

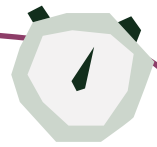
## Active Learning: The Big Butterfly Count

### Counting butterflies to support conservation

#### Taking part will help you to;

- Contribute to the 2021 Big Butterfly Count
- Identify different species of butterfly in the UK
- Spend time in the great outdoors

Active learning  
contributes to pupils'  
recommended 60  
daily active minutes



CMO Guidelines 2019

### What is The Big Butterfly Count?

The Big Butterfly Count is a nationwide survey run by Butterfly Conservation. It aims to help plan how to protect butterflies from extinction, as well as understand the effect of climate change on wildlife. It has become the world's biggest survey of butterflies. Over 111,500 citizen scientists took part in 2020, with 145,249 counts of butterflies and day-flying moths from across the UK.

**BIG**  
BUTTERFLY  
COUNT

This year's Big Butterfly Count runs from  
Friday 16 July to Sunday 8 August - Join in!

### Stand Up Science Let's Go!

#### 1. Get ready

You can download the handy butterfly ID chart or the free app for iOS and Android to identify and record the butterflies you spot.

[www.bigbutterflycount.butterfly-conservation.org](http://www.bigbutterflycount.butterfly-conservation.org)

#### 2. Join in

Between Friday 16 July and Sunday 8 August choose a place to spot butterflies and moths. Watch for 15 minutes. Then record which species you see in step 3.

#### 3. Add your counts

Add your counts [www.bigbutterflycount.butterfly-conservation.org/map](http://www.bigbutterflycount.butterfly-conservation.org/map) on the website or via the app and look at the fascinating interactive map to see how your data is contributing to conservation science and research.

