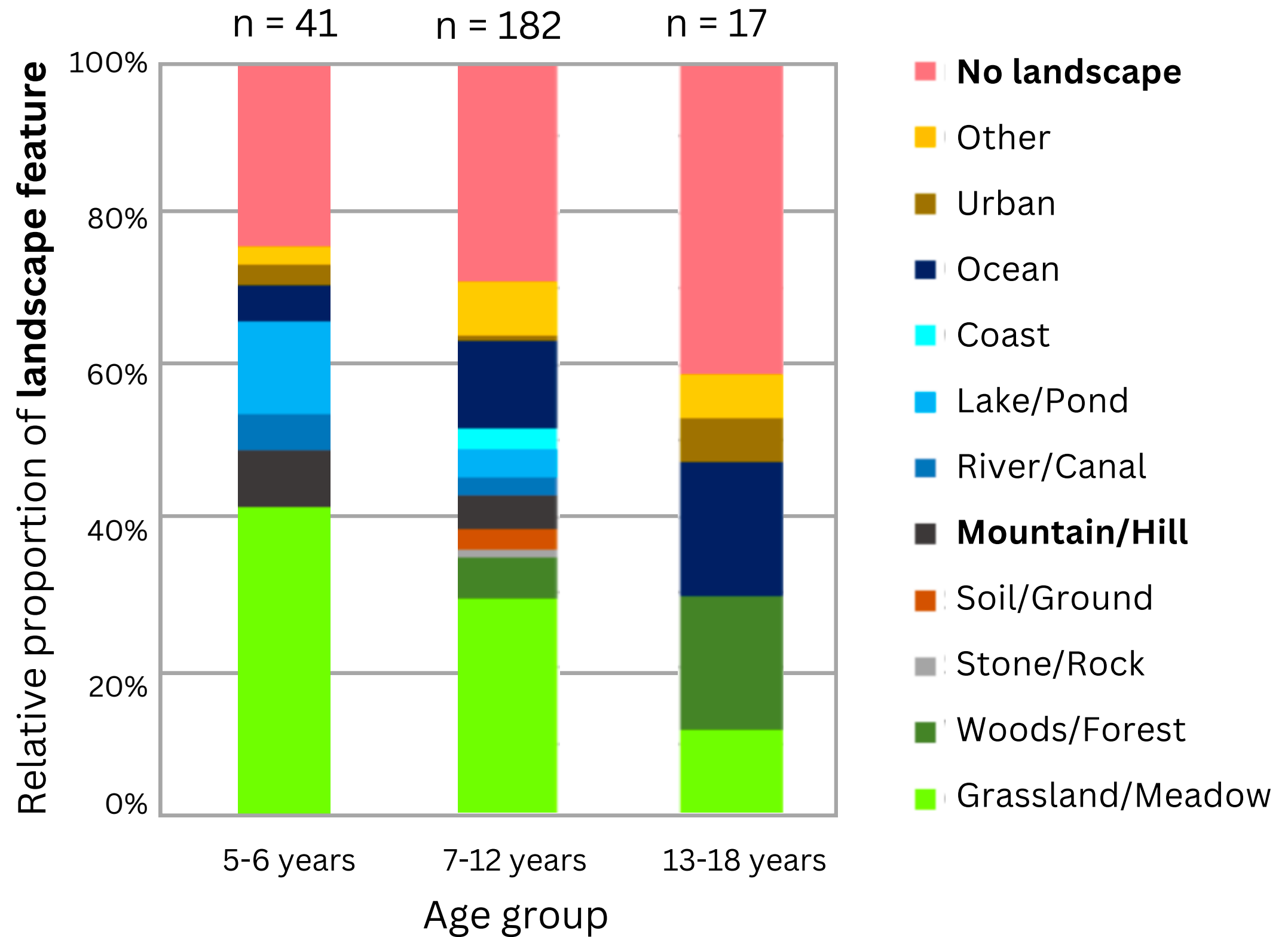
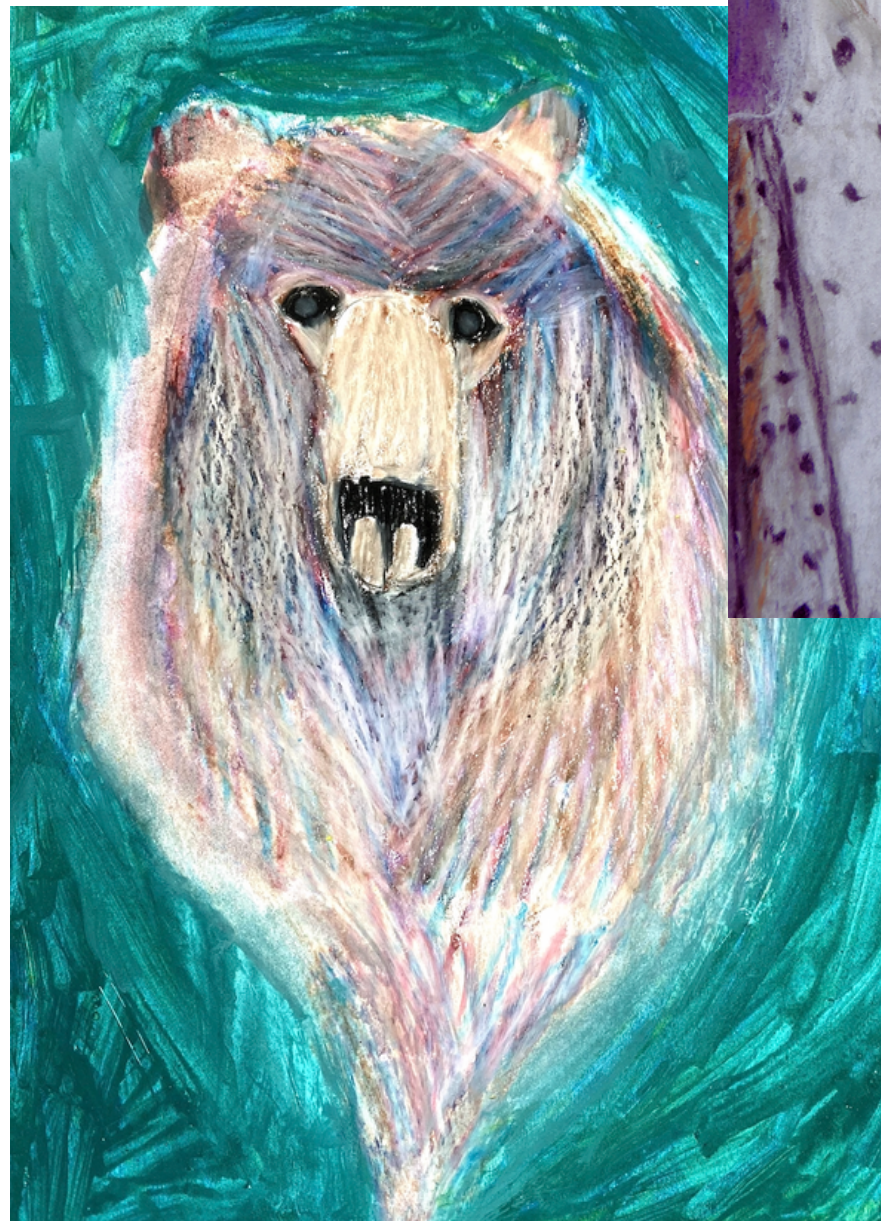
### 3. **Urban** kids have **lower awareness** of biodiversity than **rural** kids



# 4. **Older** kids (teens) have a **more dissociated** understanding of interactions between natural systems



# 4. **Older** kids (teens) have a **more dissociated** understanding of interactions between natural systems





## 5. Younger kids are more likely to include human indicators



Emilie, Age 7



Diana, Age 8

## Brainstorming jam:

How might we help older and/or urban kids:

- adopt a holistic view of biodiversity (i.e. interactions between nature systems)
- see humans as part of nature (we are also biodiversity)

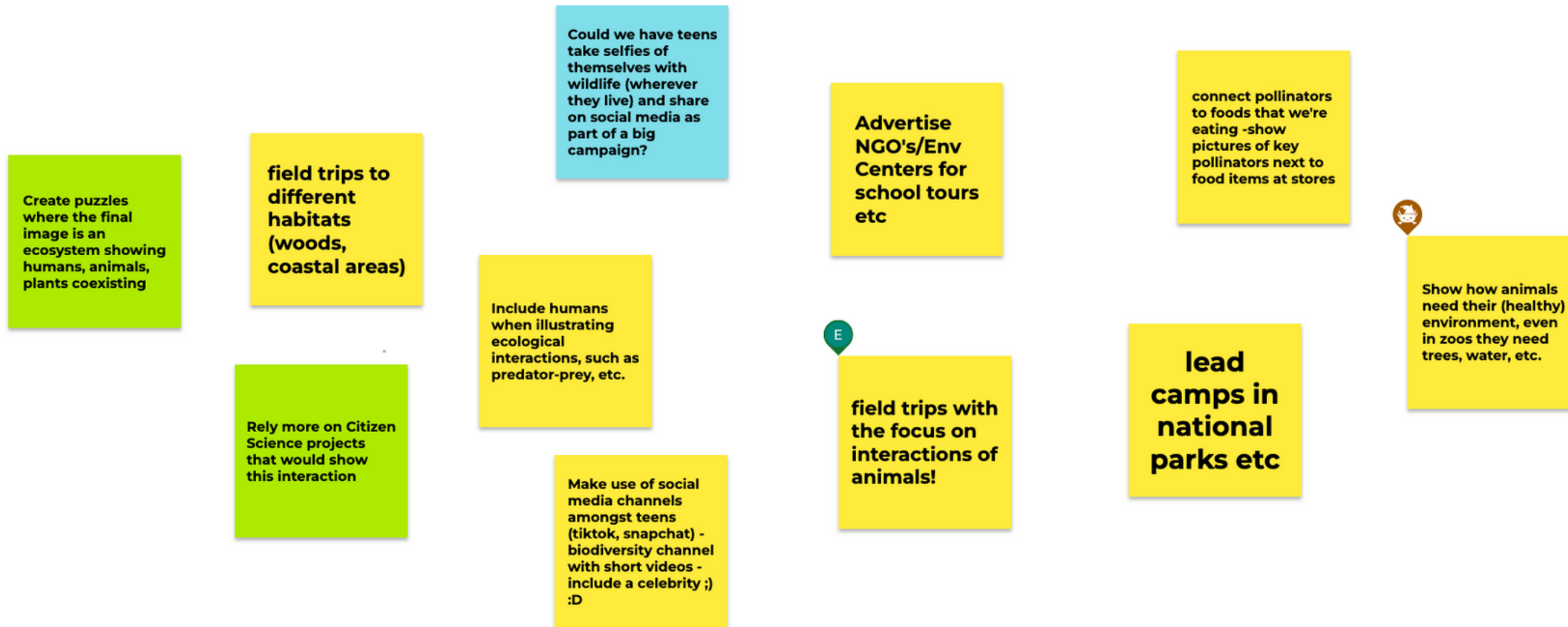


How might we help older and/or urban kids:

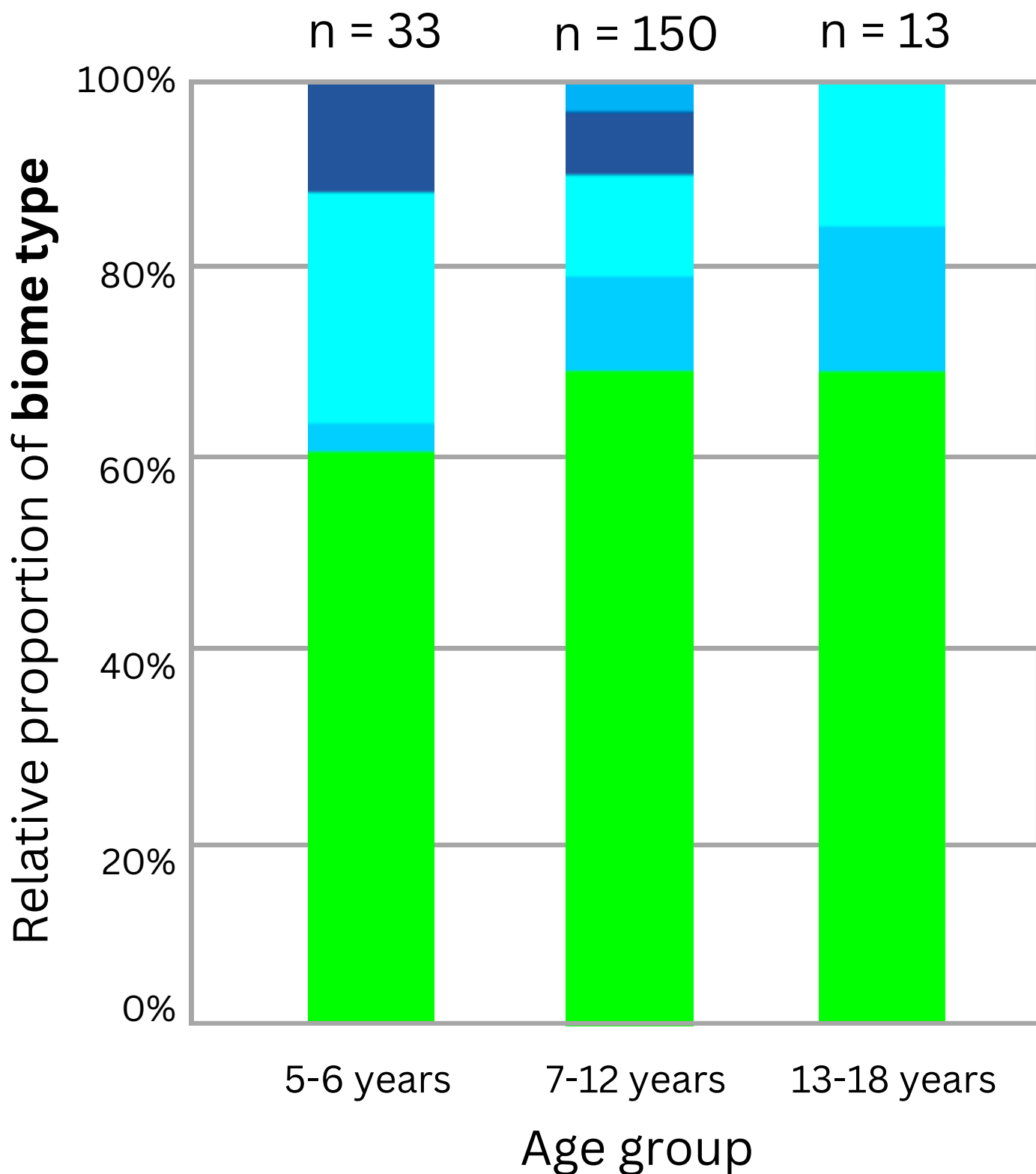
Adopt a holistic view of biodiversity (i.e. interactions between nature systems)

+

See humans as part of nature (we are also biodiversity)



# 6. Ireland is an island nation, but kids **depict primarily terrestrial biodiversity** (not marine biomes)

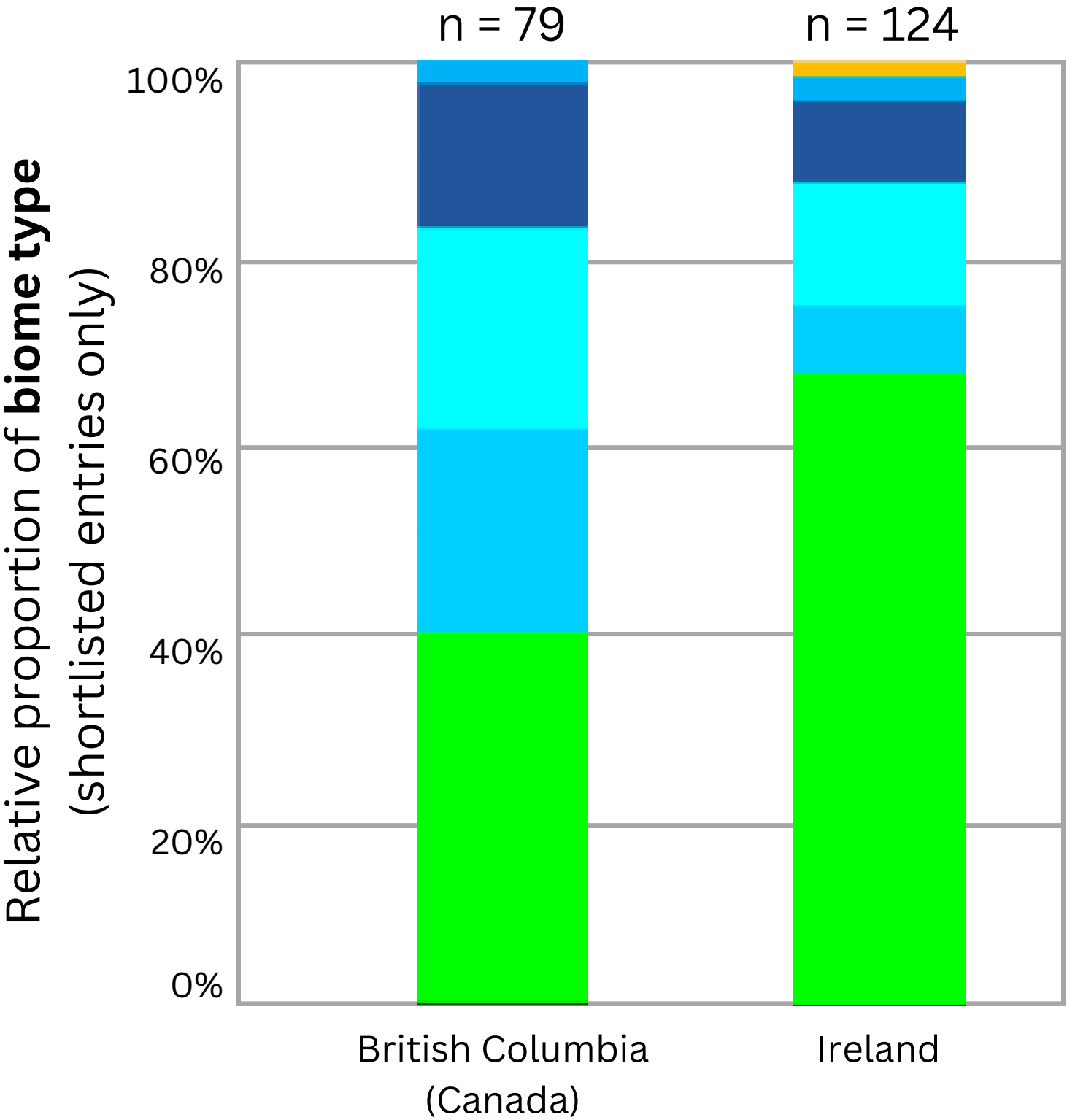


- Other
- Freshwater
- Marine
- Terrestrial-freshwater
- Terrestrial-marine
- Terrestrial

6. Ireland is an island nation, but kids **depict primarily terrestrial biodiversity** (not marine biomes)

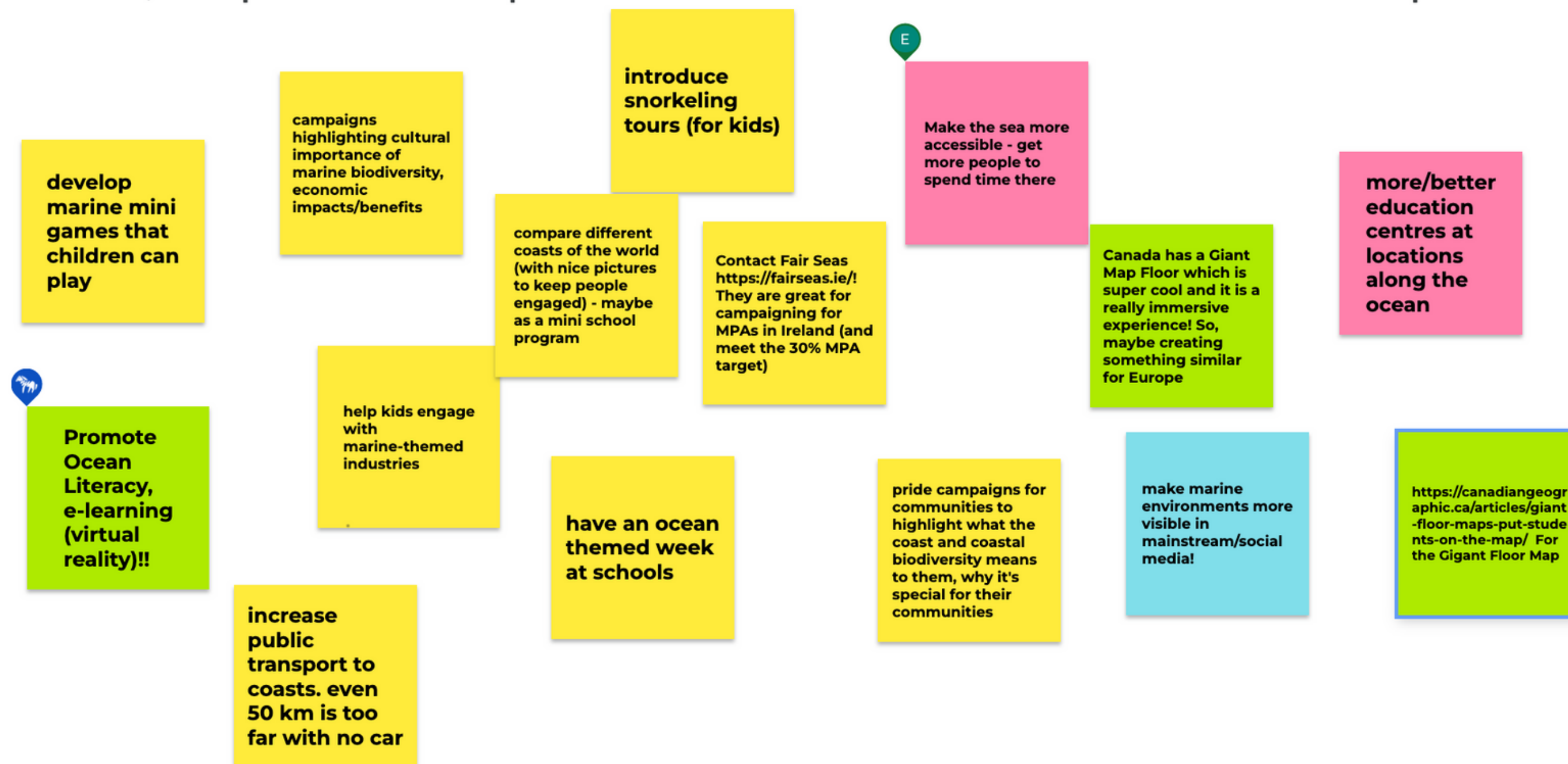


vs British Columbia entries



**Brainstorming jam:** How might we even out marine vs terrestrial biodiversity awareness amongst the public, scientists, and politicians in a place like Ireland & in similar locations across Europe?

How might we even out marine vs terrestrial biodiversity awareness amongst the public, scientists, and politicians in a place like Ireland & in similar locations across Europe?



# Continue to hold competitions: "Beautiful Butterflies and Moths"



By Anna Bennis (age 5 in 2016)





# Continue to hold competitions: "Beautiful Butterflies and Moths"



5 years later thanking WPP  
"who inspired me back then"



# Biodiversity & art open studio days



Patterns of biodiversity awareness followed a trend along localities (urban vs. rural; by country) and age (children vs teenagers) groups

# 'Greenify' Irish cities





Clear Channel

13379

AIR  
WARNING  
COSC AR DUMP ÅL  
NO DUMPING

STRIEN, TACNKI 150 RT.S.

50  
km/h

STOP



Clear Channel 13379

THE Wild POSTCARD PROJECT  
#OurBiodiversity

A large billboard featuring a watercolor illustration of a blue whale swimming in the ocean. A small, dark insect is perched on the whale's back. The illustration is set against a background of light blue and white watercolor washes. The billboard is mounted on a grey, textured building facade. Above the billboard, the 'Clear Channel' logo and the number '13379' are visible. In the bottom right corner of the billboard, there is a logo for 'THE Wild POSTCARD PROJECT' and the hashtag '#OurBiodiversity'. A QR code is also present next to the logo.

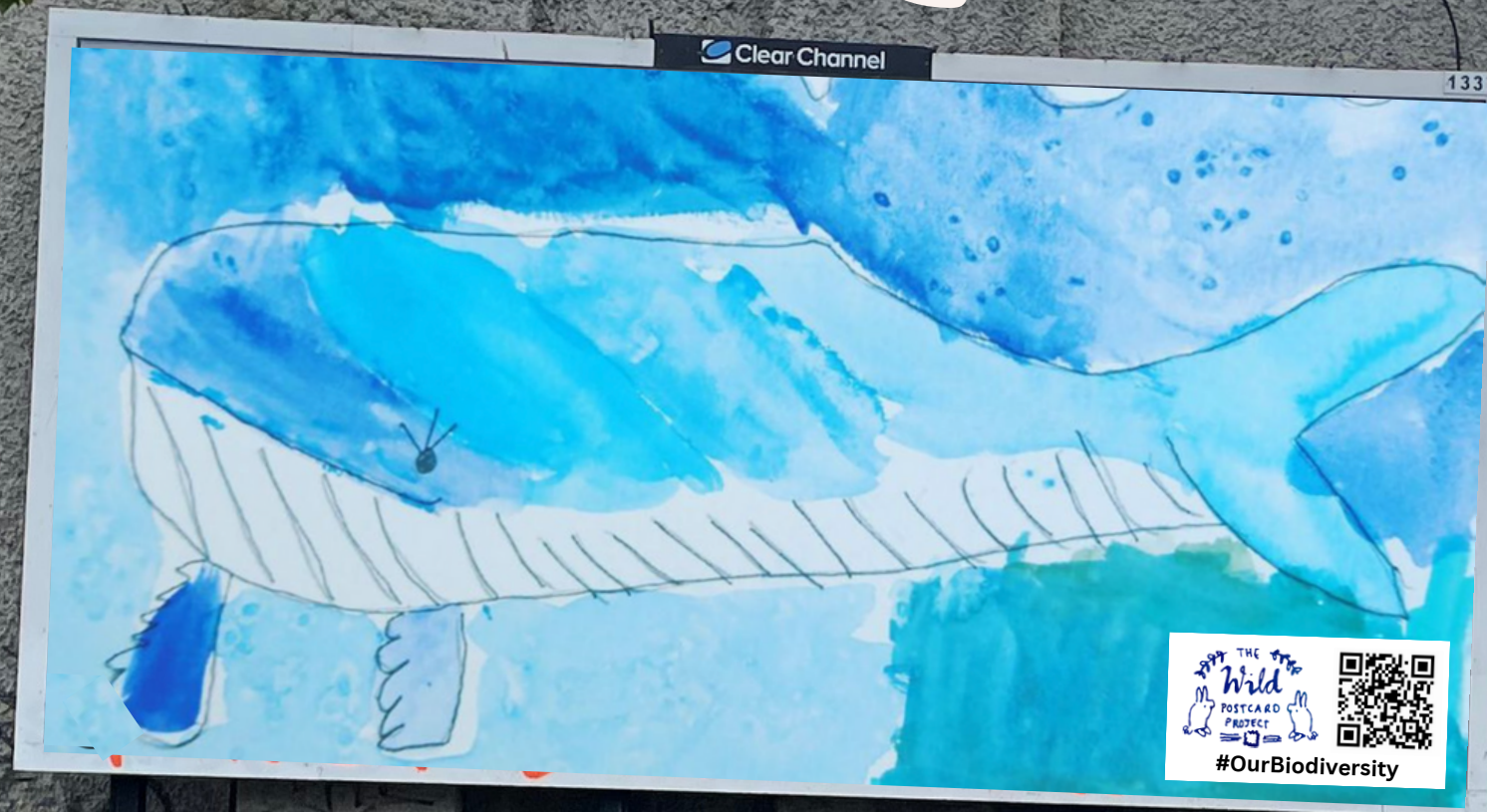
AIR WARNING  
COSC AR DUMP AIL  
NO DUMPING

50  
km/h

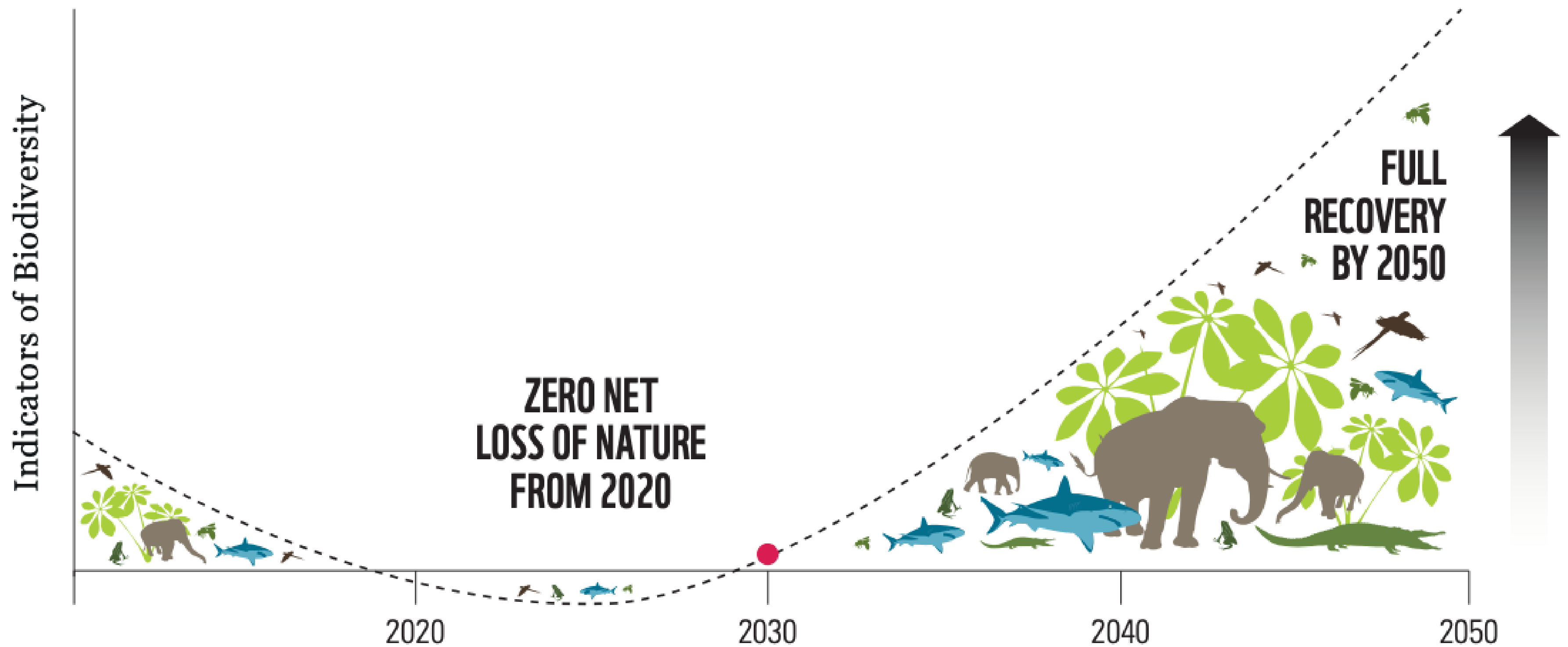
STOP



Feature underrepresented biodiversity (e.g. marine, insects, fungi, microbes, etc) and their importance to ecology and society



there is hope to bend the curve of biodiversity loss!



# Thank you!



By Eileen & Angela

Get in touch:

[wildpostcardproject@gmail.com](mailto:wildpostcardproject@gmail.com)



*connect with us!*