



*for a living planet®*

# Big Cats and Augmented Reality

Hayk Tiraturyan, MBA

Fundraising and Partnerships Manager

WWF-Armenia



# Facts About Armenia



- Territory – comparable to Belgium (30.000sq km)
- Population – comparable to Wales (3mln)
- One of 25 biodiversity hotspots in the world – Caucasus region
  - 9 climate zones
  - Peaks higher than the Alps
  - 6,500 plant species
  - 131 mammals
  - 378 bird species

We've got  
**LEOPARDS!**



# Facts About Armenia



Yeva



Huys



# Caucasian Leopard

- **Status:** Endangered according to IUCN List of Threatened Species and Red Data book of Armenia
- **Habitat:** Sparse forests, steppes, subalpine and alpine meadows of Southern Armenia
- **Requires:** Absence of snow, presence of cliffs and abundance of prey species
- **Number:** About 10 known individuals in Armenia
- **Main threats:** Poaching and habitat loss
- **Conservation:** State Reserves, National Parks and State Sanctuaries of Central and Southern Armenia



# Prey Species







# Bezoar Goats



Status: Endangered (IUCN, Red Data Book of Armenia)



# Armenian Mouflon



Status: Endangered (IUCN, Red Data Book of Armenia)



# Roe Deer



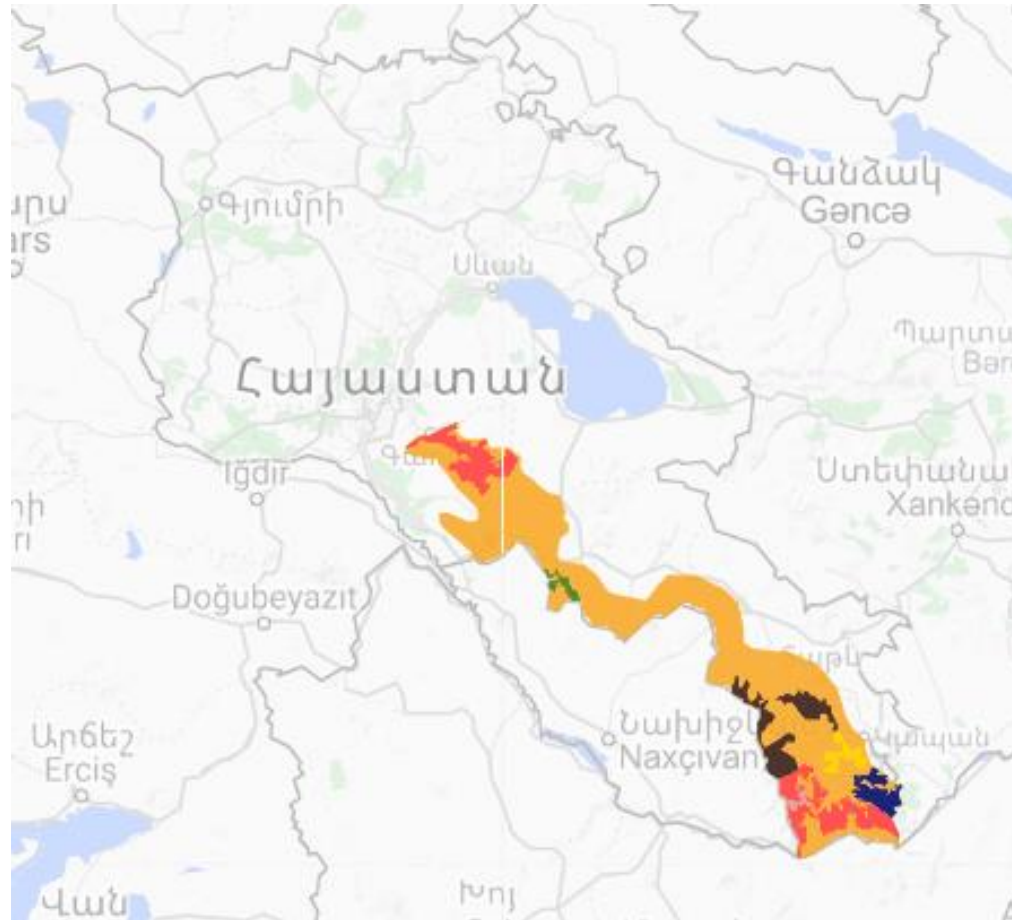




# Indian Crested Porcupine



Status: Endangered (IUCN, Red Data Book of Armenia)







# Arevik National Park



«Արևիկ» ազգային պարկ, Սյունիքի մարզ  
Arevik National Park, Syunik Region  
© WWF-Armenia





# Zangezur State Sanctuary



«Զանգեզուր» արգելավայր, Սյունիքի մարզ  
Zangezur Sanctuary, Syunik Region  
© WWF-Armenia





# Khosrov State Forest Reserve



«Խոսրովի անտառ» արգելոց, Արարատի մարզ  
Khosrov Forest Reserve, Ararat Region  
© WWF-Armenia





# Gnishik Protected Landscape







# Timeline of Leopards in Armenia



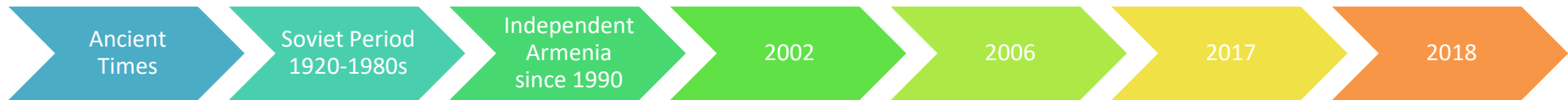
## Ancient Times

- Revered as a symbol of power
- Found in prehistoric petroglyphs
- Medieval rock carvings
- Used in heraldry





# Timeline of Leopards in Armenia



## Soviet Period (1920-1980s)

- Seen as a threat to farms and livestock
- Government rewards to hunters for killing leopards
- Leopard population sharply declined
- Included in Red Data Book of Armenia in 1987





# Timeline of Leopards in Armenia

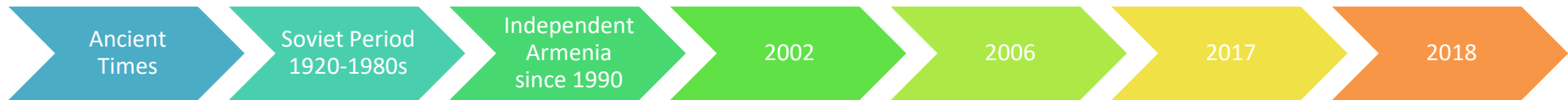


## Independent Armenia

- Situation did not improve after Independence
- Last known leopard was killed by poachers in 1999 in Khosrov State Forest Reserve



# Timeline of Leopards in Armenia



## 2002

- Leopard Conservation Project Launched by WWF Caucasus PO
- Improve capacity of protected areas
- Enhance protection of prey species
- No known signs of leopards





# Timeline of Leopards in Armenia



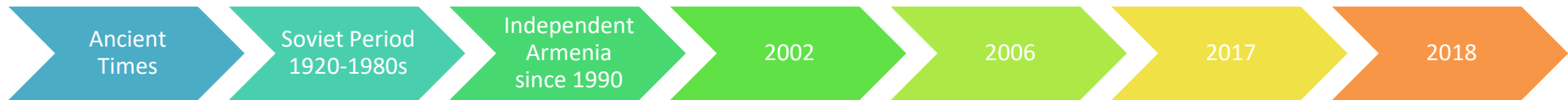
2006

- WWF Armenia registered as a branch of WWF International
- More protected areas planned and created
- First leopard captured on a camera trap





# Timeline of Leopards in Armenia



2017

- Caucasian Leopard Awareness Raising Campaign launched
  - ARLOOPA Augmented Reality campaign
  - “Take a photo with the Leopard” contest launched
  - “Protect the Leopards” video ad
  - [www.leopard.am](http://www.leopard.am) website





# Timeline of Leopards in Armenia



## 2018

- Remember that breeding pair?
- Their cub is back to Khosrov State Forest Reserve
- Meet Neo





# ARLOOPA Campaign



[https://www.youtube.com/watch?v=DnN\\_MKQwd6k](https://www.youtube.com/watch?v=DnN_MKQwd6k)





# How it works?



## 1. DOWNLOAD ARLOOPA



## 2. FILL SCREEN WITH MARKER



## 3. TAKE PHOTO WITH LEOPARD





# “TAKE A PHOTO WITH LEOPARD” PHOTO CONTEST

- Over 300 photos posted on social media
- About 20.000 scans using ARLOOPA app
- Grand Prize: Mountain Bike





# “TAKE A PHOTO WITH LEOPARD” PHOTO CONTEST



serjtankian • Follow

serjtankian The Caucasus is home to many endangered species. But probably, the most beautiful, symbolic and threatened species is the Caucasian Leopard. Today, its protection is one of the hardest environmental challenges not only in Armenia, but also for the entire region. The species is listed in IUCN Red List of Threatened Species and the Red Book of Armenia (more at leopard.am) But for some reason I was able to pet it or give it a colonic depending on your angle at the offices of the minister of Nature Protection :) #caucasianleopard #dontfuckwithmyleopard

Load more comments

krisdaae\_95 @lucacv17 e perz a cap pur iss ormai

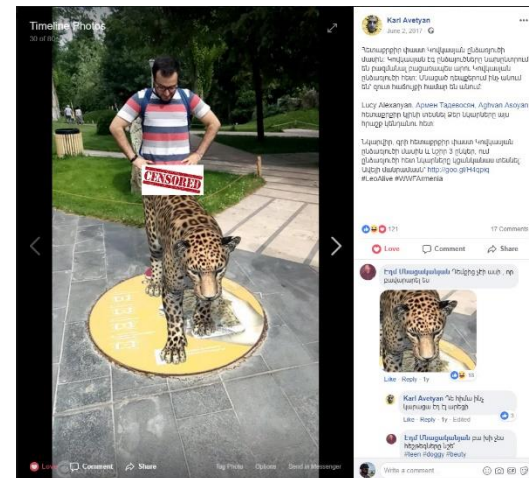
lucacv17 @lucacv17 05.07.2017



288,398 views

JULY 4

Log in to like or comment.





# “PROTECT THE LEOPARDS” VIDEO AD



<https://www.youtube.com/watch?v=NG8ibaOBWnY>





# [www.leopard.am](http://www.leopard.am) website



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[DONATE](#)



## THE KING OF THE ARMENIAN MOUNTAINS

The Caucasus is home to many endangered species. But probably, the most beautiful, symbolic and threatened species is the Caucasian Leopard. Today, its protection is one of the hardest environmental challenges not only in Armenia, but also for the entire region. The species is listed in IUCN Red List of Threatened Species and the Red Book of Armenia.

[Learn More](#)



# Outcomes during the campaign

- WWF-Armenia Facebook page likes increased 40%
- Over \$3000 raised on [www.leopard.am](http://www.leopard.am)
- Articles on ARLOOPA campaign and WWF-Armenia's Leopard on conservation project
  - Smithsonian Magazine (USA)
  - Sciences et Avenir Magazine (France)




# Outcomes during the campaign

← → ↻ https://www.smithsonianmag.com/travel/how-augmented-reality-helping-raise-awareness-about-on... ☆ Inv

Smithsonian.com SMARTNEWS HISTORY SCIENCE INGENUITY ARTS & CULTURE TRAVEL + 🔍 f t

## How Augmented Reality Is Helping Raise Awareness About One of Armenia's Most Endangered Species



Hong Kong  
PHOTO OF THE DAY

**MOST POPULAR**

1. Scientists Confirm That Cats a) Are Pretty Smart, b) Don't Really Care What You Want
2. A Brief History of the Salem Witch Trials
3. Traveling the World Was Never the Same Once the Boeing 747 Debuted
4. Why Do Mosquitoes Bite Some People More Than Others?
5. Her 3,000-Year-Old Bones Showed Unusual Signs of Wear. It Turns Out, She Was a Master Ceramicist
6. Freddie Oversteegen, Teenage Resistance Fighter Who Assassinated Nazis, Has Died at 92
7. Five Baby Squirrels Saved From Truly Knotty Predicament


← → ↻ https://www.sciencesetavenir.fr/animaux/biodiversite/en-armenie-la-realite-augmentee-vient-a... ☆ Inv

MENU SCIENCES AVENIR Home Espace Santé Nutrition Nature Connexion S'ABONNER DES 1€ 🔍

## En Arménie, la réalité augmentée vient au secours des léopards iraniens

Par Anne-Sophie Tassart le 11.01.2018 à 09h00

WWF-Armenie utilise une application en réalité augmentée qui permet au grand public de marcher aux côtés de léopards iraniens, une sous-espèce menacée d'extinction.



**+ LUS + COMMENTÉS + PARTAGÉS**

- Apprenez à lire (très) vite avec deux champions en la matière
- La CBI refuse au Japon le retour de la chasse à la baleine
- Les calculs rénaux ne ressemblent pas à des cailloux mais à des coraux
- Sèche-mains à air pulsé : de véritables nids à bactéries !
- Biodiversité : "Les scientifiques font leur travail. Aux politiques de faire le leur !"

NEWSLETTER SCIENCES ET AVENIR  
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# Replicated across the network

- **UNDP** Snow Leopard AR marker
- **WWF-Adria** White Shark
- **WWF International** Tiger Beer Coasters
- More countries including Romania, Paraguay and Mongolia





# Leopard on camera Trap



<https://www.youtube.com/watch?v=y4TtdbDStO4>

# Thank you!



[www.leopard.am](http://www.leopard.am)