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MapHook Application Case Study: Partnering with the World Wildlife Fund for the Vaquita Project

World Wildlife Fund: World Wildlife Fund (WWF) is the world's leading conservation organization. WWF works in 100 countries and is supported by 1.2 million members in the United States and close to 5 million globally.

WWF Need: For many years, WWF has been urging the Mexican government to pass laws that would help reduce the threat of bycatch for the world's smallest porpoise: the vaquita. On June 6, 2013, the Mexican government officially announced that it would begin phasing out the fishing gear that is currently used in the Gulf of California and would replace this gear with more vaquita-friendly options. The Mexican government's decision comes in part as a result of the tens of thousands of people who worked with WWF to take action in order to save the vaquita. During this process, WWF wanted to provide an interactive and engaging platform to demonstrate and display the number and locations of people who participated in promoting this

cause - WWF wanted to illustrate to the Mexican Government how significant this issue was worldwide.

MapHook Solution: MapHook's social networking application is location-based and can easily be embedded in an organization's webpage. WWF wanted to be able to create a geographical depiction of the many people throughout the world who signed petitions to help promote the vaquita's cause and then present this information to the Mexican government and to the public.

For this campaign, MapHook embedded its map application into WWF's website and extracted geographic information from the petitions. In particular, pins were created using city or regional locations anonymously associated with those individuals who signed the WWF petitions. Because there were over 60,000 petitions, MapHook also implemented a clustering system so that viewers could easily see the number of petitions that existed in areas where there were large concentrations of petitions.

