Photo Credit (left to right): Gorongosa National Park and @janewynyard for Save the Elephants

Global Initiative to End Wildlife Crime welcomes EarthRanger as its first Impact Technology Champion

17 October 2024: The Global Initiative to End Wildlife Crime (EWC) is proud to announce EarthRanger as its first EWC Impact Technology Champion.

EarthRanger, a leading software platform designed to support protected area management, has consistently demonstrated a profound impact on conservation efforts globally. By aggregating multi-source data streams—from AI-powered camera traps to satellite imagery and wildlife collars—EarthRanger enables conservation teams to track illegal activities such as poaching in real-time. This capability is crucial in monitoring arrests, seizures, and identifying high-threat areas based on poaching evidence like carcass locations.

EWC launched the Impact Technology Champions initiative (the IT Champions) on its 4th anniversary earlier this year, aiming to foster deeper collaboration between the conservation community and the technology sector. The network will bring together technologists, independent software vendors (ISVs), independent hardware vendors (IHVs), and system integrators (SIs), to scale innovative solutions to help address the increasing complexity of wildlife trafficking and other environmental crimes.

“As the first Impact Technology Champion, EarthRanger exemplifies the initiative’s mission to merge cutting-edge technology with conservation efforts at scale. Their platform serves as a model for how real-time data integration and advanced monitoring systems can make a tangible difference on the ground,” said Sarah M. W. Maston and John E Scanlon, co-chairs of the IT Champions.

EarthRanger’s advanced tools and capabilities are not only transforming how protected areas are managed but are also helping to create a safer future for wildlife. Features such as geofences enable automated alerts when wildlife, especially species vulnerable to poaching, cross into dangerous zones. This early warning system allows for rapid intervention, often

before animals are harmed, providing conservationists with a critical tool to protect at-risk species. By bringing these technologies into the Impact Technology Champions network, EWC aims to catalyze further innovation and integration across the global conservation landscape.

"At EarthRanger, we believe that data-driven decision-making is key to protecting the world's most vulnerable species. Being recognized as the first EWC Impact Technology Champion is an honor and a testament to the power of collaboration between technology and conservation," said Jes Lefcourt, Director of EarthRanger. "Through this partnership with the Global Initiative to End Wildlife Crime, we look forward to continuing to innovate and scale solutions that help conservationists make smarter, faster decisions required to safeguard wildlife".

EWC is committed to growing this network, with additional announcements of Impact Technology Champions to follow in the coming months. By linking commercial tech providers with conservationists, this initiative will foster new solutions and partnerships that enhance the global effort to stop wildlife crime.

ABOUT THE GLOBAL INITIATIVE TO END WILDLIFE CRIME

The **Global Initiative to End Wildlife Crime (EWC)** is an initiative of organisations working on wildlife crime and trade-related issues and is hosted by the Hong Kong SAR-based **ADM Capital Foundation**, chaired by **John Scanlon AO**. Its **Steering Group** includes the **African Wildlife Foundation**, the **Born Free Foundation**, **Freeland Foundation**, the **Global Environmental Institute**, and the **International Conservation Caucus Foundation Group**.

Learn more about EWC's Steering Group, International Champions, and its Special Advisers here.

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