



Press Release: Results of Gamified Invasive Species Control in 2025

Over 3 million square metres of invasive plants removed with a mobile game in Finland, Sweden and Canada

Crowdsorsa's international 2025 invasive species control season delivered record-breaking results. Through the mobile game, players collectively cleared more than three million square metres of harmful invasive plants and collected over 600 litres of Spanish slugs.

A total of 77 municipalities and cities in Finland, Sweden, and Canada took part in the campaign using the Crowdsorsa mobile app. Participants received a total of 170 000 euros in rewards for their environmental efforts.

– This summer's results confirm that crowdsourcing and gamification works. People want to make a tangible impact on their local environment, especially when it's made easy and rewarding, says **Toni Paju**, CEO of Crowdsorsa.

For municipalities and cities, the game provides a cost-efficient and accessible way to involve residents in invasive species control and support already existing environmental work.

In Finland 2.8 million square metres of plants removed and hundreds of litres of slugs collected

In Finland, players cleared more than 2.8 square metres of invasive plant species during the summer, including Himalayan balsam, lupine, Japanese rose, and Canadian goldenrod. These species displace native vegetation and reduce biodiversity, making their removal vital.

In addition to plant removal, four Finnish cities – Turku, Kerava, Jämsä, and Lappeenranta – took part in efforts to control the invasive Spanish slug. During the summer, 614 litres of these plant-damaging and bacteria-spreading molluscs were collected and safely disposed of.

– After the summer, the slug game has sparked strong interest and inquiries from municipalities and cities, which unfortunately also suggests that the problem is growing in Finland, notes **Paju**.

Nine municipalities in Sweden – Two cities in Canada

In Sweden, over 227 500 square metres of invasive plants were cleared during the summer. Most of the removal work was done on lupine, which is a widespread invasive species in Sweden. Seven of the nine participating municipalities joined the initiative for the first time this year.

In Canada, Creston and Nelson joined as pioneering cities in crowdsourced invasive species management. Nearly 3 000 square metres of highly toxic poison hemlock and bush-like Scotch broom were cleared. The species were also mapped to support more effective and systematic removal in future seasons.

Youth step in to drive real impact

Thousands of people took part in Crowdsorsa's invasive species games over the summer. Participants filmed before-and-after videos of their removal work, and verified submissions were rewarded. Depending on the area, density, and time spent, players could earn up to 20 euros per hour.

Youth engagement was remarkably high. Internationally, 14–19-year-olds made up over one-third of all players.

– The combination of play and rewards has inspired many young people to take active steps for nature in their own neighbourhoods. That's a powerful reason for us to keep improving the game and make next year's campaigns even more impactful, **Paju** says.

INFO: Results of 2025

Total area cleared: 3 120 094 m²

Total rewards distributed to participants: over 170 000 euros

Finland

- **Area cleared:** 2 889 586 m²
- **WWF Finland's Ala villiksi (go wild) -campaign:** 1 536 493 m² (from 57 municipalities) reported to the campaign which promotes biodiversity and pollinator habitats.
- **Participants:** 65 municipalities and cities, including Åland
- **Target species:** Himalayan balsam, lupine, Canadian goldenrod, Japanese rose and Spanish slug
- **Spanish slugs collected:** 614 litres

Sweden

- **Area cleared:** 227 519 m²
- **Participating municipalities:** Hagfors, Karlsborg, Lilla Edet, Örebro, Sunne, Tanum, Falun, Vara, and Skellefteå
- **Target species:** Himalayan balsam, lupine, and Canadian goldenrod

Canada

- **Area cleared:** 2 989 m²
- **Participating cities:** Creston and Nelson (British Columbia)
- **Missions:** Also included mapping of invasive plant species during the growing season
- **Target species:** poison hemlock and Scotch broom

About Crowdsorsa

Crowdsorsa is an internationally awarded startup company based in Tampere, Finland. Its concept has been adopted in Finland, Sweden, Estonia, Great Britain, Canada, and the United States.

The Crowdsorsa mobile game was developed for crowdsourced image and video data collection. Players earn rewards while helping to improve the environment.

In addition to combating invasive species, the game has been used to map urban accessibility, the condition of streets and cycling routes, manholes, and park benches, as well as to combat Spanish slugs. Crowdsorsa continuously develops new ways to improve the environment through collective gameplay.