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31st March 2016

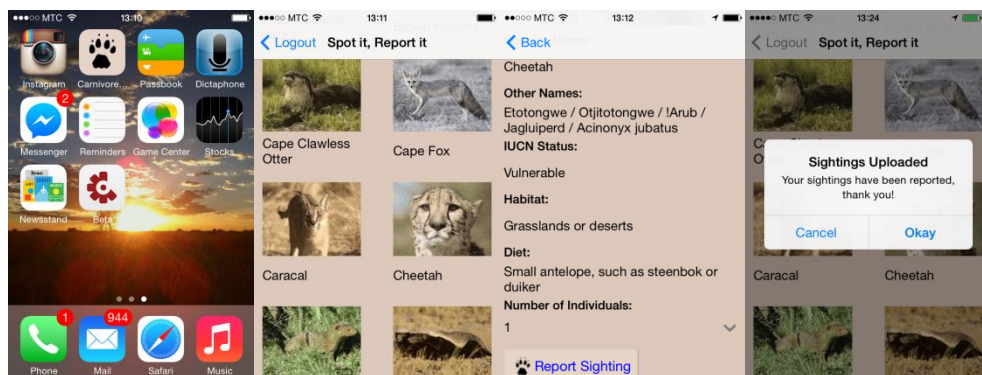
Dear LCMAN members,

Subject: LCMAN Carnivore Tracker App. Overview

Spot it, Report it.



The Carnivore Tracker App. has been live since September 2015 but was under a soft release until January 2016. This gave us an opportunity to ensure that any issues were resolved before promoting it across Namibia. Carnivore Tracker has been designed for a multiple user base; farmers, hunters, researchers, general public, tour guides, tourist, government departments (MET). Carnivore Tracker has been developed for both Android and Apple phones and is free to download. The user is asked for basic personal information when they set up an account which is stored in a secure server. This allows us to quality check the sightings and email users who's sightings we feel need to be verified due to the unusual nature of the species sighted, location, and number sighted. Carnivore Tracker was designed to be as simple as possible, to choose a species to report the user has to click on the species image which takes them to the page which contains basic info on the species including; other names, IUCN Red List status, habitat preference, and diet exactly the same as the LCMAN "Have you seen any of these predators?" poster. The user can then choose the number of individuals sighted from 1 to 20+. Then by clicking the report button the sighting is then captured (see below).



Carnivore Tracker then captures:

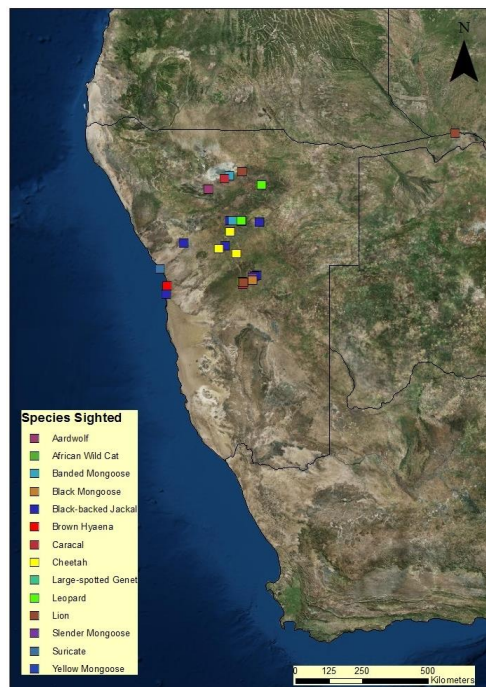
1. Date of the sighting
2. Time of the sighting
3. Time zone
4. Latitude
5. Longitude
6. Altitude
7. Species
8. Number of individuals

It is important to state that it DOES NOT matter if there is no access to Wi-Fi or network as the App. will log and hold onto the sighting until the user comes back into Wi-Fi or network, this can be the same day, next day, a month it does not matter. The App. was designed to be used by people who live in remote areas which in Namibia is the majority of the farmland. It will still tell the user that their sighting has been logged but in the background the data only gets uploaded when they come into the right area. If the user's GPS is off and they try to log a sighting the Carnivore Tracker will ask them to turn it on as that is how we collect the lat/long data.

The data is stored in an Amazon S3 browser where it can be accessed, downloaded and collated at any time. The complete data set will be placed in 2 locations:

1. For LCMAN members - a folder in google documents will be shared with all members into which the regularly updated excel spreadsheets will be put
2. All others - the data will be uploaded to the EIS mammal atlas - <http://www.the-eis.com/atlas/>

The users also receives an update every 3 months with a map (see below) showing all their combined sightings with aim to keep the user engaged and continue to collect sightings.



So far we have had 44 sightings of 14 species including 6 unique sightings of cheetah. We have 20 users that have signed up so far and successfully used Carnivore Tracker across Namibia. Of course our aim is to be much bigger and for it to be providing a valuable large data set for carnivore presence across Namibia to all LCMAN members and in turn MET.

The App. will only be successful if it continuously promoted to the many different stakeholder groups. I have already had meetings with the Tour Guide Association (TAN) and the Tour and Safari Association (TASA) who have approved Carnivore Tracker for use by their members so it is now a case of following up, their new website will be ready soon which include information on Carnivore Tracker including links to the download sites. However, it is getting this approval translated to the guides in the field to download and regularly use Carnivore Tracker. Information on Carnivore Tracker has been sent to NAU, NAPHA, CANAM and NEWS, the NAU president said 'This is an important project and should be supported' but again it is getting individuals to use Carnivore Tracker. We are about to approach MET to see if we can get them on board and get their staff to be using Carnivore Tracker. We are also going to approach the lodges of Namibia both through HAN, NWR and individual contact details.

What needs to happen next?

The App. was put under the banner of LCMAN so all the data will be open access but it was also obvious that to get it to the level where it will be producing useful data for us all then it will take more manpower than 1 organisation can provide, we are stronger as a collective. CCF has created a page within its website dedicated to Carnivore Tracker so people can be directed there but every LCMAN member has people visiting their websites and the App. info should be present on all of them, including LCMAN. We are in the process of creating a poster template to be sent out to lodges etc. We have also created business cards that can be handed out to target individuals as well as text documents that has been designed to be sent out when needed for different groups e.g. tourism, general (see attached in email) to ensure the same message is reaching everyone.

Constant promotion, posting and sharing on social media, news articles, websites, newsletters, getting key organisations on board and ensuring the information is getting to the individual is all essential. Your thoughts, ideas and time will be well received to help push Carnivore Tracker forward as well as downloading and using the App yourself!

Information sites

Carnivore Tracker website www.cheetah.org/carnivore-tracker – please share this page on your social media e.g. Facebook.

Promotional video <https://www.youtube.com/watch?v=Qfz-tRPz8tw>

To download the App

Apple <https://itunes.apple.com/us/app/carnivore-tracker/id972527117?mt=8>

Android <https://play.google.com/store/apps/details?id=com.CCF.CarnivoreTracker&hl=en>

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