iSeahorse
Saving seahorses together

iSeahorse - a tool for citizen engagement

iSeahorse is a tool created by Project Seahorse (www.projectseahorse.org) to help transform marine conservation into a popular and powerful force.

Gathering information
Anyone, anywhere in the world, who sees a seahorse in the wild can upload their photos and observations to the iSeahorse website, www.iSeahorse.org, or the iPhone app, iSeahorse Explore.

By harnessing the power of citizen scientists we gather information to improve our understanding of seahorse distribution, life history and population attributes, as well as the many threats they face – from bad fishing practices to unsustainable trade.

Building community
iSeahorse is more than just a website and an iPhone app. We are creating an alliance of citizen scientists and conservationists, who will contribute regularly by monitoring specific wild seahorse populations repeatedly. Soon, all committed contributors will be able to monitor seahorse populations using our emerging standardized protocols.

Taking action
Using this improved seahorse knowledge base, contributors will be able to access media and policy tools to take effective action locally. Project Seahorse will access and analyse this knowledge – and use support from the iSeahorse alliance – to act globally to protect seahorses and their many habitats.

Seventeen of the 43 seahorse species evaluated on the IUCN Red List are Data Deficient. The other species are Endangered, Vulnerable to extinction Near Threatened or Least Concern.

Forty-three species of seahorse are found in most tropical and temperate waters worldwide.

Tens of millions of seahorses are traded every year - a scale that provoked global export controls for the 183 countries that are signatories to CITES*.

How do we secure a future for seahorses?

Build a community for safeguarding seahorses and supporting marine conservation in general by inviting citizens to join iSeahorse and share their observations.

Empower users to **take action** and generate conservation change. Let's do this together!

* The Convention of International Trade in Endangered Species

Pygmy seahorse (*Hippocampus denise*) in Bali. Photo by Jan Azier/GuyLian SOTW

iPhone Screenshot of iSeahorse. Download at App Store – search iSeahorse Explore.

Screen shot of www.iseahorse.org

Next steps…

Our emerging **seahorse population trends monitoring program will** greatly increase the power of iSeahorse to contribute to seahorse conservation & management.

Project Seahorse is developing a **standardized protocol for tracking seahorse population trends** underwater and in fisheries. Regular surveys carried out by avid divers and naturalists will provide the data to assess whether seahorse numbers are increasing, declining, or remaining stable.

This protocol will allow us to identify populations that are in need of further research and conservation management, and will allow policy-makers and managers to **set priorities based on scientific information** rather than anecdotal observations.

Mobilizing seahorse knowledge & tools for marine conservation

Effective conservation of seahorses requires three key components: gathering information, building community and taking action. iSeahorse does all three.

iSeahorse has been gathering information since October 2013, with a rapidly growing community of contributors. Soon we will have dynamic distribution maps of seahorse populations that will highlight areas of conservation concern.

New findings, along with an emerging toolkit for taking action, will galvanize iSeahorse contributors into taking action locally. They can help by raising alarms, marshalling domestic resources and identifying realistic, creative solutions that are informed by science.

At a global scale, Project Seahorse will share all data with researchers, NGO's and governments to focus conservation action more effectively. We will also apply all findings to our award-winning programme to generate yet more measurable benefits for the oceans.

Join us @ iseahorse.org

Create a profile and connect with other citizen scientists.

Share your observations and identifications, compare stats, and find out how you can make a difference.

Short-snout seahorse *(H. hippocampus)* in the Netherlands. Photo by Luc Vanhalewijck/GuyLian SOTW