accenture

REEFCLOUD – 2021 ECO INNOVATION CHALLENGE WINNER

VIDEO TRANSCRIPT

75% of the world's coral reefs are under a severe threat. So too are the food sources, incomes, and livelihoods of 1 billion people globally.

ReefCloud is a signature program, integrating Global Reef monitoring efforts to help protect coral reefs and unlock net benefit streams of 30 billion US dollars per year. ReefCloud democratizes data and empowers scientists and communities. ReefCloud's vision is to inform policy by better understanding the impacts on the future health of reefs.

Using state-of-the-art computer vision, ReefCloud facilitates advanced image classification at scale. Cloud computing optimizes performance and cost. Machine learning and human centered design enabled guided workflows for analysis and reporting.

ReefCloud combines the expertise of the Australian Institute of Marine Science, Accenture and its ecosystem partners to create a 360 degree view of marine health within the first year.