A site-based approach to monitor, evaluate and improve the effectiveness of conservation management
Site-based protection

Frontline Conservation Staff
more effective protection

Protected Area Managers
more effective coordination

Indigenous and Local People
support community-based management
Results-Based Management

- Ranger patrols
- Strategic planning
- Data input
- Feedback and evaluation
- Mapping and Reporting
**Patrol Effort Summary by Leader**

This table summarizes patrol effort for a given time period by Pat, 2012-07-16 to 2012-11-03

<table>
<thead>
<tr>
<th>Leader</th>
<th>No. of Patrols</th>
<th>No. of Days</th>
<th>Distance (km)</th>
<th>No of Hours</th>
<th>Patrol ID</th>
<th>Type</th>
<th>Patrol Start Date</th>
<th>Patrol End Date</th>
<th>Station</th>
<th>Team</th>
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<tbody>
<tr>
<td>smart smart [198000055]</td>
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<td>Sep 2, 2012</td>
<td>Sep 2, 2012</td>
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<td>Team 1</td>
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<td>Jul 22, 2012</td>
<td>Jul 24, 2012</td>
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<td>analyst analyst [195000061]</td>
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<td>Patrol Station 2</td>
<td>Team 3</td>
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<td>admin admin [195000063]</td>
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<td>Jul 19, 2012</td>
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<td>Dana Owens [SMART1]</td>
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<td>Air</td>
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<td>Jul 16, 2012</td>
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<tr>
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<td>Paul Hewson [SMART4]</td>
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<td>Jul 16, 2012</td>
<td>HQ</td>
<td>Team 1</td>
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<td>Johnny Hendrix [SMART6]</td>
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<td>Charlyn Sarkisian [SMART7]</td>
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<td>Gordon Sumner [SMART8]</td>
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<td>John Gillis [SMART9]</td>
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<td>Robert Zimmerman [SMART10]</td>
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</tbody>
</table>

**Elephant poaching**

2012-07-16 to 2012-11-03

This table summarizes distribution of poached elephant carcasses

<table>
<thead>
<tr>
<th>Patrol ID</th>
<th>Type</th>
<th>Patrol Start Date</th>
<th>Patrol End Date</th>
<th>Station</th>
<th>Team</th>
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</thead>
<tbody>
<tr>
<td>SMART 000001</td>
<td>Ground</td>
<td>Sep 2, 2012</td>
<td>Sep 2, 2012</td>
<td>HQ</td>
<td>Team 1</td>
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<tr>
<td>SMART 000007</td>
<td>Ground</td>
<td>Jul 22, 2012</td>
<td>Jul 24, 2012</td>
<td>Patrol Station 2</td>
<td>Team 3</td>
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<tr>
<td>SMART 000007</td>
<td>Ground</td>
<td>Jul 22, 2012</td>
<td>Jul 24, 2012</td>
<td>Patrol Station 2</td>
<td>Team 3</td>
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<tr>
<td>SMART 000007</td>
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<td>Air</td>
<td>Jul 16, 2012</td>
<td>Jul 16, 2012</td>
<td>HQ</td>
<td>Team 1</td>
</tr>
</tbody>
</table>

**Distribution of poached elephant carcasses**

[Map showing distribution of poached elephant carcasses]
Evaluating patrol performance
Evaluating enforcement effectiveness

- Increased patrol effort
  - Reduced poaching of prey
    - Increased prey populations
      - Increased tiger populations

Graphs showing:
- Hunting index and poached prey carcass cases/100km patrolled:
  - 2006: High
  - 2007: Moderate
  - 2008: Low

- Tiger density/100km²:
  - 2007: 1
  - 2008: 2
  - 2009: 2

Hunting stabilized, tiger density starting to increase
Closing the loop

Ranger-based data collection

Debriefing

Strategy

Analysis

Data entry
What SMART does that other systems don’t

- **Standardized**: Incorporates standards for all aspects of law enforcement monitoring
- **Intelligence**: Fully integrated into protection activities
- **Planning**: Comprehensive planning and evaluation functions
- **Analysis**: Powerful analysis and reporting engine
- **Flexible**: Adaptable to local contexts and languages
What SMART does that other systems don’t

- **Extensible**: A powerful platform and plugin framework to enable extension to include other aspects of conservation area management

- **Training**: Suite of training materials, and a growing cadre of trainers in Africa, Asia, Latin America, Europe and North America

- **Sustainable**: community-owned, open-source and supported, long-term vision

- **Compatible**: Tools to import legacy data
SMART - an effective process

Ranger-based data collection

Debriefing

Strategy

Analysis

Data entry
The SMART Approach

Conservation Success

Effective Tools

Rigorous Standards

Lasting Capacity & Support
SMART Partnership

- Unique collaborative effort
  - The whole is greater than the sum of its parts
  - Built on a common vision and philosophy

- Measurable impact
  - SMART measures itself!

- Global scale of implementation
Effective management of conservation areas delivered through global implementation of tools and standards

- Developing and maintaining SMART software functionality
- Providing tools to secure adoption by implementing agencies
- Developing protection standards
- Partner outreach and coordination
SMART Software

Welcome to the SMART Software login page.

Conservation Area: [SMART - SMART Conservation Area]

User Name: 

Password: 

Advanced...

Exit  Login
Phase II Functionality

- Mobile data collection
- Marine Protected Area application
- Dynamic case tracking
- Intelligence and new detection methods (e.g. informant networks, aerial surveillance)
- Integration with other areas of PA management (e.g. ecological monitoring)
Phase II Adoption

- Training materials
- ToT Programs
- IT Support
- Facilitating govt outreach
- Monitoring SMART uptake
- Identifying key implementing partners
SMART Testing Sites

22 sites
6 agencies
Proposed Phase II Implementation

138 sites
8 agencies
Phase II Protection Standards

- Developing and dissemination of protection standards
- Site evaluation and feedback
- SMART accreditation
How to join SMART?

**Community**
Global SMART User community

**Members**
Financial contribution
Commitment to oversee implementation

**Supporters**
Commitment to oversee implementation
Active participation on Councils

**Partners**
Financial or technical contribution to supporting SMART Partnership
Phase II Partnership

Steering Committee
- Elected members

Partnership Management

User Council
- Members
- Supporters
- SMART Community

Technology Council
- Members
- Supporters
- SMART Community

Fundraising and Comms Council
- Members
- Project Manager