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Parks, people, planet:

inspiring solutions

Catt-Trax: Using Online Technologies to Inspire a New Generation



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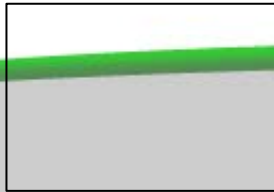
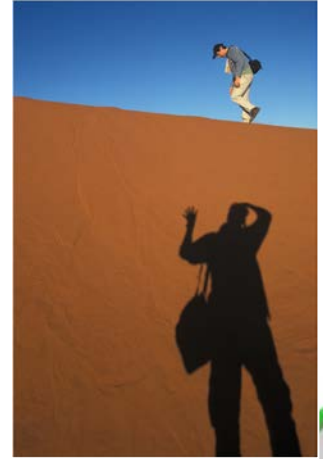
Catt-Trax Journeys: Africa, South America & Asia

Over the past 15 years I have carried out three educational (Catt-Trax) journeys in three regions of the world: Africa (2002), South America & Antarctica (2007) and Asia (2012).

The overall goal of my Catt-Trax journeys was to raise awareness of global conservation and sustainability issues, using available online technologies and social media.

The three objectives were to:

- 1) Showcase the amazing landscapes & wildlife on the planet
- 2) Create awareness of conservation issues & concerns in the regions I traveled
- 3) Give examples of individuals/organizations working to making a difference



Catt-Trax Journeys: Africa, South America & Asia



- 5 months
- Africa
- 2002



- 5 months
- South America
& Antarctica
- 2007



- 3 months
- Asia
- 2012



Catt-Trax Journeys: Africa, South America & Asia

Challenges / Opportunities:

- 1) Developing an audience / following
- 2) Selecting appropriate technology to engage youth (and families & general public)
- 3) Funding (equipment, travel, etc)



Catt-Trax Journeys: Africa, South America & Asia

How did I develop an audience?

- Scientists in the Schools (SIS) Program –Ministry of Education sponsored program – prior to, during & after my journeys I connected with students across the province of BC either in the classroom or online
- Through my role as Faculty at a high profile post-secondary institution (BCIT) and my connections with my Alma Mater (Simon Fraser University)
- Rotary Clubs – as a past Rotary scholar I connected with Rotary clubs in the countries I was visiting and was an invited guest speaker at their meetings
- Countless other supporters & contacts



Catt-Trax Journeys: Africa, South America & Asia

How did I share my learning?

The online technologies available differed for the three journeys. My experiences, interviews, adventures & learning were shared via the internet:



- Blog
- Live lectures using Elluminate Live



- Facebook
- Twitter
- YouTube
- Video & Still Photography
- Original Music

- Weekly journal (Blog)
- Still photos emailed
- Video tapes couriered back to Canada



Catt-Trax Journeys: Africa, South America & Asia

Was it successful?

1) The audience

- Original Catt-Trax:
Over the five months there were thousands of hits on the website from approximately 60 countries.
- Catt-Trax 2:
In one month alone there were thousands of hits from almost 60 countries. The total reach was close to 100 countries.



Catt-Trax Journeys: Africa, South America & Asia

If I do one last journey, what would I do differently?

