The SMART Partnership is a group of global conservation agencies, conservation organizations, and individuals that share a mission to conserve biodiversity, reduce the impacts of illegal extraction and trade of natural resources, strengthen law enforcement related to biodiversity conservation, and strengthen overall management of conservation areas.
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Letter from the SC Chair & Program Manager

Dear friends,

Welcome to the SMART Partnership’s first annual report! We will take you through what we have been doing since our inception back in 2009 and official launch in 2011. The SMART Partnership is dedicated to supporting the conservation community needs across the globe. We could not support those on the frontlines without the help of people like you, so thank you.

The eight organizations backing the SMART Partnership understand the huge challenges that lie ahead. We realize the drastic decline in many of world’s most valuable species calls for a major shift in the way we operate. Well-run conservation areas are a safe haven for wildlife populations, but with limited resources and lack of effective monitoring, conservation management is challenging. In most conservation areas, systems to assess threats, monitor performance and evaluate success and failure are largely absent. Effective management can only be secured through supporting monitoring systems that empower staff, document effort and allow managers to efficiently prioritize scarce resources. To address this challenge, we created the SMART Approach - a simple to deploy and use suite of tools that strengthen management in a world of limited capacity and resources.

We believe the strength of the SMART Partnership is in its global reach and commitment to provide a freely available product and guidance on implementation best practice for the greater good of the global conservation community.

In collaboration with SMART users, governments, private sector partners, donors, and local and international conservation organizations, we have exceeded expectations. More than 140 sites across the globe are implementing the SMART Approach with many others starting to adopt the SMART Approach. Three public versions of the software have been released since 2012, with each new version incorporating new functionality developed based on critical feedback from users on the ground. A broad capacity building approach, incorporating a suite of training materials and implementation best practices, have been built including an extensive support network of committed users. Collectively, these elements have been fundamental to our success and broad uptake and have led to eight countries committing to implement the SMART Approach in all their protected areas.

With the unrelenting support and guidance of our users, donors, and other stakeholders, we will ensure that SMART continues to meet expanding needs and we put critical information and protection management systems in place to enable a tactical and strategic approach to managing conservation areas. We’ve got a planet to save — and we face enormous challenges in doing it. It’s time we work together and get SMART! Want to know more about our achievements in the last few years and our exciting, ambitious, and essential 2016 plans? Keep reading!

Sincerely,

Barney Long, SMART Steering Committee Chair
Alexa Montefiore, SMART Program Manager
Introduction

Protected areas are the cornerstone of biodiversity conservation and are at the frontline of efforts to protect species and habitats from a rapidly increasing array of direct threats to their survival. The ability of protected areas to respond efficiently to threats, such as wildlife poaching, requires information on where these threats are occurring and adequate capacity in place with which to address them. The reality however is that law enforcement efforts are poorly coordinated with minimal guidance on how to deploy those scarce resources wisely, leading to inefficient and ineffective interventions; with the end result being that protected area managers are often one step behind the poachers.

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, a broad partnership of conservation organizations developed the Spatial Monitoring and Reporting Tool Approach (SMART; smartconservationtools.org).


The “SMART Approach” combines a cutting edge site based management tool with capacity building and a set of protection standards.

SMART (Spatial Monitoring and Reporting Tool) is designed for those directly responsible for wildlife conservation, from rangers in the field to senior government staff.

The SMART software makes it possible to collect, store, communicate and analyze ranger-collected data on illegal activities, wildlife and patrol routes to understand where efforts should focus, and evaluate ranger performance.

SMART is simple to deploy and use, increases efficiency, and, in a world of limited resources, delivers effective conservation efforts.
SMART is a unique example of a global collaborative conservation partnership.

Its ability to focus on a clear and common goal that responds to a pressing conservation need has been fundamental to its success to date.

© WCS Guatemala
Highlights

147 Sites
Adopting SMART

31 Countries
With SMART Sites

8 Governments
Implementing SMART across the Entire Protected Area System

20+ Workshops
With SMART Sites

43 Countries
With staff trained in SMART

240 Sites
Trained in the SMART Approach
SMART has been successfully adopted as a standardized conservation law enforcement monitoring (LEM) tool by both marine and terrestrial protected areas as well as community reserves around the world.

SMART has facilitated the analysis of conservation data from a range of sources, such as ranger patrols, intelligence, and wildlife surveys, in order to understand the distribution and intensity of threats to wildlife and improve law enforcement effectiveness.

By putting sophisticated mapping, analysis and reporting capabilities in the hands of those working on the frontlines of conservation, we have provided a comprehensive tool for protecting wildlife.
TIMELINE

2011

OCT Partnership Founded

NOV Development of software initiated

2012

SEP First Global Training of Trainers

NOV First Asia Regional SMART Training

2013

FEB Version 1.0 for LEM released

MAR Regional Trainings in Indonesia and Tanzania

APR Thailand and Gabon adopt SMART at national level

2014

FEB Panthera joins the SMART Partnership

MAR Mobile Data collection functionality launched

JUN First Regional Training involving wildlife colleges

JUL Colombia, Madagascar adopt SMART at national level

NOV Peace Parks Foundation joins the SMART Partnership

2015

MAR 3.0 – Ecological Monitoring functionality added

JUL Uganda, Peru, Belize, Bhutan adopt SMART at national level
SMART Tool

SMART products are free, open-source and non-proprietary, benefitting the entire conservation community. Our work on the SMART software helped increase the effectiveness of front-line staff and management of sites by allowing them to base conservation decisions on quantitative data.

“Since the initial development and in collaboration with our partners, we have created SMART in a way that provides significant benefits over existing tools.

• Community owned and driven
• World’s leading LEM solution
• Free and open source
• Implemented around the world
• One of the few LEM solutions being built to perform in connected AND disconnected environments
• Well suited for low-capacity environments where threats are greatest
• Supported by a global collaboration

This is the kind of tool we’ve always dreamed of

Keith Begg, Niassa Carnivore Project

We have continued to meet expanding technology needs while simultaneously staying grounded in field practitioner requirements through close coordination with our expansive user base, which plays a critical role in the continued evolution of SMART. Thanks to the support of our partners and donors, there have been 3 major public releases plus more than 15 minor releases, which collectively address continuous feedback from our valued users, including the following enhancements:

• **Mobile data collection**: combining the ease and efficiency of mobile data collection in the field with SMART’s analytical, reporting, and planning power.

• **Entity tracker**: allowing tracking of individuals (e.g., poachers or elephants) or objects (seized guns or tusks) over time.

• **Non-patrol data**: providing the ability to record observations from non-patrol sources, such as from researchers or tourists.

• **Ecological Records**: collating, managing and visualizing ecological survey and monitoring data – creating a ‘one-stop-shop’ for protected area managers.

**Watch this Space: SMART Connect**

With the support of our partners, in the coming year we will develop SMART Connect. SMART Connect will provide real-time access to, and integration of, information on locations of poachers, patrol position and key wildlife species.

This development will transform how anti-poaching operations are coordinated and managed, improving the speed and effectiveness of law enforcement’s response to poaching. The ability to detect and respond to threats in real-time will shift the focus from looking at where poaching has happened, to where poaching is happening.

This enhancement is a result of the early success of SMART, which led to a second wave of demands from the conservation community.
SMART downloads in the last 6 months

- 3,400 Downloads
- 530 Organizations
- 50 Gov. Organizations

- 6 SMART Partnership created plugins
- 1 Community created plugin
- Software available in 10 languages
- Manual available in 8 languages
- More than 2,000 minor improvements
SMART in Action

In collaboration with a number of partners and several global, multilateral, and bilateral initiatives, such as World Heritage Convention, SMART has become the global standard for LEM. Since the first public release in 2013, SMART has been implemented in more than 147 terrestrial and marine sites across 31 countries, with rapid increases across Africa, Asia, and Latin America in particular. These are just the sites receiving SMART Partnership support, as SMART is freely and widely available to the entire conservation community, there are likely many more successful sites supported by a range of organizations.

SMART implementation has enhanced law enforcement effectiveness, improved morale of protection teams, and reduced threats to wildlife and other natural resources at multiple sites across the world. The approach is used all around the globe by a number of government, non-government agencies and community organizations. This level of global uptake validates the need for the tool and sets the foundation for the SMART Approach to have a real impact.

SMART transformed the way I do my job…It gives me information on the protected area. It has made my patrolling objective clear and every individual ranger’s work is being tracked by this system. The data has become a source of intelligence for me. For example, the SMART patrol report for March 2015 showed threats in certain points of the park. We patrolled those areas and within two days, we arrested three poachers and three illegal fishermen…sometimes I’m very grateful… because if this system was there when my father and I were poaching, the rangers could have easily caught us. My life could have turned out very differently.

© Jampel Lhendup, Former Poacher turned Forester, Royal Manas
Government wildlife agencies are now requesting to scale up SMART from individual sites to entire protected area networks in eight countries around the world, with more countries under discussion.
SMART Support

We have developed a global network of trainers and experienced users through the use of standard, open source training materials and a customizable training approach, creating a scalable approach that is cost effective, locally adapted and global in nature. Guiding existing and potential users in how to design, implement and evaluate progress in the SMART Approach has been fundamental to our success to date and is a continuing priority.

The SMART Partnership created numerous key resources to support users and partners, including:

--- 20+ Resources Developed ---

- **Online Community forum**: a platform to facilitate information sharing and problem solving between users around the world.

- **Guide to getting started**: a guide with tips for SMART implementation, outline of the elements necessary for long-term success, and the main steps to introduce the SMART Approach.

- **SMART video** (created in English & French): introductory piece explaining what SMART is and why it is unique.

- **SMART training materials**: a suite of constantly evolving training resources, including a manual, support files, and other elements, available in multiple languages, to support users in the field.
132 Community Forum Members

+92%
Response rate within 1 week, providing answers and feedback

20%
Active members posting 5+ times a year

90
Members joined in the last year

Case study

MWCT Success with SMART

SMART implementation helped MWCT community rangers improve the quality of their work and effectiveness drastically over the last 3 years. This enabled more systematic data collection and improved patrol planning, which increased patrol distance and coverage.

Initially, bushmeat poaching and forest destruction arrests increased, but then poaching activity decreased, demonstrating success and boosting ranger morale.

© Lana Müller

Case study

Maya Biosphere Reserve (MBR)

SMART integration in the MBR signifies long-term, organized and transparent protection initiatives.

Improved LEM resulted in decreased annual deforestation of its vegetative cover from 1% to 0.55% annually and demonstrated that community-based adoption of SMART is viable and valuable.

© WCS
SMART Impact

The SMART Partnership, in collaboration with donors as well as government, NGO, and community partners, have committed considerable resources to the development, global uptake and deployment of SMART to help enable significant and positive impact on protected area management and enforcement effectiveness.

The SMART Partnership is now developing a study to understand how, why, and under what conditions, SMART ‘succeeds’. This will enable us to greatly enhance the global delivery of SMART and inform the development of a suite of indicators to monitor conservation impact of SMART implementation at site, national and global levels.

The findings will feed into the finalized SMART standards, an evolving set of best practices aimed at strengthening the management, capacity and operations necessary for effective anti-poaching. Stay tuned for the publication of our findings in the coming year!

Case Study

Russian Amur Protected Areas with Tiger

SMART LEM in 4 Russian protected areas with Amur tigers led over four years to substantial increases in patrol effort, a partial reduction in threats, and increasing or stable tiger populations. LEM also provided a lens through which it is possible to identify potential problems and rectify them.

SMART Partnership

The SMART Partnership is a groundbreaking collaborative effort, unlike any other currently in the conservation realm. It is through the global reach of the Partnership that we have achieved rapid, scalable, successful adoption of SMART.

We have secured longstanding sustainability of SMART through the commitment of eight global conservation agencies to our long-term support. We developed a strong governance structure to foster a broad and deep community of users and developers to ensure further software development, costs and maintenance can be shared and sustained.

The Partnership is managed by a Steering Committee, which implements work according to a 10-year business plan. The majority of work is carried out by the below three councils and 12 working groups.

1 Steering Committee

User Council

Task Forces:
- Standards
- Intelligence
- SMART Connect
- Training
- Marine
- Planning

Technology Council

Task Forces:
- Product management and testing
- Report development
- Security
- Developer network
- Data conversion
- Specifications

Fundraising & Marketing Council

Two new partners
SMART Partners, in collaboration with the following key supporters, have funded critical efforts of the SMART Partnership that benefit the broader conservation community. We are indebted to the following organizations as well as many others:

The SMART Partnership is growing; here are some key collaborators we have worked with over the past few years:
SMART partner organizations have had the great opportunity to engage with more than 40 government agencies to implement SMART and would like to recognize the impressive work they are doing:

- Bangladesh Forest Department
- Belize Fisheries Department
- Le Centre National de Gestion des Réserves de Faune (CENAGREF), Benin
- Department of Forest & Park Services, Bhutan
- Forestry Administration, Cambodia
- Ministry of Environment, Cambodia
- The Ministry of Forestry and Wildlife, Cameroon
- Jilin Forest Department, China
- Heilongjiang Forest Bureau, China
- Colombia Parks Service
- Ministry of Environment, Ecuador
- Ethiopian Wildlife Conservation Authority
- National Agency for National Parks, Gabon
- Wildlife Division, Ghana
- Forest Department, India
- Ministry of Forestry, Indonesia
- Kenya Wildlife Service
- Madagascar National Parks
- Forest Department, Malaysia
- Department of Wildlife & National Parks, Peninsular Malaysia
- Pahang Forest Department, Malaysia
- National Administration of Conservation Areas, Mozambique
- Karen Forest Department, Myanmar
- Nature and Wildlife Conservation Division, Myanmar
- Department of National Parks & Wildlife Conservation and Nepal Army
- Cross River State Forestry Commission, Nigeria
- Nigeria National Parks Department
- Servicio Nacional de Áreas Naturales Protegidas (SERNANP), Peru
- Philippines Department of Environment and Natural Resources (DENR)
- Department of National Parks and Nature Conservation, Thailand
- The Department of National Parks, Wildlife and Plant Conservation, Thailand
- Department of Forest Resources Management, the Lao People's Democratic Republic
- Ministry of Natural Resources and Environment, the Lao People's Democratic Republic
- Ministry of Sustainable Development, Forest Economy and Environment, The Republic of Congo
- Agence Congolaise de Faune et des Aires Protégées (ACFAP), The Republic of Congo
- Tanzania Wildlife Division
- Tanzania National Parks
- Uganda Wildlife Authority
- Forest Protection Department, Vietnam
- Zimbabwe Parks and Wildlife Management Authority
- The Zambia Wildlife Authority
SMART Planning & Sustainability

We developed a 10-year business and governance plan to layout a roadmap to ensure sustainable mechanisms for expansion and financing and a clear governance structure that welcomes new members and encourages broad global uptake. The plan focuses on four objectives: 1) the SMART software; 2) provision of tools to secure adoption; 3) development of protection standards; and 4) partner outreach and coordination. With 2015 complete, phase 2 is coming to a close. We are now looking to ramp up our focus on global best practice, scaling, replication, and sustainability in phase 3.

<table>
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With 2015 complete, phase 2 is coming to a close.
Finances

The SMART Partnership – in collaboration with key supporters, such as the Gordon and Betty Moore Foundation, Liz Claiborne Art Ortenberg Foundation, USFWS, and SOS – has raised resources to fund critical activities as well as the invested countless hours in staff time and in-kind resources to ensure the long-term support of SMART.

10-Year Projected & Secured Financial Needs

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Type of Income

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<th>FUNDRAISED</th>
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Years 1-3
Income by Type

Funds needed for 2016 (Yr4)

Partner in-kind
100% Contributions Secured

IN-KIND (34%)
FUNDRAISED (33%)
PARTNER CONTRIBUTION (33%)

Software
$2.78 Million

Tools for Implementation
$1.45 Million

Standards
$0.25 Million

Partnership Operation
$2.89 Million

10-year Projected & Secured Financial Needs by Objective

100% PARTNER CONTRIBUTION (33%)
FUNDRAISED (33%)
IN-KIND (33%)
SECURED (55%)

NEEDED (45%)
SECURED (55%)
NEEDED (51%)
SECURED (49%)
SECURED (90%)
SECURED (10%)
The SMART Partnership is a group of global conservation agencies, conservation organizations, and individuals that share a mission to conserve biodiversity, reduce the impacts of illegal extraction and trade of natural resources, strengthen law enforcement related to biodiversity conservation, and strengthen overall management of conservation areas.

smartconservationtools.org