Big Cats and Augmented Reality

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Facts About Armenia

- Territory – comparable to Belgium (30,000 sq km)
- Population – comparable to Wales (3 mln)
- 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:** Spare 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)
Main Habitats
Arevik National Park
Zangezur State Sanctuary
Khosrov State Forest Reserve
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

2002

- Independent Armenia since 1990

2006

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

2017

2018
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 website
2018

• Remember that breeding pair?

• Their cub is back to Khosrov State Forest Reserve

• Meet Neo
ARLOOOPA Campaign

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
“PROTECT THE LEOPARDS” VIDEO AD

https://www.youtube.com/watch?v=NG8ibaOBWnY
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
- Articles on ARLOOPA campaign and WWF-Armenia’s Leopard on conservation project
  - Smithsonian Magazine (USA)
  - Sciences et Avenir Magazine (France)
Outcomes during the campaign
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=y4TtDbDSr04
Thank you!

www.leopard.am