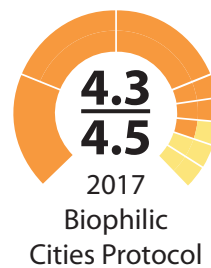
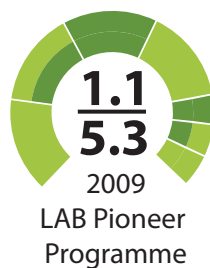


## UBHub Now Seeking Beta Testers

Urban Biodiversity Hub (UBHub) provides (1) the world's largest public global database of urban biodiversity activities and resources, (2) a customised tracker for local governments to monitor their progress towards their urban biodiversity goals, and (3) a forum for practitioners and researchers in urban biodiversity, ecosystem services, and human-nature relations. The myHub web tool supports local governments to develop, measure, and assess their biodiversity strategy. UBHub is seeking participants for our Beta Testing Programme who will test the myHUB web tool during its early access phase.

Local governments interested in being trailblazers in urban biodiversity planning are invited to partner with UBHub as Beta Testers. These Beta Testers gain unparalleled benefits and access to the Urban Biodiversity Hub, including an opportunity to shape the web tool, myHub, with a high degree of customizability. As early users, Beta Testers will have access to myHub, including the forum and the indicator tracker system, before it becomes available to others. Additionally, the UBHub team will assist Beta Testers in setting up their biodiversity strategy and management indicators to suit their needs and provide one-on-one consultation services to help them locate and use the resources in our database and on the forum.



The above figures show how far along an example entity has come in terms of the level of completion for various programmes in myHub.

### Who is UBHub?

UBHub was founded in 2016 at the 13th Conference of Parties to the Convention on Biological Diversity by like-minded individuals who saw the need for a one-stop shop for all things on urban biodiversity. It has since grown into an international all-volunteer powerhouse that has produced the largest urban biodiversity database and is developing the first customizable tool for biodiversity indicator development for local governments. Our partners include international NGOs and academic groups as well as leading cities and other local governments. UBHub's partners collaborate on urban biodiversity initiatives and also provide support through grants or in-kind assistance.

### Why UBHub?

Urban Biodiversity Hub is a website that brings together urban biodiversity resources and activities around the world. We increase the capacity of cities to implement effective biodiversity planning and management.

### UBHub provides

- The largest global database of urban biodiversity activities and frameworks
- The first customisable indicator tracking for cities to create a biodiversity planning and management system that works for them
- Easy adaptation of pre-existing indicators from several frameworks around the world
- Consultancy services for urban biodiversity planning and implementation
- A forum of researchers and practitioners who have experience with cities and nature

### What is myHub?

myHub is a web tool designed to increase capacity of local governments undergoing biodiversity planning and management. It has two parts: (1) the customizable indicator tracking and management system, and (2) the forum where cities can discuss their biodiversity plan-

ning and management challenges with academics and other practitioners.

The indicator tracker allows cities to adopt one of many frameworks for urban biodiversity planning and management, such as the Singapore Index, or to build their own system. Cities can then track their progress through the system and track their progress over time.

The forum supports the indicator tracker by linking discussion on biodiversity planning and management approaches with researchers and practitioners. The UBHub team also harnesses the UBHub database to link appropriate case studies and resources to the dialogue.

### What is a Beta Tester?

Beta Testers are local governments that have agreed to test and provide feedback on myHub. A Beta Test team

consists of one or more local or regional government representatives working on biodiversity initiatives in urban areas and their NGO partners.

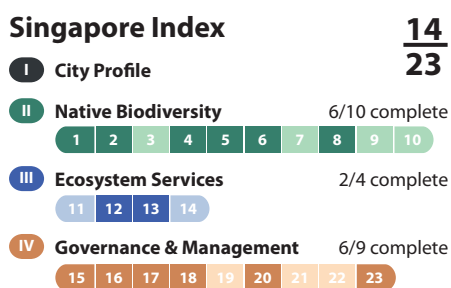
### What do Beta Testers do?

Our Beta Testers test myHub and provide feedback regarding its usefulness, improving the website for all users in the future.

### Why would we want to be a Beta Tester?

Beta Tester status provides early access to myHub, including an opportunity to shape the web tool. Our Beta Testers are trailblazers in the area of urban biodiversity, making it easier for other cities to create and manage their biodiversity goals. We pledge to promote the leadership of these cities in our media.

As early users, Beta Testers will also have access to the forum and the indicator tracker system on myHub before it becomes available to others. Beta Testers will have a more personalized experience on these platforms from our team, with additional assistance in setting up their biodiversity strategy and management plan to suit their needs, and also individualized services from our team to help them locate and use the resources in our database and on the forum.



The above diagram is an example of the summary dashboard for the Singapore Index from myHub.

### What are Beta Testers' responsibilities?

Our Beta Testers are leaders on the cutting-edge of biodiversity planning, policy and management. We request regular feedback about the web tools, as well as usage metrics, so that we can optimize the service for other users. We ask that your entire biodiversity team takes part in the Beta Testing opportunity, including consultants if applicable, and that dialogue with experts about your biodiversity decisions take place on the forum. We ask that you utilize the indicator tracker aspect of the site to monitor your biodiversity activities and targets. We request that Beta Testers cross-promote our services at conferences and public events.

### How much does it cost?

There will not be any fees associated with Beta Testing.

We only charge Beta Testers if we face direct fees, such as if they need large amounts of document storage.

### How much time does it take?

We anticipate about 2-3 hours per month of additional time to be spent on the UBHub web tool outside of normal biodiversity activities. Participating in the Beta Test Programme is designed to be integrated into your existing urban biodiversity planning and management efforts. Our web tool, myHub, is designed to save your team time by streamlining your monitoring process and connecting you with urban biodiversity experts. However, there are some onboarding administrative requirements, such as signing up for the tool and setting up team members' accounts. We also ask each Beta Tester to meet with us on a monthly basis to discuss their progress and gather feedback.

### How long is the Beta Testing?

Beta testing for myHub is expected to begin in late 2018 and last for one to two years.

### Will our information be private?

Yes, your information is secured behind a password-protected site. Your project manager is in charge of who can access what data and progress on your indicator tracker. Questions and comments your team posts to the forum are visible to other participants and experts, but not the public. The forum is moderated by our team so that you can be confident that your queries are being considered by academic specialists and fellow practitioners.

### Would you host our data, or link to our page?

We can provide both options, though it is often more convenient to link to your own pre-existing data if you already have it available online.

### How personalized is the Beta Test process?

Very. If the pre-existing indicators do not meet your needs, we can work with you to create your own goals and indicators, which can even be personalized for each department within your city. We build to suit as a special offering for the Beta Testers, with the goal in mind of creating a baseline interface that other cities can use.

### How can we become a Beta Tester and when can we start?

First, we will meet with your team to understand your needs and timeline, and to verify that Beta Testing is right for you. If so, then we can create an MOU with your project lead and then schedule an on-boarding meeting for the team. Beta Testing of myHub begins in late 2018.