

THE GREAT EGGCASE HUNT

SPONSORSHIP OPPORTUNITY



**PARTNER WITH A
UNIQUE COMMUNITY
SCIENCE PROJECT**



THE GREAT EGGCASE HUNT

ACCESSIBLE AND ENGAGING COMMUNITY SCIENCE

PROJECT OVERVIEW

The Shark Trust's Great Eggcase Hunt is a global citizen science project engaging thousands of volunteers in reporting empty shark and skate eggcases (mermaid's purses) that have washed ashore or been seen developing in-situ. Directly linking to conservation action, the project empowers people of all ages and abilities to taste shark science and connect with sharks and rays in the seas near them.

THREE STEPS TO BECOMING A SCIENTIST

01 SEARCH



Simply go to the beach and keep an eye out for spent eggcases that have washed ashore. They might be spotted during a family trip to the beach, a walk with the dog, or simply while visiting the coast solo or with friends.

02 IDENTIFY



A range of identification materials and resources enable participants to accurately identify the species of the eggcase and learn more about their local sharks and rays. While 97% of our records come from the British Isles, regional ID guides have been developed and translated for several European and Mediterranean countries - including in Dutch, Portuguese, Spanish, Greek, Turkish and Arabic. Beyond this region, the project launched in Australia in 2023 and is proving to be increasingly popular with US audiences, with ID guides produced for the Atlantic and Pacific coasts as well as the Gulf of Mexico.

03 RECORD



Eggcases can be submitted via an online recording form or through the dedicated Shark Trust app. All records are checked and verified. A Community Verification Platform - currently in development - provides an extra level of interaction for volunteers to verify records online, thereby substantially supporting the project.

WHAT HAPPENS TO THE RECORDS?

Once verified, the records are catalogued and stored in a sharable data format to enable open access for research and conservation analysis.

Recent collaboration has seen eggcase data used as part of the ISRA (Important Shark and Rays Areas) designation process led by the IUCN.

PROJECT NEXT STEPS

The Great Eggcase Hunt is an established, expanding international project with proven engagement appeal and PR potential. We are now seeking a lead sponsor to support our drive to expand and enhance the project, through:

- ▶ Continue exploring integration of an AI machine learning model to revolutionise data verification and user experience
- ▶ Further enhancing the App to harmonise usability across geographical regions
- ▶ Building and training a network of Eggcase Hunt champions around the UK coast to establish hubs for localised community engagement
- ▶ Developing, launching and promoting "Eggcases Underwater" - a companion project that will engage snorkellers and SCUBA divers to help bridge gaps in the understanding and identification of critical habitats for egg-laying species.
- ▶ Continually acting to increase and diversify participation, improving feedback to participants and promoting the project through media channels.



This is an opportunity to help people actively engage in shark conservation and develop deep connections with their local natural places and wildlife.



The Great Eggcase Hunt can connect people of all ages and backgrounds: with their local marine life: Beachcombers, Dog-walkers, families, schools & community groups. The project has evolved over 20 years to enable engagement across geographies, skills and interests.

MAIN SPONSOR OPPORTUNITY - £40,000pa

Investing as lead sponsor of the Great Eggcase Hunt you'll be enabling us to expand the reach and visibility of the Great Eggcase Hunt, develop tools to enhance data processing and extend the application of data for research and conservation benefit,

Additional Sponsor Benefits

- Logo featured on www.eggcase.org
- Main sponsor billing on project app and materials
- Featured in press and media releases

This project forms a part of the Shark Trust's Community Engagement Programme - connecting people and communities with sharks and the ocean, Scan the QR code to find out more.



The **Shark Trust** is a leader in global shark conservation.
A credible partner with a multi-decadal track record in policy change, collaborative conservation action and public engagement.

The Shark Trust

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