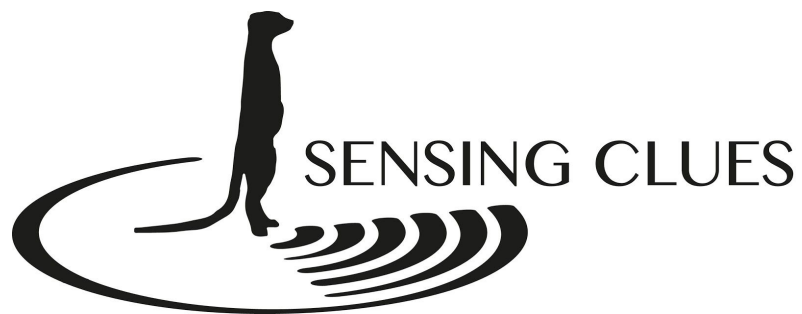


# 2018 ANNUAL REPORT



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Photo: Gregoire Dubois

## Preamble by the Founder

I'm pleased to share with our friends and partners the first Annual Report of Sensing Clues Foundation.

We are very proud that 4 years after starting the Sensing Clues endeavour, and a little over one year after becoming a formal Foundation, we managed to complete the first version of our highly advanced platform for Wildlife Intelligence. Built on best-of-breed technologies, and designed to provide actionable and timely information about threats to nature, it will help organisations across the world to preserve nature and protect endangered species.

While we are excited about reaching this important milestone, we know the actual work is just beginning. That is, actually helping nature conservation organisations to:

- 1) turn observations of rangers, guides, researchers, and even tourists, into shared situational awareness;
- 2) learn where and when threats to nature can be expected;
- 3) and to create tactical plans and actions to mitigate these risks.

As our work is empowered and made possible by our growing network of dedicated individual and corporate volunteers, we aim at complete transparency with regard to the resources with which we have been entrusted.

We therefore present to you in this report the donations and expenditures supporting our mission: *to turn wild spaces into safe havens*.

It is an honor to join forces in this cause with our outstanding volunteers and partners. To all of you, I extend my deepest thanks.

**Jan-Kees Schakel**, Founder and Director of the Executive Board.



Photo: Gregoire Dubois

## Preamble of the Supervisory Board

It is with great pleasure that the Supervisory Board started in 2018 with the first meetings with the Executive Board of Sensing Clues. The Supervisory Board members all feel strongly committed to the mission, vision and aims of Sensing Clues and will do all that lies in their power to assist in these important goals.

With respect to the first years experiences and activities, the Supervisory Board is enthusiastic about all achievements so far and about the strong ambitions of the Sensing Clues team. It is believed that with the newly established Sensing Clues Foundation the proper basic structure is established to make fast steps forward.

Besides the well developed technologies and already many links with nature reserves as well as partners an important challenge is to get enough financial support to execute the

program of activities coming two years, besides the setting up of a solid long term financial basis.

Mechanisms like sponsor and adopting programs, membership fees, contribution structures for nature reserves, etc. have to be developed by Sensing Clues to provide in the required financial resources. Another challenge for Sensing Clues lies in setting up a broad network of people, supporters and public media in order to spread the message, to raise interest for her activities and to attract more financial support.

The Supervisory Board has full trust in the Executive Board to fulfill these huge ambitions and tasks and will support the Executive Board where possible.

**Herbert Prins**, Chairman of the Supervisory Board.



Photo: Gregoire Dubois

## Report of the Executive Board

### *Activities*

2018 was a building year. According to plan, we built:

- A secure data platform, including the Cluey fast-response app.
- A prototype of the SERVAL sensor, including the detection of elephant rumbles and gunshots.
- Engagement of counterparts in the field to support local testing, training and support
- Engagement of research and technology partners.
- Enrolment of partner-technologies.
- In addition to these intended functions, we were able to build the Focus 360 Analytics app. The Focus app provides rangers with easy-to-use functions to analyse their field recordings, tracks of rangers and collared animals, sensor reads, and data from other sources.

In 2018 we have not yet invested in fundraising.

### *Outlook 2019*

In 2019 the following activities are foreseen:

- Launching 0.9 (beta) release of the platform for Wildlife Intelligence.
- Using user-feedback to develop Wildlife Intelligence 1.0.
- Preparing manuals, standard contracts and service agreements, etc.
- Launching first full release of the platform for Wildlife Intelligence (1.0).
- Engaging first operational Field Partners Europe (Italy, Portugal), Zimbabwe, Zambia, South Africa, Kenya, Namibia, India, and Sri Lanka.
- Preparing and launching of km2 sponsoring scheme.
- Developing DIY versions of the SERVAL / OpenEars sensor, capable of running autonomously for prolonged periods of time. Pilot project with Amsterdam and IoT Sensemakers community.
- Develop student engagement plan with JADS and WUR.
- Developing automated predictive risk maps.

- Engaging Corporate Solution Partners for
  - Auditing and Administration.
  - Setup of user support and optimising UX experience.
  - Cybersecurity.
  - Fundraising.



Photo: Gregoire Dubois

## The Sensing Clues Organisation

### *Statutory Purpose*

Sensing Clues Foundation has the following formal purpose (translated from Dutch):

*Article 2.1: The purpose of the Foundation is the development and provisioning of technologies, solutions and expertise to strengthen the protection, safety and security of nature, nature reserves, flora and fauna.*

*Article 2.2: The Foundation is realising its purpose by:*

- a. Engaging organisations and individuals who want to contribute to the purpose by bringing in specialised knowledge, capabilities, technologies, and/or means;*
- b. Designing and developing (technical and tactical) solutions which directly or indirectly contribute to the purpose;*
- c. Raising awareness and providing training and support which directly or indirectly contribute to the purpose;*
- d. Fundraising;*
- e. And all other lawful initiatives and activities which directly or indirectly contribute to the purpose, in its most widest interpretation.*

*Art. 2.3: The Foundation is not aimed at profit making.*

### *Formal Status*

Sensing Clues Foundation is a not-for-profit organisation, officially registered in the Netherlands as Stichting Sensing Clues with fiscal RSIN number 858159752 and registered at the Amsterdam Chamber of Commerce, number 70140707.

Sensing Clues Foundation is officially registered as ANBI (Public Benefit Organisation) by the Dutch tax authorities. An institution can be qualified as a Public Benefit Organisation solely when at least 90% of the institutions efforts are focused on the general good. It also





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provides a number of tax advantages to donors, and requires the foundation to comply with specific administrative and transparency requirements.

Sensing Clues Foundation is located in Amsterdam, the Netherlands, and can be contacted through the following means:

Website: [sensingclues.org](http://sensingclues.org) (.nl, .com, and.net)  
Email: [hello@sensingclues.org](mailto:hello@sensingclues.org)  
phone: 0031 (0) 6 - 360 37 414

### *Supervisory Board*

Chair: Prof. Herbert Prins  
Secretary: Ir. Peter Hagedoorn  
Member: Dr. Louis Vertegaal  
Member: Rob van Grieken  
Candidate member: Marie-Claire Greve

### *Executive Board*

Director: Dr. Jan-Kees Schakel  
Chief Technology Officer: Ir. Hugo Koopmans

Members of the Supervisory Board and Executive Board do not receive remuneration for their activities.

### *Partner Network*

In 2018, the Foundation had no employees. All work was executed by individual and corporate volunteers.

Sensing Clues Foundation actively invests in four types of volunteers: Corporate Solution Partners, Knowledge Partners, Field Partners, and Individual Volunteers.

## Corporate Solution Partners

Between 2015 and the end of 2018, the following Corporate Solution Partners have been engaged:

- **DIKW Intelligence:** data science and work space hospitality
- **MarkLogic:** NoSQL-database technology
- **Semantic Web Company:** semantic technologies
- **BIT Internet Technology:** cloud hosting services
- **Baker McKenzie:** legal services
- **FileRun:** online file sharing tools
- **Slack:** online collaboration tools

## Knowledge Partners

The following Knowledge Partners have been engaged:

- **Wageningen University and Research:** resource ecology
- **Jheronimus Academy of Data Science:** data science

## Field Partners

This category of partners are active at the frontlines of nature conservation and wildlife protection. As our technologies are not yet ready for full operational use, in 2018 we limited the number of users in the field to two organisations, willing and able to test and pilot the new technologies that we have been developing. These are

- **Wildlife Works** managing multiple nature reserves
- **RangerCampus** training of wildlife rangers

## Individual Volunteers

In 2018, 23 volunteers (individual and from partner organisations) contributed to the development of the platform for Wildlife Intelligence, and supportive functions ranging from the creation of manuals to sensor development, writing social media articles, reporting, engaging new partners, etc.

## Financial Report

The financial year equals the calendar year.

In 2018, all contributions have been in-kind. No cash contributions have been received (see Appendix 1).

### *Financial strategy*

Till date Sensing Clues Foundation, all donations have been in kind. This includes the provision of labour, software licenses, office space, internet hosting services, etc.

A number of costs, such as recurrent licenses and subscription fees needed to run our operations, have been carried by Sensing Clues BV. This corporation ended its activities in June 2019. From that date onwards, these costs (circa €250 per month) will be carried by Sensing Clues Foundation.

With the launching of Wildlife Intelligence 1.0, predictability of supporting services need to be secured. To this end, a team of 5 will be set-up. Depending on the amount of funds that can be assured, the part-time factor of the various team members will be determined. Envisaged for 2019 is a sum of €50.000, raising to circa €500.000 in the next two years.

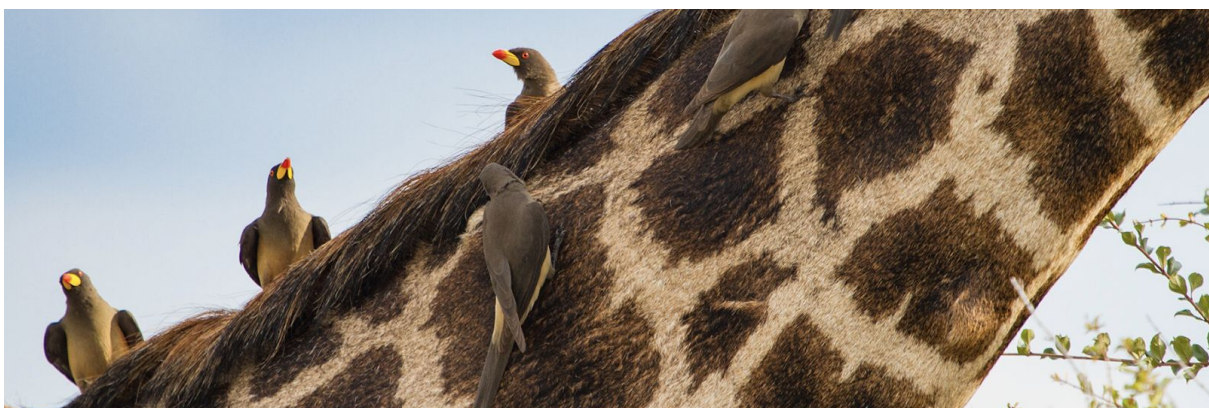


Photo: Gregoire Dubois

Support and further development of the platform for Wildlife Intelligence will be paid by donations, sponsorships, and financial partnership contributions. Growth of team efforts will be balanced with the funds that are secured.

## Formal Approval of the Executive & Supervisory Board

This Annual and Financial Report has been read and approved by the members of the Executive Board and the Supervisory Board:

**Jan-Kees Schakel**, Chair of the Executive Board

**Hugo Koopmans**, Member of the Executive Board

**Herbert Prins**, Chair of the Supervisory Board

**Peter Hagedoorn**, Secretary of the Supervisory Board

**Louis Vertegaal**, Member of the Supervisory Board

**Rob van Grieken**, Member of the Supervisory Board

## Appendix 1: Financial Statement

|   | 2018      | 2017      |
|---|-----------|-----------|
| <b>Income</b>                               |           |           |
| Fundraising                                 | €0        | €0        |
| Annual Contributions                        | €0        | €0        |
| <b>Total income</b>                         | <b>€0</b> | <b>€0</b> |
| <b>Expenditures</b>                         |           |           |
| Costs for Fundraising                       | €0        | €0        |
| Housing, administration                     | €0        | €0        |
| Spend on mission                            | €0        | €0        |
| Added to reserves                           | €0        | €0        |
| Retrieved from reserves                     | €0        | €0        |
| <b>Total costs</b>                          | <b>€0</b> | <b>€0</b> |
| <b>Activa</b>                               |           |           |
| (Im)material fixed assets                   | €0        | €0        |
| Receivables, prepayments and accrued income | €0        | €0        |
| Cash  | €0        | €0        |
| <b>Total activa</b>                         | <b>€0</b> | <b>€0</b> |

## Passiva

|                      |           |           |
|----------------------|-----------|-----------|
| Reserves and funds   | €0        | €0        |
| Long-term debts      | €0        | €0        |
| Short-term debts     | €0        | €0        |
| <b>Total passiva</b> | <b>€0</b> | <b>€0</b> |

## Appendix 2: Restructuring of Sensing Clues

Sensing Clues started in February 2015 by Jan Kees Schakel (Eenmanszaak), DIKW Intelligence (DIKW) and True information Solutions (TRINSO). A year they formally founded social enterprise Sensing Clues BV, followed by Sensing Clues Foundation circa 6 months later. In the course of 2018 it was decided to terminate the BV and continue as Foundation only. The restructuring process is expected to be finished mid 2019.



Photo: Gregoire Dubois