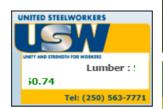


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New Conservation App Targets Polluters and Poachers

By 250 News Monday, November 28, 2016 @ 4:09 PM



Prince George, B.C. – The BC Wildlife Federation has announced a free new app aimed at targeting polluters and poachers in this province.

Available to iPhone users (an android version is in the works), the app makes it easy for users to take geo-referenced, time-stamped or videos and report issues related to illegal use, or abuse, or natural resources.



The app works both in and out of service areas using the phone's GPS. Reports are sent to a secure server and then forwarded automatically to the appropriate enforcement agency.

The app was created by Spatial Information for Community Engagement Lab at the University of British Columbia's Okanagan campus in Kelowna.



Those who send a report will have the choice of making the report public or confidential. The



goal is raise awareness and to prevent further violations.



"I love it. Everyone I've talked to loves it," says Spruce City Wildlife Association president Steve Hamilton. "It's so easy to use, and will allow citizens to report violations easily with the click of a button."



He figures it will make a big difference.



"Millions of British Columbians recreate in and enjoy the outdoors. This app will increase the eyes an ears of various enforcement agencies throughout the province and when millions of eyes are watching – hopefully the willful destruction of our fish wildlife and habitat will decrease. With that, we all benefit."

Support for this project was provided in part through the Okanagan Basin Water Board's Water Conservation and Quality Improvement Grant Program and its public outreach and education program, Okanagan WaterWise.

To download the app, click here.