Bird Alarm is a mobile app designed to promote the dissemination of information and knowledge about birds among birdwatchers around the world. Bird Alarm gives birdwatchers the possibility to share information with other bird enthusiasts directly from their mobile phone when a bird has been observed.
Our mission:
Help you share information 🐦

From now on, you can easily and instantly share your observations with other birdwatchers. Report the species you encounter by providing detailed information about the specimens’ positions and the circumstances of your observations. In doing so, you might allow other bird enthusiasts close to you to spot a certain species they had never seen before!

While you create your alarm, Bird Alarm helps you with every step of the process: enter the name of the species or select it from our regularly updated list. Then choose among our different options of localization the one that suit you best. For example, you can pin your position on the map, use the GPS of your smartphone for an automatic localization, or enter manually the coordinates of your location.

Once this is done, you have the possibility to add certain information such as the number of specimens, their sex, their age, their condition, and their position or the direction they are taking. You can also insert, if you wish, a picture and/or additional comments. Your alert is now ready to be sent!

This information then reaches the other users of Bird Alarm in the form of a notification. As a user, you can create an individual profile according to your personal preferences. This allows you to limit the incoming amount of notifications you might receive to the reports that will have a particular interest to you - for instance you can decide to receive only notifications coming from a certain region, or concerning certain bird species: the possibilities are endless!

Help you share and receive interesting and trustworthy information wherever you are: that is our mission here at Bird Alarm!
The origin of the project:

Bird Alarm is developed by the Swedish company Nordicstation Mobility.

Bird Alarm was created in 2006. It is the international extension of Bird Messaging Service (BMS), an app initially designed for the Swedish bird watching society Club 300, who wished to develop a modern, internet-based system that would facilitate the communication between their members, and thus help reinforce the bird watching community in Sweden. BMS was also meant to feed automatically the database of statistics concerning the identification of bird species in Sweden (www.artportalen.se).

BMS was such a success that we naturally decided to offer our services to other bird watching societies in neighbouring countries. Consequently, about 3000 birdwatchers are now regular users of Bird Alarm in Sweden, Denmark and Norway, within the societies with which we have created partnerships.

Encouraged by this further success, we now want to make Bird Alarm available in other European countries. We have thus began to translate the app and the website (www.birdalarm.com) in new languages. The French version will be available in March 2016, and other versions, including a Finnish one, are under development.

We also take care to constantly improve our service and make it compatible with the latest smartphone technologies. The new version of Bird Alarm was just released in February 2016. We also regularly update our bird list and the different observation circumstances you can choose from when creating an alarm, to help you reach more precision and get more satisfaction.
Our focus: collaborate with bird watching clubs to promote our values

Ever since our initial partnership with Club 300, we have exclusively addressed bird watching societies - regardless of their size - and their members.

That is our specificity. Bird Alarm was indeed designed to meet the needs of enlightened bird enthusiasts who also care about protecting the environment (see next page). These are our values, as well as those of our current partners. Defending them is important to us. That is why we require from our users to be part of a bird watching club or society. Whoever wishes to register on Bird Alarm needs to do it through the club they belong to (www.birdalarm.com). It is the club admin who accepts (manually or automatically) the registration requests on Bird Alarm.
Our core values:
The heart of the Bird Alarm project

Trustworthy information
It is essential to us that the information shared through our system is trustworthy and of actual interest to the users. The quality of the service we offer and our clients’ satisfaction is, of course, at stake. Therefore, it is so as to guarantee as rigorously as possible the credibility of the shared information – and by doing so to arouse our clients’ trust – that we address people who have a certain knowledge about birds, and thus collaborate exclusively with bird watching societies and their members.

Please also note that, from a transparency perspective, Bird Alarm is endowed with a function that allows its users to indicate the certainty level of their observations (according, for instance, to the circumstances of the observations).

Respect of the environment
The second essential value we defend through the promotion of this service is the protection of biodiversity and the conservation of bird species. It is absolutely crucial to us that the shared information is not used for the hunting or the capture of wild and/or vulnerable animals, but only within the scope of an activity that respects the species as well as their natural environment.

This is another reason why we address only bird watching clubs, especially those who explicitly defend this goal. By doing so, we ensure as much as possible, and even before new users start sharing information, that Bird Alarm will not be used for purposes that are incompatible with our own values.

A global community
The single purpose of Bird Alarm is to grant birdwatchers with a tool of simple and intuitive utilization, in order to help them collect and share data, and so to create a global community whose members can refer to a common tool beyond the framework of their respective societies and countries. Indeed, a user has the possibility to access all the information shared through the app, including when it comes from members of other bird watching clubs.

As the notifications are sent to online databases (see www.artportalen.se in Sweden), a user can find any data according to specific research criteria. Possible applications are personal knowledge or scientific purposes.
You are a member or an administrator in a bird watching society and you are interested in Bird Alarm? Please send us an e-mail or call us during the Swedish office hours (Monday to Friday, 09:00 to 17:00). We will be happy to answer any question you might have.

Please note that you can only register on Bird Alarm and purchase a subscription from the website www.birdalarm.com. Check the FAQ and the manual for detailed explanations on how to proceed.

For information in Swedish, in Danish, in Norwegian and in English, please contact:

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