

# Ecosphere Project creates digital garden for COP17

CNN International recently launched the Ecosphere Project at the 17th UN World Climate Summit 2011. The Ecosphere is a digital garden that grows in real time by filtering and aggregating tweets with the hashtag [#COP17](#) and shows a comprehensive picture of Twitter discussions currently taking place on climate change.



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The more often a topic appears on Twitter with the hashtag [#COP17](#), the faster the visualisation grows - from a small shoot to a large a tree. When topics are no longer discussed, the plant, or tree will die, creating room for new discussions. Zooming in on the various twigs and branches will illustrate what topics are of particular interest.

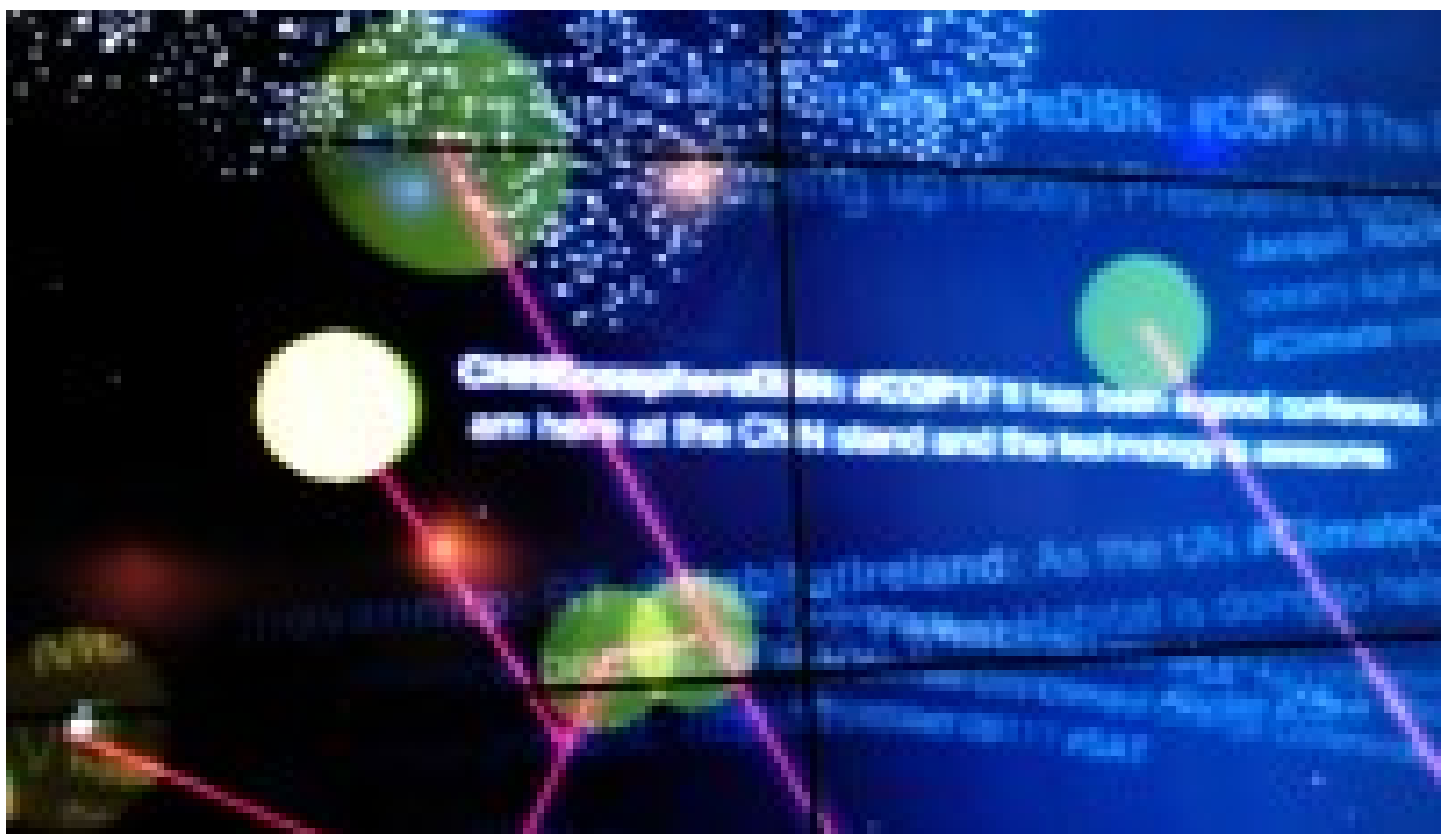
As each tweet is brought into the environment it is scanned for keywords and grouped with other related tweets, connecting input from around the world, and building conversations within the ever-changing Ecosphere environment. The end product is a big 3D environment

for visitors to explore.

The Ecosphere Project has generated 58 000 tweets since its launch on 28 November 2011. The holographic version shows how the world-wide messages take shape to form the cyber trees.



[click to enlarge](#)



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The project was conceived by Heimat-Berlin and developed and produced by Minivegas (Amsterdam, Los Angeles) in partnership with Stinkdigital (London, New York).

The animation will be seen in the form of a hologram at the United Nations World Climate Summit in Durban until 9 December 2011. For more, and to view the Ecosphere Project, go to [www.cnn-ecosphere.com](http://www.cnn-ecosphere.com).

For more, visit: <https://www.bizcommunity.com>