



Help rangers on the front line of conservation...

**Join the SMART partnership**







# What is SMART?

Developed by global conservation organizations in close collaboration with protected area authorities and other key stakeholders, the Spatial Monitoring and Reporting Tool (SMART) represents a major step forward for improved site-based conservation. SMART's software and training materials both extend and simplify existing technologies for monitoring efforts to tackle poaching and other illegal activities, making those technologies more effective, efficient and user-friendly.

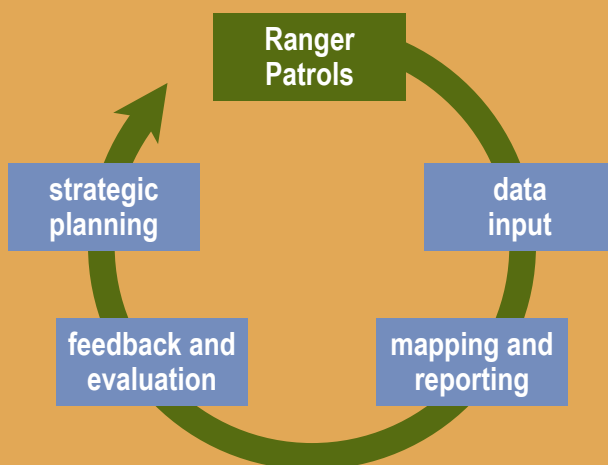




## Why SMART?

SMART has been developed in response to the recognition that traditional tools, technologies and resources are not stemming the illegal killing and trading of endangered species and the resulting loss of threatened and highly valued biodiversity, such as tigers, rhinos, elephants, great apes and their habitats. There are a number of reasons why our best efforts to date have yet to meet this challenge. A critical issue is the growing gap between the sophistication of those involved in the illegal capture and trade in wildlife and the number, skill levels and motivation of the personnel committed to enforcing antipoaching laws.

SMART was designed to help bridge this gap. Its combination of software and training materials provides protected area authorities and community groups with the ability to empower staff, boost motivation, increase efficiency, and promote credible and transparent monitoring of the effectiveness of antipoaching efforts. SMART can do this because it is more adaptive and intuitive to use than other monitoring technologies now in use, and because it has more advanced analytical and reporting functions.



More specifically

- SMART provides timely and accurate information on where, how and by whom poaching, illegal logging and other direct threats to biodiversity are occurring. It allows for the collection of up-to-date field and intelligence data, and enables rapid feedback and communication between protected area managers and frontline enforcement staff. It quantitatively measures the impact of anti-poaching efforts in order to judge which tactics yield the best results and which ones need to be modified, thereby greatly improving the evaluation and strategic planning of enforcement operations.
- SMART introduces accountability into anti-poaching efforts. It gives government agencies, managers and donors the ability to monitor and assess the cost-effectiveness of law enforcement efforts. Park and community reserve managers can use it as a tool to measure job performance and help motivate field staff.
- SMART is driven by the conservation community, building on existing field-based experience and expertise and ensuring that SMART responds directly to the needs of field managers.
- SMART is open-source, nonproprietary and free to obtain. It is supported by a long-term business plan, which will enable future development and modification to meet the evolving needs of field-based users. It is easy to use and can be translated into the languages of its end users.
- SMART is fully compatible with existing and complementary tools such as CyberTracker and MIST, and has been created for integration with mobile data-gathering platforms.



After two years of intensive research, development and field testing, the first version of SMART—with both the downloadable software and web-supported training materials—is available.

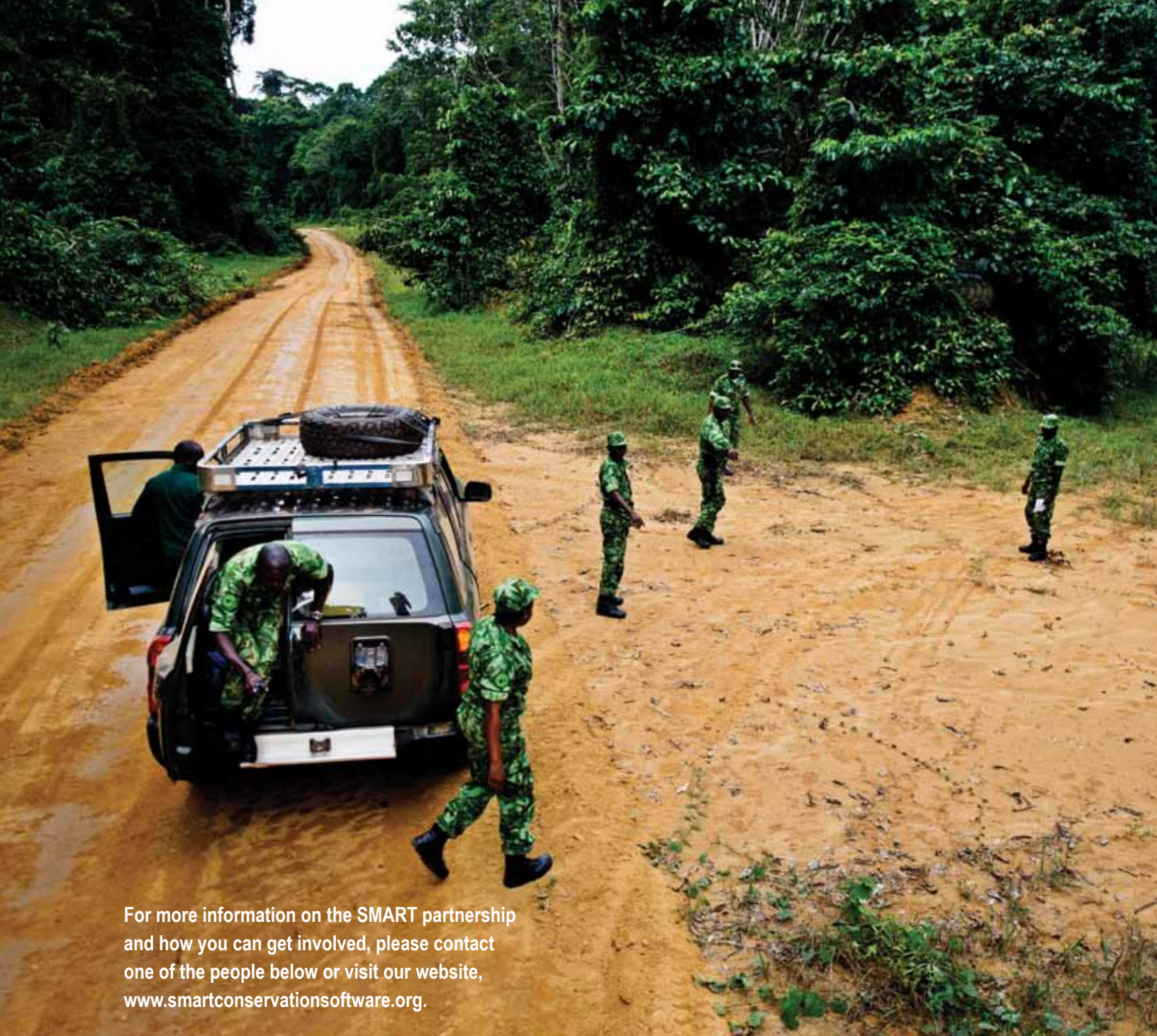
### **Making SMART Even Smarter with Your Help**

The current members of the SMART partnership all share organizational missions to conserve biodiversity, protect endangered species, and reconcile the needs of people and nature in a way that ensures the continued prosperity of both. In that spirit, we intend to make the products of our partnership freely available to the entire conservation community. SMART was not developed to give any one organization, or group of organizations, a competitive edge over others.

In that same spirit, the partnership invites other conservation groups and donors to join. Although SMART’s initial focus is on law enforcement, we envisage an ongoing and expanding collaboration by a diverse community of users to develop a suite of software tools that can be used to capture, manage, and analyze various kinds of spatial-temporal data critical to the effective management and monitoring of conservation areas.

We’ve got a planet to save—and we all face enormous challenges in doing it. It’s time we got smart.

**Photo credits** | Cover: Rangers on patrol, Khlong Lan National Park © Department of National Parks, Wildlife, and Plant Conservation, Thailand | Flap: Blue & yellow macaw, South America © naturepl.com/Stephen Dalton/WWF-Canon | Rangers collecting data, Huai Kha Khaeng Wildlife Sanctuary, Thailand © DNP/WCS Thailand | Left panel: Tubbataha rangers, Philippines © Jürgen Freund/WWF-Canon | Middle panel: White rhino and calf © Martin Harvey/WWF-Canon | Ranger Mary Ashu, Dja Biosphere Reserve, Cameroon © WWF/Fidelis Pegue Manga | Sumatran tiger © Lynn M. Stone/WWF-Canon | Right panel: Mountain gorillas, Democratic Republic of Congo © Martin Harvey/WWF-Canon | Rangers on patrol, Yankari Game Reserve, Nigeria © Richard Bergl/North Carolina Zoo | Green sea turtle, Indo Pacific Ocean © Jürgen Freund/WWF-Canon | Kouprey trackers, Vietnam © Elizabeth Kempf/WWF-Canon | Back cover: Antipoaching patrol, Gabon © WWF-Canon/James Morgan



For more information on the SMART partnership and how you can get involved, please contact one of the people below or visit our website, [www.smartconservationsoftware.org](http://www.smartconservationsoftware.org).

SMART Partnership Coordinator:  
Lynn Duda [lduda@wcs.org](mailto:lduda@wcs.org)

CITES/MIKE:  
Julian Blanc [julian.blanc@citesmike.org](mailto:julian.blanc@citesmike.org)

Frankfurt Zoological Society:  
Elsabe van der Westhuizen [elsabe@fzs.org](mailto:elsabe@fzs.org)

North Carolina Zoo:  
Richard Bergl [richard.bergl@nczoo.org](mailto:richard.bergl@nczoo.org)

Wildlife Conservation Society:  
Emma Stokes [estokes@wcs.org](mailto:estokes@wcs.org)

World Wildlife Fund:  
Barney Long [barney.long@wwfus.org](mailto:barney.long@wwfus.org)

Zoological Society of London:  
Raj Amin [raj.amin@ioz.ac.uk](mailto:raj.amin@ioz.ac.uk)

