



ICCF
INTERNATIONAL
CONSERVATION
CAUCUS FOUNDATION



ICCF Partners in Conservation

Achieving conservation solutions by uniting
Corporate Leaders | NGOs | Policymakers

2009

“Conservation means development as much as it does protection. I recognize the right and duty of this generation to develop and use the natural resources of our land; but I do not recognize the right to waste them, or to rob, by wasteful means, the generations that come after us.”

— *Teddy Roosevelt*
Osawatomie, Kansas, August 31, 1910



2009

ICCF Partners in Conservation

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Dear Friends:

We are proud to present the second issue of the *ICCF Partners in Conservation* (PiC) portfolio, highlighting projects of our Conservation Council members as examples of the best international conservation work conducted in partnership. Most reflect the strength of collaborations between members of the public and private sectors — U.S. and foreign governments, corporations, and non-governmental organizations. Funding, expertise, and access are leveraged through these partnerships to create innovative solutions to some of the world’s most pressing conservation needs. We are also pleased to welcome our new partners who have joined us in the past year and to highlight their innovative initiatives.

In the year since our first issue was published, ICCF has made great strides in expanding its Conservation Council — uniting leading international conservation organizations with the best corporate conservation leaders in an effort to ensure that conservation issues are properly understood and addressed by U.S. policymakers. While we have many successes to be proud of, including continued growth of the International Conservation Caucus (ICC) in the U.S. House of Representatives and U.S. Senate, we need to expand our work to increase and enhance U.S. support for conservation globally and to better integrate U.S. efforts with those of other nations, including through establishment of international conservation caucuses in other nations.

Now is the time to focus on capacity building and sharing our extensive know-how with the developing world. Long-term development is only possible through understanding and utilizing good natural resource management know-how, and the costs of failure are unacceptable. We firmly believe that conservation is integral to sustainable development and that sound stewardship of natural resources is fundamental to poverty alleviation, conflict avoidance, and regional security. In the words of Teddy Roosevelt, “Conservation means development as much as it does protection.”

Some liberals think that animals are more important than people; we don’t, we think both are important. Some conservatives think that foreign aid is a waste of money; we believe it can be a good investment, most certainly while growing economies through imparting good management skills.

In addition to the practical implications of exporting knowledge to the developing world, it is also, in the words of ICC Founding Co-Chairman Clay Shaw, “because it’s flat-out the right thing to do.” Beyond utilization and sustainability, wild animals and wild places are important to the soul of humanity. Without these, we will have lost the essence of our very human spirit. Wilderness must remain at the core of healthy ecosystems and human society.

From the birth of the House ICC and the subsequent formations of the Senate ICC and the ICCF, the commitment to promote U.S. leadership in public/private conservation partnerships worldwide has been central. We must now move beyond that to lead, with our partners, in finding more global solutions to global problems. We will continue to stress private investment to leverage governmental commitments to international conservation as we expand ICCF educational efforts in the U.S. and beyond.

The ICCF PiC portfolio showcases the methodologies of our conservation partners and will continue to evolve as new members join the Conservation Council. We hope you will study the examples and share them with your friends, families, and colleagues. Be inspired as we are to put your trust in public/private partnership solutions to the most important conservation problems we face today, with an eye toward our role in the global community. We can accomplish so much more by leveraging our talents and resources. As partners, a true team, we can continue to make history together.

Thank you and best wishes,

David H. Barron
President

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CONSERVATION COUNCIL

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The Wild Salmon Center
Toyota
Tudor Investment Corporation
Unilever
Volkswagen
Wal-Mart
Wilderness Foundation
South Africa



"ICCF brings together leaders from both sides of the aisle and it advances the vision for international conservation."

— **Carter Roberts**
President & CEO
World Wildlife Fund



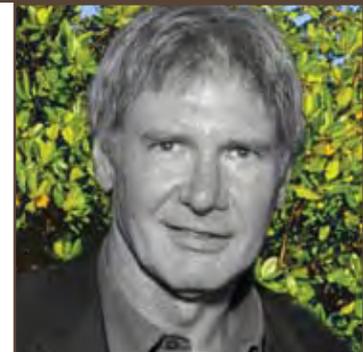
"Preserving and enhancing the environment is one of the most critical economic, social and public policy issues of today. The International Conservation Caucus Foundation has been a leader in building public-private sector partnerships that raise awareness and seek solutions to protect biodiversity and natural resources."

— **Rick Lazio**
Managing Director
JPMorgan Asset Management



"IP joined ICCF because the group combined a focus on global conservation efforts with the support of a broad bipartisan group of key lawmakers and leading conservation organizations. For us, it was a perfect match."

— **John C. Runyan**
Senior Manager
Federal Government Relations
International Paper



"Ensuring that we leave an earth that offers fresh water, clean air, natural resources and abundant beauty is a transcendent idea that unites every country around the world. We must establish global conservation ethics that every person can embrace."

— **Harrison Ford**
Actor and Recipient of ICCF's
"The Good Steward" Award



Mission:

To educate U.S. policymakers and the world's political and business leaders on the vital links between good natural resource management and sustainable economic development, poverty alleviation, and regional security.

We Believe:

Conservation is integral to sustainable development, and sound stewardship of natural resources is fundamental to poverty alleviation, conflict avoidance, good governance, and regional security. It is in America's interest to expand its leadership in the world to promote sound long-term policies of good management of land, water, and biodiversity.

Objectives:

Unite U.S. policymakers with other government, business, and NGO leaders to stimulate debate and encourage nonpartisan solutions to conservation challenges.

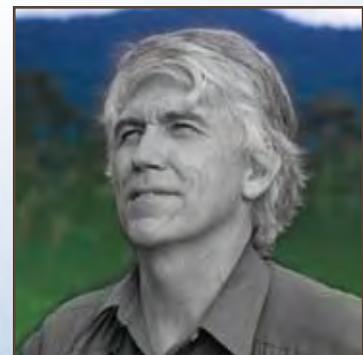
Recognize the achievements of policymakers and private sector leaders and thereby inspire others to learn and act.

Educate policymakers and leaders in the private sector through science, models of successful public-private partnerships in conservation, and field missions.

ICCF works with the leadership of the U.S. Congressional International Conservation Caucus, which comprises more than one-third of the U.S. House of Representatives and a growing number in the U.S. Senate, to identify conservation concerns and generate the broadest audience for ICCF educational programs.

ICCF's Conservation Council is the strongest association of U.S. public and private sector representatives dedicated to international conservation. Council members represent NGOs, corporations, and government entities, and possess diverse experience and skill sets. These corporations and NGOs share a common mission to implement conservation projects safeguarding wildlife and biodiversity, protecting and restoring habitat, and generating economic opportunities and social benefits for surrounding communities who are necessarily the long-term stewards of local natural resources.

For more information on the ICCF and our Conservation Council, please visit our website: www.iccfoundation.us



"We are all trying to come up with a common agenda — that is a pretty new thing. It was all talk 10 or 15 years ago, now it is happening in a very concrete, significant way. ICCF has played a key role in achieving this."

— **Russ Mittermeier**
President
Conservation International



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INTERNATIONAL CONSERVATION CAUCUS

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Rep. Don Young (R-AK)

Fr. Daniel P. Coughlin (Chaplain)

The Members of the International Conservation Caucus share a conviction that the United States of America has the opportunity, the obligation and the interests to advance the conservation of natural resources for this and future generations.

The mission of the Caucus is to act on this conviction by providing the strong U.S. leadership necessary to conserve the world's most biologically rich and diverse places.

"We must change the way we view environmental challenges and look for the opportunities such challenges can provide."

— Senator Sam Brownback
Republican – Kansas
Founding ICC Co-Chairman



"... I have become even more convinced that we as a nation – and we as a world community – are only going to solve the mega problems of our environment ... when the people are personally invested in the solution ..."

— Representative Norm Dicks
Democrat – Washington
ICC Co-Chairman

"Responsible stewardship of the earth and its assets is something we owe to our children as well as to ourselves."

— Senator Richard J. Durbin
Democrat – Illinois
Founding ICC Co-Chairman



"The world's resources and natural environment [are] essential to all of us."

— Representative Hal Rogers
Republican – Kentucky
ICC Co-Chairman

"Environmental protection is not merely compatible with economic growth, but can also create business opportunities. A healthier environment can and must come from collaborative relationships among government, private industry, and the environmental movement."

— Senator Olympia J. Snowe
Republican – Maine
ICC Co-Chairman

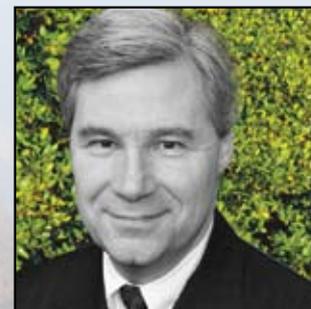


"There is no lack of a challenge here. But there is one thing for sure and that is that this earth is finite, there is only so much land, so much air, so much water. The more we degrade the less we have in terms of human existence on the earth."

— Representative John Tanner
Democrat – Tennessee
Founding ICC Co-Chairman

"Coming from the Ocean State of Rhode Island, I feel the importance of protecting our natural resources so that our children can enjoy them as we have...the ICCF works to build international support to protect the Earth's most biologically rich and diverse places, and I am proud to be a part of its important mission."

— Senator Sheldon Whitehouse
Democrat – Rhode Island
ICC Co-Chairman



"It's a force multiplier in terms of being engaged around the planet on these important issues-it works."

— Representative Ed Royce
Republican – California
Founding ICC Co-Chairman



PARTNERS:

3M Foundation

The Nature Conservancy

Conservation International

PROJECT SITES:

TallGrass Aspen Parkland
Minnesota, USA

Brazil

China

Mexico

Tibet

WEBSITE:

www.3M.com



Preserving Biodiversity

In 2001, the 3M Foundation broadened its focus by creating an environmental giving category, which supports the sustainability of the Earth's ecosystems.

Through a \$5.1 million grant to The Nature Conservancy, 3M helped to preserve and restore prairie in the Tallgrass Aspen Parkland region in northwestern Minnesota, which is home to a wide variety of species, including vital populations of moose, wolf and sandhill cranes. The grant also supported land acquisition and conservation efforts at two preserves along the lower Rio Grande River. The sites are home to about 200 rare or endangered species of birds.

3M has also helped The Nature Conservancy protect the three-toed sloth, golden lion tamarin and dozens of endangered species of birds, plants and



ABOVE: View from the Tengchong Conservation Carbon Project in Gaoligongshan Nature Reserve, Yunnan Province.

RIGHT: Dense, tropical lowland forest surrounds the ancient Maya temple site, Calakmul, located in the Calakmul Biosphere Reserve (Reserva de la Biosfera Calakmul), a 1.8 million acre conservation site just north of the Mexico-Guatemala Border in the state of Campeche.

animals in the tropical forest along Brazil's Atlantic coast. A 2008 grant will continue support for a new micro-watershed project in Brazil, a project with China's nature reserves, and the forests of Mexico's Yucatan Peninsula.

An additional \$3 million was provided to The Nature Conservancy for its work on the Paint Rock River and Sharp-Bingham Mountain Preserve in Alabama for the purpose of land acquisition and restoration in this important ecosystem.

A \$1.5 million grant was given to the Forest Legacy Project in Minnesota. This program will help protect Minnesota's northern forest from subdivision and development and retain it as one of the few intact forests of its size left in the U.S.

In 2005, the company partnered with Conservation International to help restore threatened forests in China. The mountains of Southwest China, which form the headwaters of China's great Yellow and Yangtze Rivers, are home to rare giant pandas, red pandas, golden monkeys, elusive snow leopards and

CI, 3M and our partners are working to restore the forests of Gaoligongshan Nature Reserve, located near the border between China and Burma. More than 53 hectares were planted in August 2005 and an additional 50 hectares were reforested in August 2006. Baoshan is a prefecture-level city in Yunnan, which has jurisdiction over Tengchong County.

Through partnership, 3M is working to protect threatened ecosystems and make the world a better place for us and future generations.

hundreds of tree and plant species. Much of this region has been degraded and the mountains have become one of the world's most critically threatened biodiversity hotspots. To reverse this trend 3M donated \$4 million to support the restoration of degraded forests in southeast Tibet through western Sichuan and into central and northern Yunnan. The restored forest will provide a global benefit by helping to address greenhouse gas and climate change issues. The last year of the project was focused on designing a payment for watershed services to add economic impact to the water conservation pilot project.

Through partnerships with premier conservation organizations, 3M is working to protect threatened ecosystems and to make the world a better place for us and future generations.





AFRICAN WILDLIFE FOUNDATION®

PARTNERS:

- International Gorilla Conservation Program (IGCP)
- Fauna & Flora International
- World Wide Fund for Nature
- Rwanda's Wildlife and Parks Authority (ORTPN)
- Sabyinyo Community Lodge Association (SACOLA)
- US Agency for International Development (USAID)
- US Fish and Wildlife Services (USFWS)
- US Forest Department (USFD)
- MacArthur Foundation
- Governor's Camp-Musiara Ltd.

PROJECT SITES:

- Rwanda
- Uganda
- Democratic Republic of Congo

WEBSITE:

www.AWF.org



Conserving the Mountain Gorilla Benefiting People

Sabyinyo Silverback Lodge, Rwanda

A Vision of Conservation

Rwanda's volcanic highland mountains shelter some of the last of the 720 mountain gorillas left in the world. The mountains are also an extremely important watershed and provide ecological benefits to the densely populated region.

Yet in the face of the region's intense poverty, overpopulation, and history of political unrest, many rural communities living near these mountains face a simple dilemma – finding creative ways to reap viable economic benefits from the presence of wildlife and other natural assets.

It is this context that underlies the **African Wildlife Foundation's** (AWF's) Conservation Enterprise Program. This is shored up by awareness that developing successful conservation enterprises is simply a means not an end. That end is about the way in which the existence and dynamics of any enterprise combine to catalyze and sustain meaningful conservation development. It is this focus that sets AWF conservation enterprises like Sabyinyo Silverback Lodge apart.

A Conservation Lodge

Situated in the foothills of the mighty Virungas, the chain of 15,000-foot volcanoes stretching through Rwanda, Uganda and the Democratic Republic of Congo, Sabyinyo Silverback Lodge is just a short distance from the habitat of the region's

ABOVE: Sabyinyo Silverback Lodge overlooks the Virungas and the nearby habitat of the region's endangered mountain gorillas.

critically endangered mountain gorillas. It was planned and built through a unique partnership between AWF, the Kinigi Community, and the Governor's Camp Collection, supported by funding from USAID and other partners.

Forging a model of locally-driven conservation, the community owns the land and the lodge itself through a



community trust called the **Sabyinyo Community Lodge Association (SACOLA)**. The Governors Camp Collection runs the lodge as a professional and efficient enterprise. SACOLA reinvests guest fees and other income in conservation and community development programs. Through this win-win strategy, Sabyinyo puts mountain gorilla conservation to work for the community.

Benefiting People and the Environment

Sabyinyo consists of eight private chalets, each providing a comfortable setting for a unique and exciting tourism experience in which visitors can experience local wildlife and see African conservation in action. Since opening last year, the lodge has generated an estimated \$200,000 in annual community revenue. Citing its stunning setting and unparalleled accommodations, *Condé Nast Traveler* magazine recently featured Sabyinyo on its list of hot new hotels, calling it one of the world's "most stylish, most innovative, most luxurious hotels."



ABOVE: A habituated female mountain gorilla cares for her baby.

Success: Developing conservation enterprises to catalyze and sustain meaningful conservation development.

CENTER: Private chalets offer a perfect "front row" seat to African conservation.

BELOW: Women produce handicrafts sold to tourists and as a result of such alternative micro-enterprise activities, threats to the gorilla population and its critical forest habitat are reduced.



American Forest & Paper Association

PARTNERS:

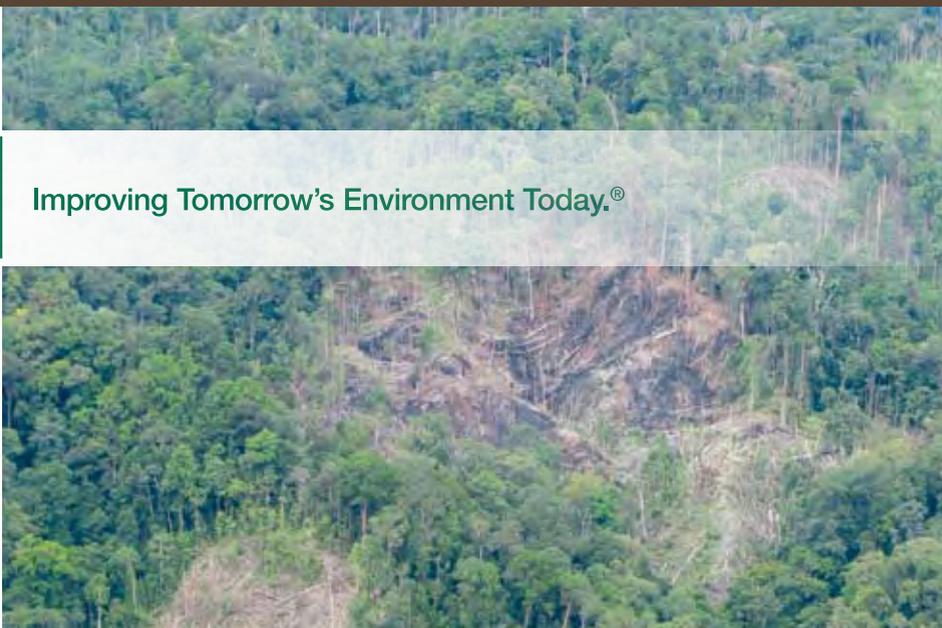
Indonesia's Ministry of Forestry
Conservation International

PROJECT SITES:

Provinces of Aceh and North Sumatra
Indonesia

WEBSITE:

www.afandpa.org



Improving Tomorrow's Environment Today.®

The Alliance to Combat Illegal Logging

The **American Forest & Paper Association (AF&PA)** is the national trade association of the forest, pulp, paper, paperboard and wood products industry, representing more than 175 companies and related associations. In March 2005, AF&PA formed the **Alliance to Combat Illegal Logging** in partnership with Conservation International (CI) and Indonesia's Ministry of Forestry. The Alliance supports priorities of the U.S. President's Initiative Against Illegal Logging (PIAIL), and has received funding from AF&PA, CI, and the U.S. State Department.



Extreme threats to high-biodiversity wilderness areas from illegal logging of forests, combined with the impacts of illegal timber in the global marketplace, generate increased attention and a demand for transparency in the forest sector. The rapid detection and dissemination of satellite-based evidence of illegal logging activity to government, industry and civil society support improved forest management worldwide.

The Alliance is focusing on Gunung Leuser and Kerinci Seblat National Parks, among the largest protected areas in Indonesia, and two of the three parks that form the UNESCO Tropical Rainforest Heritage of Sumatra. Gunung Leuser National Park encompasses over 1 million hectares in the provinces of Aceh and North Sumatra, and is estimated to contain 45% of the 100,000 species of plants recorded in the West Indo-Malayan region, as well as over 300 bird and 170 mammal species. It is the only Indonesian park where the Sumatran tiger and rhino, orangutan, and elephant are all found. At almost 1.4 million hectares, Kerinci Seblat National Park is the second largest conservation area in Southeast Asia, and is home to the world's largest flower, *Rafflesia arnoldi*, as well as the Bornean clouded leopard, Malayan tapir, Malay sun bear and 370 species of birds.

ABOVE: Slash-and-burn agriculture encroaching in Kerinci Seblat National Park.

Illegal logging and wildlife poaching are common in both parks. Demand for wood and thus pressure to harvest timber illegally has increased in the post-tsunami reconstruction effort. The northeast of the Gunung Leuser was previously deforested to establish oil palm and rubber plantations, while Kerinci Seblat faces pressure from slash-and-burn agriculture along its perimeter and from illegal logging in valleys that penetrate the park's interior.

Confiscated logging trucks in Pekanbaru, Sumatra.

The Alliance is identifying and reducing threats in these protected areas through good governance, community-based action, and technology transfer. Quick and accurate detection of illegal logging, encroachment and fire using state-of-the-art satellite remote sensing techniques, and dissemination of illegal activity alerts are generating rapid responses by government agencies with improved capacity to follow-up on surveillance with effective enforcement. In April of 2008, for example, an illegal activity alert led directly to the expulsion and arrest of eighty-one illegal loggers in central Kerinci Seblat, while surveillance of the southern region of the park has resulted in arrest of loggers along the Bengkulu-South Sumatra province borders.



The Alliance is identifying and reducing threats in these protected areas through good governance, community-based action, and technology transfer.



Logging barge off the coast of Sumatra.



PARTNERS:

- World Wildlife Fund
- National Fish and Wildlife Foundation
- Wyoming Wildlife and Natural Resource Trust
- International Crane Foundation
- West Coast Regional Carbon Sequestration Partnership

PROJECT SITES:

Worldwide

WEBSITE:

www.API.org

Building A Better Future Through Partnerships

No subject is of greater importance to the U.S. oil and natural gas industry than meeting the needs of our customers in a manner that is environmentally, socially, and economically responsible and that enhances their overall quality of life, whether here in the United States or elsewhere in the world.

The industry is committed to being ever more sensitive and responsive to a changing world – meeting rising expectations, finding better solutions, and offering new choices. By working in partnership with the public and private sectors, our companies expect to help bring about an even brighter and more sustainable energy future for our customers, our nation and the world.

The U.S. oil and natural gas industry has a long history of public-private partnerships aimed at finding cooperative solutions to environmental, health, and community challenges. Some industry partnerships have existed for more than 70 years. Others have been initiated more recently to address changing needs and emerging issues. These partnerships are voluntary activities aimed at ensuring that oil and natural gas companies are an integral and contributing part of society and the communities in which the industry operates.



ABOVE TOP: Oil company activities include a research and conservation project in Alaska to better understand and benefit Cook Inlet beluga whales.

RIGHT: Industry initiatives include working with regulatory agencies to increase habitat for protected coastal birds.

Examples of the countless partnership activities of our companies demonstrating their commitment to environmental and wildlife conservation and health include:

- Working with the World Wildlife Fund to form a unique organization to protect the rainforests of Papua New Guinea for generations to come;
- Recycling decommissioned oil rigs as artificial reefs in the Gulf of Mexico under the industry’s “rigs to reefs” program, providing living and feeding habitats for thousands of underwater species;
- Joining with regulatory agencies to increase habitat for protected coastal birds near the busy Houston Ship Channel;



Helping protect rainforests is an important component of the industry’s conservation efforts.

The U.S. oil and natural gas industry has a long history of public-private partnerships aimed at finding cooperative solutions to environmental, health and community challenges.

- Collaborating with the National Fish and Wildlife Foundation in a five-year research and conservation project in Alaska to better understand and benefit Cook Inlet beluga whales;
- Contributing to the Wyoming Wildlife and Natural Resource Trust as part of the federal Healthy Lands Initiative; funds support multiple uses of natural resources across approximately 200,000 acres in southwest Wyoming by assisting private landowners to conserve wildlife habitats on their lands;
- Helping to construct a polytechnic institute in Aceh province, Indonesia, to help support recovery from the 2004 tsunami;
- Supporting the International Crane Foundation, which is researching the migration of several species of cranes from their breeding grounds in the remote tundra of Yakutia in Siberia; and
- Joining the West Coast Regional Carbon Sequestration Partnership to provide funds and resources for a carbon dioxide storage demonstration project.



The industry’s “rigs to reefs” program provides living and feeding habitats for thousands of underwater species.



PARTNERS:

- National Fish & Wildlife Foundation
- The Conservation Fund
- Keep America Beautiful
- World Wildlife Fund
- The Nature Conservancy
- Conservation International
- National Science Teachers Association

PROJECT SITES:

Worldwide

WEBSITE:

www.Anheuser-Busch.com

A Legacy of Conservation

For more than a century, Anheuser-Busch has demonstrated its commitment to conservation and environmental excellence throughout its facilities and communities in which it does business. Since 2003, the company has won more than 100 environmental awards for waste reduction, conservation, conservation education, recycling and wildlife protection. This same commitment extends far beyond to people, places and wildlife around the world.

Anheuser-Busch also helps protect and restore critical habitat, conserve natural resources and raise public awareness through its support of conservation organizations such as National Fish & Wildlife Foundation, The Conservation Fund, and Keep America Beautiful.

WORLDS OF DISCOVERY



SeaWorld, Busch Gardens and Discovery Cove

ABOVE: Ginny Busch, president of the SeaWorld & Busch Gardens Conservation Fund, shares wildlife success stories and conservation messages with millions of people a year with the help of animal ambassadors like Diane the hawk.

The Worlds of Discovery – specifically SeaWorld, Busch Gardens and Discovery Cove – are world-renowned for providing up-close animal encounters and unparalleled entertainment experiences for more than 20 million guests each year. Perhaps less known is the parks’ 50-year commitment to wildlife conservation, animal care, research and education. Since the first park opened in 1959, the parks have shared a common passion – animals. This passion is reflected throughout the parks’ award-winning zoological habitats, innovative veterinary care, animal rescue and rehabilitation efforts, education programs and critical conservation initiatives worldwide.

Animal Care Expertise & Leadership: The parks care for the world’s largest zoological animal collection – more than 60,000 animals, including more than 100 endangered, threatened and at-risk species. The parks employ the largest and most-experienced team of veterinarians, trainers and animal-care specialists to ensure the health, enrichment and safety of this diverse animal population. The parks’ breeding programs are among the most successful in the zoological community.

Animal Rescue, Rehabilitation and Release: Since 1970, the parks have rescued more than 17,000 stranded, sick or injured animals, including several endangered and threatened species. The parks’ Animal Rescue & Rehabilitation Team is on call 365 days a year, 24 hours a day. Animals that have survived their illness or injury but are determined non-releasable have been adopted and given permanent homes at the parks. They are housed in state-of-the-art educational exhibits, which allow park guests to learn about the plight of these animals in the wild, conservation issues and changes that can be made to help animals and our environment. Data gathered through this program help scientists to assess and gauge environmental changes and assist population management programs.



The Fund has granted \$5 million to more than 300 projects in 60 countries.

Education: In addition to the millions of guests who experience the parks’ animal attractions and exhibits, more than 500,000 students and guests each year participate in an in-park education program. Ranging from sleepovers and summer camps to school field trips, science courses and behind-the-scenes tours, these hands-on, in-depth programs promote an appreciation of and a stewardship for animals and the environment. Through partnerships with organizations like the National Science Teachers Association, the parks help promote excellence and innovation in science teaching and learning. In addition, the “SeaWorld/Busch Gardens Environmental Excellence Awards” recognize and reward school groups working to protect their local environment.

SeaWorld & Busch Gardens Conservation Fund

Upon visiting a Worlds of Discovery park, many guests are inspired to help protect the animals they encounter and get involved with wildlife conservation. The Fund was, in part, created to fulfill that desire. Launched in 2003, the Fund was created to provide guests with an easy, direct way to get involved and make a difference. While the Fund itself is relatively new, the parks have contributed more than \$20 million to wildlife conservation since 1970. The Fund intends to continue this legacy and create an even greater one.

A 501 (c)(3) non-profit private foundation, the SeaWorld & Busch Gardens Conservation Fund focuses its resources in four strategic areas: Species Research, Habitat Protection, Animal Rescue and Rehabilitation, and Conservation Education. Since its launch, the Fund has granted \$5 million to more than 300 projects in 60 countries. The Fund’s grantees are diverse, including global organizations such as World Wildlife Fund, The Nature Conservancy, and Conservation International along with smaller, grassroots organizations.



Anheuser-Busch employees regularly participate in community clean-ups and habitat restoration events.



PARTNERS:

- United States Agency for International Development
- Namibian Ministry of Agriculture
- Polytechnic of Namibia
- University of Namibia

PROJECT SITES:

Otjiwarongo, Namibia

WEBSITE:

www.cheetah.org

Namibia is home to the largest remaining population of wild cheetah.

BELOW: 12 million hectares of Namibian savanna have been lost to invasive thorn bush species.



Reversing Habitat Loss in Namibia

In 2001, the Cheetah Conservation Fund (CCF) initiated an innovative program to implement an economically feasible solution to a problem that was causing ongoing loss of cheetah habitat; this problem is commonly called “bush encroachment,” and it impacts tens of millions of hectares of land in savanna regions of Africa.

The Problem: Loss of Habitat from Thorn Bush Encroachment

Bush encroachment — the steady proliferation of intruder species of acacia thorn plants that eventually convert African savanna to choked bush lands — continues to be a huge problem within Namibia and throughout Africa, causing severe habitat destruction, loss of biodiversity, and economic loss for local communities. The root cause of bush encroachment is traced to human occupation over the past century. Overgrazing and fire suppression changed the mix and quality of plant biodiversity, while fencing and the establishment of permanent water holes changed the migration patterns of animals and restricted access to feeding grounds. Hunting and the introduction of livestock further reduced the quantity and mix of wild browsers and grazers and the cumulative effect resulted in the conversion of savannas to dense, acacia-dominated thickets with little grass cover. Today, an estimated 10-12 million hectares in Namibia are severely impacted by bush encroachment.



The start of a solution

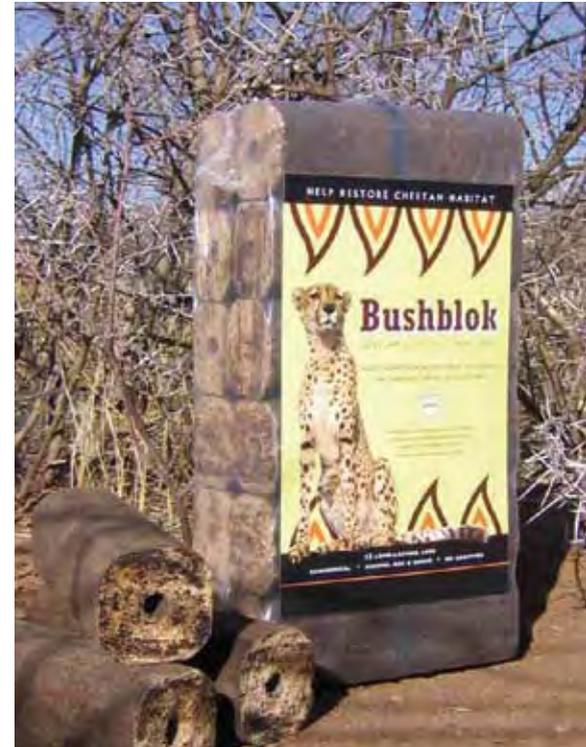
Realizing the broad impact that this problem had on cheetah habitat, biodiversity, economic health, and even social well-being, the management of the Cheetah Conservation Fund struggled with two key questions:

Would harvesting thorn bush help transform land back into savanna?
Was there a way to make the harvesting of thorn bush pay for itself?

In 2001, the United States Agency for International Development (USAID) provided a generous grant to CCF to study this problem and investigate alternatives. Additional help from key organizations such as the Namibian Ministry of Agriculture, the Polytechnic of Namibia, and the University of Namibia enabled careful study of harvest and restoration techniques. The result was a proposal to create a new commercial enterprise that would harvest thorn bush, process it into compressed fuel logs, and sell the fuel logs to western markets for a profit. A further grant from USAID of US\$1 million provided the initial capital for the formation of a company, CCF Bush (Pty) Ltd., in Otjiwarongo, Namibia to manufacture and sell fuel logs under the brand name Bushblok.

The success of Bushblok has been impressive—annually over 2,000 tons of Bushblok fuel logs are now manufactured and sold to distributors in Europe, the United Kingdom and South Africa. Hundreds of hectares of Namibian land in the heart of cheetah habitat are cleared of intruder thorn bush each year, a number that may be small when compared to the scope of the full problem, but an encouraging start nonetheless.

Most importantly, the initial success of Bushblok has shown that clearing thorn bush to restore savanna habitat can be an economically feasible activity. New initiatives are now underway to investigate markets for other biomass products such as fuel pellets, charcoal, and even electricity generation. The power of a single idea followed by good execution may lead to a wide-spread restoration of savanna within Namibia and thus a more balanced and productive ecosystem. With the help of partners like USAID and Namibian education institutions and the continued support of thousands of worldwide donors, the Cheetah Conservation Fund will continue to be at the forefront of innovative and practical ideas to preserve and expand cheetah habitat.



Bushblok — fuel logs made from harvested thorn bush.

The power of a single idea followed by good execution may lead to a wide-spread restoration of savanna within Namibia ...



PARTNERS:

Starbucks

PROJECT SITES:

Indonesia
Mexico

WEBSITE:

www.Conservation.org



Starbucks & CI Protect Tropical Forests

Starbucks and Conservation International embark on a first-of-its-kind initiative that supports coffee farmers and their communities and combats climate change through the protection of tropical forests.



Protecting Forests as a Climate Change Solution

Starbucks and Conservation International (CI) recognized ten years ago that they share common geographies and stakeholders – the coffee-growing regions where Starbucks buys its coffee are home to the richest and most unique biodiversity on the planet. These regions are also the most vulnerable to climate change.

These extraordinary areas, already under assault from industrialization, deforestation, unsustainable ranching and agriculture, face a more insidious threat in climate change. As climate patterns shift and change, agricultural patterns are disrupted and harvests become unreliable. There will be significant impacts on both the livelihoods of coffee farmers and the broader environment.

That's why CI and Starbucks are such a powerful team. Starbucks' ability to reach millions of people in the market and in the growing and purchasing of coffee beans is critical to meet the challenge. In September 2008, Starbucks launched a promotion featuring 100 percent responsibly grown, ethically traded coffee in espresso drinks in Europe, the Middle East and Africa. Part of the Starbucks Shared Planet™ commitment to ethical sourcing, all the coffee used in the regional espresso promotion has been independently verified to meet the industry-leading responsible sourcing guidelines Starbucks developed in partnership with CI.



ABOVE TOP: Coffee Plantation, Conservation Coffee partnership with Starbucks Coffee, Chiapas, Mexico.

ABOVE: Coffee Plant Conservation Coffee Project, Chiapas, Mexico.

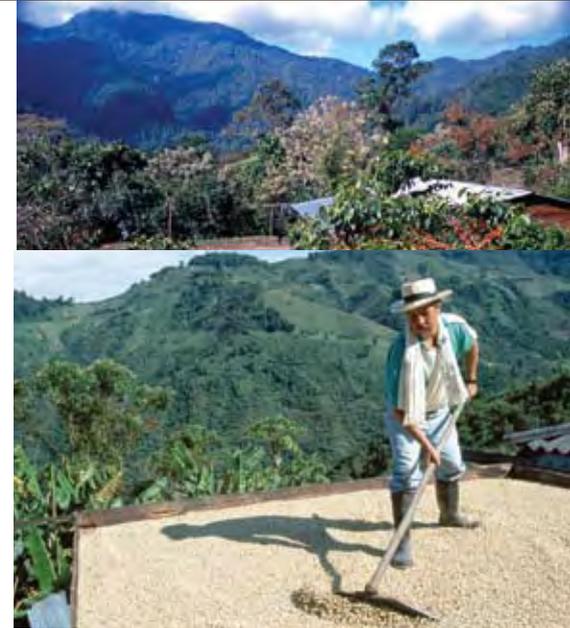
These guidelines, **Coffee and Farmer Equity (C.A.F.E.) Practices**, are a pioneering environmentally, socially and economically responsible coffee buying program. For Starbucks fiscal year 2007, the company purchased 228 million pounds of green (unroasted) coffee from C.A.F.E. Practices-approved suppliers – fully 65 percent of the green coffee purchased by the company that year. That represents approximately 330,000 hectares (815,000 acres) of land. And sustainable coffee-growing practices help protect families, forests, and – on Starbucks' scale – whole ecosystems in the fight against climate change.

As Starbucks and CI's partnership continues to grow, the focus becomes protecting the land, water and forests that surround and nurture the most important coffee growing regions in the world. The burning and clearing of tropical forests emits twice as many greenhouse gases as all the world's cars and trucks combined and

Protecting forests – the Earth's brilliant natural regulatory system – is an essential first response to climate change.

often leaves communities without financial options, or even homes. Protecting forests – the Earth's brilliant natural regulatory system – is an essential first response to climate change.

Starbucks' commitment includes a multi-million-dollar investment which will in part support projects in Sumatra, Indonesia and Chiapas, Mexico, to work with coffee growing communities to protect standing forests and restore degraded landscapes. Ultimately the partnership aspires to help farmers diversify their incomes through access to emerging international carbon markets and by encouraging businesses, Starbucks customers, Starbucks partners (employees), and farmers to join the effort. Starbucks' scale and the strength of its relationships in coffee growing communities, coupled with a renewed dynamic relationship with CI, uniquely position us to make a difference together.



ABOVE TOP: Small producer shade coffee farm with drying patio, Laguna del Cofre Region of Jaltenango, Chiapas, Mexico.

Man from local community drying coffee, Mr. Isdail's farm, Vereda el Embal, People, municipio de El Aguila, Colombia, Neotropics.

Bromeliad growing on tree in cloud forest, El Triunfo Biosphere Reserve, Conservation Coffee Project, Chiapas, Mexico.

LEFT: Aerial view of cloud forest, El Triunfo Biosphere Reserve, Mesoamerica Hotspot, Chiapas, Mexico.

ExxonMobil

PARTNERS:

BBPP

National University of Equatorial Guinea

Drexel University

PROJECT SITES:

Equatorial Guinea's Bioko Island

WEBSITE:

www.ExxonMobil.com



Conserving Bioko's Unique Biodiversity

Equatorial Guinea's Bioko Island is among the world's richest biodiversity hotspots, home to seven critically endangered monkey species, nesting sea turtles and miles of unspoiled rainforest. As a leading energy producer in Equatorial Guinea, ExxonMobil has partnered with Dr. Gail Hearn's Bioko Biodiversity Protection Program (BBPP), an academic partnership with the National University of Equatorial Guinea and Drexel University since 2002. The program's mandate is to conserve Bioko's unique biodiversity in a world where places like these are not just rare, but slowly disappearing.



ABOVE: Perfect Male Drill Caldera

RIGHT: Juvenile Drill

A thriving bush meat market in Equatorial Guinea's capital city presents BBPP with a critical, immediate challenge: the rapid disappearance of its rare monkeys. Virtually all of the endangered species have been killed in legally protected areas on Bioko Island, highlighting the need for local awareness and capacity building to enforce protection.

BBPP has developed and implemented a range of activities that tackle these challenges on a local level, engaging citizens of Equatorial Guinea in conservation in the classroom as well as in the field. American undergraduates and faculty are brought together each year with UNGE peers at the ExxonMobil-funded Moka Wildlife Center (MWC) to study the island's biodiversity and conservation challenges. The MWC attracts additional visitors and scientists each year to its trails, exhibits and conservation outreach activities, acting as a platform for knowledge sharing and local ecotourism. Additionally, BBPP is implementing training



ExxonMobil funding enabled BBPP to study the island's biodiversity and conservation challenges, implement training programs and ultimately protect beaches and forests.

programs that first teach and later employ locals to monitor the bush meat market, protected forests and beaches. The data these locals collect and report are providing crucial keys to tracking and protecting Bioko Island's unique species.

BBPP's findings are reported regularly to the government of Equatorial Guinea; these reports have been vital in translating research into meaningful action. In fall 2007, the government announced a ban on the hunting of Bioko Island's endangered species. While this is an important success, BBPP's work continues, expanding its community outreach efforts in an effort to foster a culture of conservation.

ABOVE: Chameleon Wildlife Research Center, Bioko Island



LEFT: Caldera 2007 Bioko



PARTNERS:

Katoomba Group

PROJECT SITES:

Brazil

Mexico

Honduras

Uganda

Southern Africa

WEBSITE:

www.Forest-Trends.org



Getting to Market, Increasing Local Benefits

Connecting Communities, Climate, and Conservation through Environmental Markets

The **Katoomba Ecosystem Services Incubator** was launched in late 2007 to address the supply side of ecosystem service markets, with early emphasis on carbon. The Incubator strategically invests in the project development phase enabling projects to get to the point where they can effectively engage private investors or buyers on solid footing. The focus on investing in the design and development phases of community and biodiversity-centered projects sets the Incubator apart from other institutions. We follow an “open-source” portfolio approach, consolidating lessons and sharing tools and methods through the extensive, multi-sectoral Katoomba network. The Incubator’s focus on identifying promising projects, targeting specific gaps and matching the responses to fill the needs allows it to provide effective, efficient support to a broad range of partners. These capacities are further bolstered by the Katoomba network’s unique capacity to draw on leading practitioners in the field, extensive partner networks and the most up-to-date market information via the Ecosystem Marketplace’s global market linkages.

ABOVE: Coastal Peruvian Rainforest.

RIGHT: Local community in South East Asia.



Since 2007 the Katoomba Incubator has mobilized a suite of expert support to a portfolio of projects that aim to demonstrate in practice how REDD finance can not only deliver real emissions reductions, but do so in a way that is equitable, contributing to local livelihoods and to biodiversity conservation.

Currently, the Incubator supports a portfolio of 5 projects in Latin America to include forest restoration projects in the Monte Pascoal and the Surui indigenous territories (Brazil), community reforestation in the Sierra Gorda Biosphere Reserve (Mexico), and REDD projects with the Chachi indigenous peoples (Ecuador) and community concession holders in the buffer zone of Pico Bonito National Park (Honduras). Although Latin America, given its leading role in ecosystem market and project innovation, is the initial regional focus on Incubator Investments, expansion to East and Southern Africa has begun. The Incubator works with project partners to co-design a plan to help overcome barriers to market access in the new communities through three main actions: technical and business support; catalytic seed funding; and marketing assistance. All actions are ongoing and integrated over the project period to include project developers and indigenous and local communities, as well as potential project investors.

Strengthening market access for the ecosystem services created through the portfolio

Along with its partner programs in Forest Trends, including the Ecosystem Marketplace, the Katoomba Group is well-positioned to facilitate contacts with potential buyers and investors for high-quality ecosystem services projects. The Incubator will work with project developers to help them package, position and negotiate their projects, as well as explore possibilities for ‘pooling’ ecosystem service suppliers in order to better meet market demand and facilitate access for small producers and community-based projects.

Community projects across Africa, Latin America, and the Caribbean need specialized support to access ecosystem services markets (particularly carbon forest payments) on equitable terms. The Katoomba Ecosystem Services Incubator, adding on to work that together both Forest Trends and Katoomba Group have been involved with since 1999, is committed to strategically investing in the project development phase of community projects so that they can effectively engage with private investors or buyers on solid footing and increase opportunities for equitable outcomes.

The focus on investing in the design and development phases of community and biodiversity-centered projects sets the Incubator apart from other institutions.



Indigenous tribe representative in Western Amazon.



Abercrombie & Kent
INSPIRING EXPERIENCES™

PARTNERS:

- U.S. Fish and Wildlife Service
- Conservation Fund
- Kenya Wildlife Service
- Narok and Transmara County Councils
- Local Education Districts
- National Environmental Management Authority

PROJECT SITES:

Greater Masai Mara Region, Kenya

WEBSITE:

www.friendsofconservation.org

ABOVE: Despite limited school facilities, Maasai children are still full of hope and eager to learn.

FOC's Mobile Education Unit brings the message of conservation to children and families across the Masai Mara.



Mobile Unit Conservation Education Programme

Conservation Goal & Objectives:

Established with the commitment and support of respected international travel company Abercrombie & Kent, for twenty-five years FOC has been a major presence and influence in conservation of the Greater Masai Mara Region of Kenya. Located in the northern portion of the Mara-Serengeti Ecosystem, the Masai Mara National Reserve and adjacent communal lands of the Maasai people are one of the world's primary wildlife habitats.

With an assistance award from U.S. Fish and Wildlife Service, FOC developed a Mobile Education Unit to travel the region to encourage conservation by engaging children and adults in activities focused on wildlife conservation and sustainable management of natural resources.



Conservation Results:

FOC is a trusted stakeholder in the Greater Masai Mara Region, working hand-in-hand with the Maasai people to meet challenges arising as their traditional pastoralist lifestyle evolves into a more settled way of life.

Through Conservation Clubs established and facilitated by FOC, and with visits by the Mobile Education Unit to the Masai Mara National Reserve, FOC promotes sustainable environmental management in fifty Mara schools and neighboring communities.

The "Mobile Education Unit and Conservation Education Programme" transports school children and community groups on field trips and nature studies in the Masai Mara National Reserve, to enable them to better understand the importance of the protected area and its endangered species, particularly rhino and elephant.

The Mobile Education Unit enables Conservation Club members to participate in community clean-ups at local trading centers, and be a part of annual planned activities on national tree planting day, education day, and world environment day.

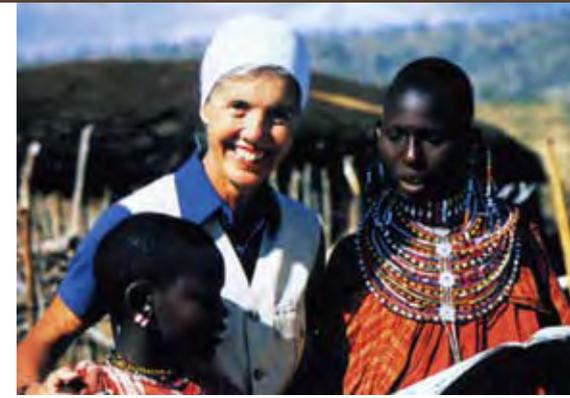
The Mobile Education Unit provides conservation activities and environmental learning opportunities as well for youth who do not attend school. With the Mobile Education Unit, FOC brings the message of conservation to remote communities and the 50% of Maasai children who do not attend school and receive no formal education.



For twenty-five years FOC has been a major presence and influence in conservation of the Greater Masai Mara Region of Kenya.



Elephants in the Greater Masai Mara Region of Kenya.



Jorie Butler Kent, founder of FOC, visits a local village in the Masai Mara.

FOC brings much needed books and school supplies to children in the Masai Mara to help fuel their desire to learn about their environment.



GLOBAL ENVIRONMENT FACILITY

PARTNERS:

United Nations Development Programme (UNDP)

United Nations Environment Programme (UNEP)

World Bank

African Development Bank (AFDB)

Asian Development Bank (ADB)

European Bank for Reconstruction and Development (EBRD)

Inter-American Development Bank (IDB)

International Fund for Agricultural Development (IFAD)

UN Food and Agriculture Organization (FAO)

PROJECT SITES:

Worldwide

WEBSITE:

www.GEFweb.org

ABOVE TOP: Solar panels in the Egyptian desert.



Supporting Sustainable Development Worldwide

The GEF is a 178-member-strong international financing body devoted to global environmental issues that support sustainable development. The GEF is the designated financial mechanism for the international agreements on biodiversity, climate change, persistent organic pollutants, and desertification. It also supports the work of global agreements to protect international waters and the ozone layer.

Since 1991, the GEF has achieved a strong track record with developing countries and countries with economies in transition, providing \$8.4 billion in grants and leveraging \$33 billion in co-financing for more than 2,200 projects in over 160 countries. Through its Small Grants Program (SGP), the GEF has also made more than 7,000 small grants, up to \$50,000 each, directly to nongovernmental and community organizations.

The United States Government has pledged \$1,610 billion (and provided \$1,120 billion) to date to the GEF. The value of this contribution is surpassed only by the policy leadership the U.S. has provided, and every dollar invested in the GEF by the U.S. has leveraged \$33 dollars from other sources.

TWO EXAMPLE PROJECTS

Brazil: Protecting the biological treasures of the Amazon – the biggest joint initiative for the conservation of tropical forests in history

To protect the biological treasures of the Brazilian Amazon, the Brazilian government—in partnership with the GEF, World Wildlife Fund, the development bank KfW of Germany, the World Bank, and others—has launched the Amazon Region Protected Areas Program (ARPA). The biggest joint initiative for the conservation of tropical forests in history, ARPA seeks to protect 50 million hectares of new protected areas, including representative samples from all



23 Amazonian eco-regions. This will triple the existing extent of Brazil's protected areas by 2012 to an area equivalent to the size of Spain.

A key project goal is to combine protection of this critically important ecosystem with the creation of sustainable livelihoods. The Brazilian Amazon is home to 20 million people. Most live in towns, but there are also 300,000 inhabitants, representing 170 indigenous groups and 156 languages, who live traditionally. The project will establish an independent endowment, making targeted investments in alternative revenue-generating activities by local people, developing management and biodiversity monitoring systems, and providing permanent trained staff for each area.

The alternative revenue-generating activities for ARPA, which are currently in the pilot stage, will vary by area, depending upon the local people involved and the ecosystems. Feasibility studies are currently investigating the potential for crafts, concessions, ecotourism, and other low-environmental-impact activities to benefit local populations. ARPA also calls for 9 million hectares of community sustainable use areas, including community extractive reserves and sustainable development reserves.

Jordan: Building alternative business for Bedouins — protecting a nature reserve's endangered resources

Jordan created the Dana Nature Reserve to conserve some of the most important biodiversity in the country. An arid and semiarid area covering 320 square kilometers, the Dana Reserve houses 20 percent of Jordan's native floral species and 90 archeological sites.

Every dollar invested in the GEF by the U.S. has leveraged \$33 dollars from other sources.

Together with the UNDP, the World Bank, the government of Jordan, and the Royal Society for the Conservation of Nature, the GEF is helping to restore the Dana Reserve. Until its creation, close to 6,000 residents—Bedouins living within the area and villagers living around it—depended on the reserve's resources, but overgrazing and other unsustainable practices have led to soil erosion and severe environmental degradation. The GEF project is working with local people to build alternative businesses, such as producing dried fruits, jellies, jams, herbs, honey, organic foods, jewelry, and rugs.

The project is also introducing rangeland zoning and management plans to restrict livestock grazing. The Bedouins still graze their animals in the reserve, but rangeland management and animal husbandry activities improve incomes and reduce overgrazing.

Ecotourism is key to the project. Because of the project's efforts, visitors to the reserve can now enjoy an information center, campsites, hiking trails, and a nature shop. These facilities have helped draw tens of thousands of visitors to the reserve every year. The tourist services have generated jobs, part-time incomes, and sufficient entry fees to cover much of the Dana Reserve's operating costs.

ARPA - The biggest joint initiative for the conservation of tropical forests in history.



Dana Reserve – providing ecotourism services in Jordan.



GLOBAL ENVIRONMENT FUND

PROJECT SITES:

South Africa

WEBSITE:

www.GlobalEnvironmentFund.com



A Global Role for Sustainable Private Equity

ABOVE: Thirty percent of Global Forest Products' 220,000 acres in South Africa are now set aside for conservation purposes, helping to protect the watersheds above Kruger National Park and supporting the region's ecotourism economy.

One of the most significant moments in our two decades of investment management occurred last year when **Global Environment Fund (GEF)** concluded the sale of Global Forest Products, Ltd. (GFP), headquartered in rural Mpumalanga, South Africa, to a Black empowerment company listed on the Johannesburg Stock Exchange. The business was formed by GEF in 2000 when we acquired non-core, disparate, and badly run-down forestry properties and sawmills previously owned by a large local conglomerate. The company's assets included nearly 220,000 acres of land, of which more than 30% was placed in permanent conservation areas.

GEF had three goals in acquiring these South African assets: First, demonstrate a viable business model that utilizes environmentally sustainable forestry practices. Second, by raising productivity and developing new markets, catalyze new economic development and create good employment opportunities in the Mpumalanga region. Finally, make returns on equity that would reward investors for the extremely high risks of investing in a loss-making business in a region where unemployment approached 50% and HIV infection rates were high.



RIGHT: Global Forest Products produced high quality FSC-certified lumber for regional and international markets. The success of the business provided an engine of economic development for a rural region of South Africa.

It goes without saying that unless we could reverse the heavy cash flow losses at GFP's sawmills, the noble social and environmental goals would be for naught. Furthermore, as a for-profit investment firm, failure to execute our business plan on what was, at the time, our largest buyout transaction would have been a major setback to our firm.

Even after two years of due diligence costs and millions of dollars of risk capital, the success of Global Forest Products was by no means assured. The workforce of 2,000+ employees we inherited was untrained and mired in the legacy of apartheid. On alternating Fridays, a large swarm of money lenders would be waiting outside the sawmill gates to collect on loans to workers drawing triple-digit interest rates. Further, with no mandatory testing and the huge social stigma associated with disclosure, we could anticipate that at any given time a quarter of our workforce was HIV-positive.

After many ups and downs, the business gradually took off. By 2006, attractive profit margins were achieved at the operating level. The sustainability of GFP's forestry operations was recognized by the Forest Stewardship Council. More than three-quarters of the company's growing workforce had been through new training programs. A growing proportion of "previously disadvantaged peoples" had entered the top and middle levels of management in the company. The company is now recognized in South Africa as a model for its healthcare practices, attention to educational needs, management of its conservation areas, and its social outreach in a region where as many as 20 dependents still live off the paycheck of one employee.

At a time when the media and the public are leery of private equity buyout transactions, GFP stands as a model for sustainable private equity investment. The healthy profits returned to GEF's investors and partners were not earned at the expense of local employees, natural resources, or the health of the company. As a long-term investor, Global Environment Fund profits by building the value of its portfolio companies through investments in first-rate management, improved productivity, stakeholder engagement, and environmental excellence.

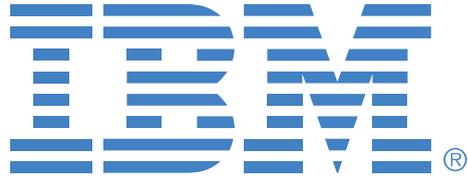
GFP stands as a model for sustainable private equity investment.



TOP RIGHT: Employees of Global Forest Products received extensive training in all aspects of the business, and increasing proportions of previously disadvantaged people were promoted to middle and upper levels of management. Employees and their families were also provided with health, education, and nutrition support.

GFP's operations were certified as "well-managed" by the Forest Stewardship Council, meeting an internationally-recognized benchmark for sustainable forestry operations.





Conservation Innovation

From how we run our operations to what we provide to our clients, for decades IBM has been committed to leadership in energy efficiency and climate protection across the breadth of our business. Not only are we focused on minimizing the greenhouse gas emissions associated with our own operations and products, but also on applying our technology, products and services to help our clients and partners reduce theirs. Our environmental policy is supported by a comprehensive environmental management system that governs our operations worldwide.

IBM's longstanding commitment to climate protection was recognized by a recent study by CERES, which analyzed climate change governance practices at 63 of the world's largest retail, pharmaceutical, technology, apparel and other consumer-facing companies, and named IBM as the top company for climate change strategy and practices. Outlined below are some of IBM's energy and environmental goals, results, and initiatives.

Energy Conservation

Between 1990 and 2007, IBM saved 4.6 billion kilowatt hours of electricity consumption, avoided nearly 3.1 million metric tons of CO2 emissions (an amount equal to 45 percent of the company's 1990 global CO2 emissions) and saved over \$310 million through its annual energy conservation actions.

In 2007, IBM's energy conservation projects across the company delivered savings equal to 3.8 percent of its total energy use versus the corporate goal of 3.5 percent. These projects avoided the consumption of 179 million kwh of electricity and 2.7 million gallons of fuel, representing the avoidance of 111,000 metric tons of CO2 emissions. The conservation projects also saved \$19.3 million in energy expense.

To further extend these achievements, IBM set a "2nd generation" goal to reduce CO2 emissions associated with IBM's energy use by 12% between 2005 and 2012 through energy conservation, use of renewable energy and funding renewable energy credits.



PARTNERS:

U.S. EPA's
ENERGY STAR,
Climate Leaders & SmartWay
Transport programs

Carbon Disclosure Project

Chicago Climate Exchange

World Resources Institute's
Green Power

Market Development Group

The Climate Group

Pew Center on Global
Climate Change

World Wildlife Fund

World Business Council
for Sustainable Development

World Environment Center

Environmental Law Institute

PROJECT SITES:

Worldwide

WEBSITE:

www.ibm.com/green

ABOVE: IBM's Green Data Center
in Boulder, Colorado.

RIGHT: IBM technology harnesses
the pattern-creating process that
forms snowflakes for use in
next-generation microprocessors.

Product Stewardship

The objectives of our product stewardship program, which was established in 1991, are to develop, manufacture and market products that are increasingly energy efficient; can be upgraded and reused to extend product life; incorporate recycled content and environmentally preferable materials and finishes; and can be recycled and disposed of safely.

IBM's product energy goal is to continually improve the computing power delivered for each kwh of electricity used with each new generation or model of a product. New models in 2007 delivered 14 percent to 73 percent more computing capability for each kwh of electricity used over previous generations products or models.

IBM is a leader in energy efficiency and climate protection.

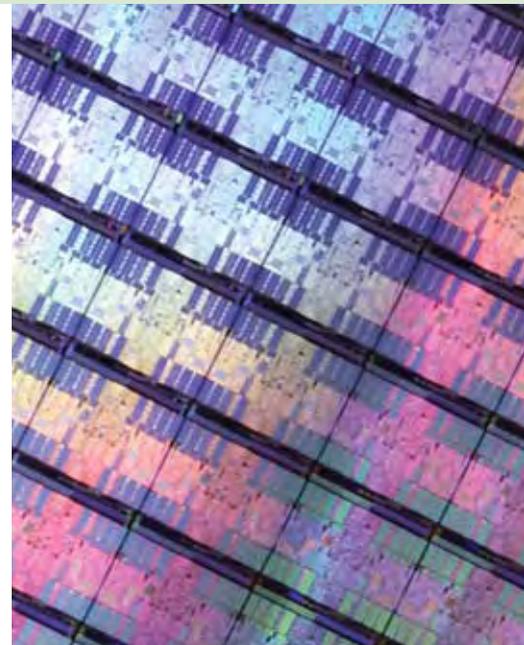
Environmental Partnerships

We are members of many voluntary initiatives and partnerships with governmental and nongovernmental organizations. Some examples:

- U.S. EPA's ENERGY STAR, Climate Leaders and SmartWay Transport programs
- Carbon Disclosure Project
- Chicago Climate Exchange
- World Resources Institute's Green Power Market Development Group
- The Climate Group
- Pew Center on Global Climate Change
- World Wildlife Fund's Climate Savers program
- World Business Council for Sustainable Development
- World Environment Center
- Environmental Law Institute

Innovation that Matters to Achieve a Smarter Planet

IBM is leveraging its own operational work on energy and the environment as part of its call for a "smarter planet" wherein greater intelligence is infused into the way the world works. In particular, IBM's products and services are addressing not only IT's own direct impact upon energy consumption and CO2 emissions, but also the ways in which IT can help solve the world's energy and climate challenges. Ranging from energy efficient hardware, energy management software and data centers to intelligent electric utility networks, support for solar development, sustainable business services and solutions, intelligent transportation systems and more, IBM's initiatives are responding to this global challenge by remaining consistent with the company's core value of "innovation that matters."



ABOVE TOP: Solar Panel — "Liquid Metal" is an IBM breakthrough in solar farm technology.

The POWER6 chip contains technological breakthroughs that provide twice the performance with virtually no increase in energy consumption.



INTERNATIONAL LEAGUE OF
CONSERVATION
PHOTOGRAPHERS

PARTNERS:

- Conservation International
- The WILD Foundation
- CEMEX
- National Geographic Society
- Earth Justice
- National Parks Conservation Association
- The Nature Conservancy
- The Wildlife Society
- NVN (Natuurfotografen Verbond Nederland / Dutch Nature Photographers Association)
- GDT (Gesellschaft Deutscher Tierfotografen)
- NANPA (North American Nature Photography Association)
- Nature's Best Foundation
- Minden Pictures
- Nature Picture Library
- Arkive
- Fine Print Imaging
- Houston Zoo

PROJECT SITES:

Worldwide

WEBSITE:

www.ilcp.com



Bringing Conservation into Focus

The ILCP is a project-driven organization. Our mission is to translate conservation science into compelling visual messages targeted to specific audiences. We work with leading scientists, policy makers, government leaders and conservation groups to produce the highest-quality documentary images of both the beauty and wonder of the natural world and the challenges facing it.

The unique set of skills, talent and years of field experience spent documenting delicate and complex environmental subjects as well as a real commitment to conserve the landscapes, people and wildlife in the places where they work, is what sets the photographers of the ILCP apart. From poaching to global warming, from habitat loss to cultural erosion, from sustainability to biological corridors, the work of conservation photographers covers the entire range of threats to biodiversity and is indeed a critical component in the conservation toolbox.

The ILCP is made up of 84 photographers as well as a growing Affiliate base. The members of ILCP's Affiliate council play a critically important role in the organization. They provide advice, help expand the ILCP's network of partners, and provide ideas to the organization and its members.



The RAVE (Rapid Assessment Visual Expedition)

RAVE was born as an initiative of the International League of Conservation Photographers. Conceived to address the challenges of modern conservation, RAVE aims to achieve a full visual and media assessment in a short period of time by means of a multi-disciplinary team that includes several specialized ILCP photographers (landscape, wildlife, macro, camera trapping, portraiture), writers and cameramen.



As conservation challenges increase, the need is growing for images that touch people's hearts and change their minds.

Their job is to bring back a comprehensive portrait of a conservation issue or threat in a very short period of time. ILCP has executed four RAVEs to date all of which have been successful in advancing conservation goals. The next RAVE will commence this January in the borderlands between Mexico and the US.



INTERNATIONAL PAPER



Ecological Restoration and Environmental Citizenship in Brazil

PARTNERS:

Botanical Institute
Municipal Education Boards

PROJECT SITES:

Mogi Guaçu and Mogi Mirim municipalities in São Paulo State

WEBSITE:

www.ipaper.com

ABOVE: Lagoon: Riparian area protected by native species on the Private Natural Heritage Reserve site.

Employee Group: International Paper employees at a Mogi Guaçu lagoon.



Restoring Nature Through Private Natural Heritage Reserves

In 1990, Brazil's federal government developed a Private Natural Heritage Reserve program, commonly referred to as RPPN, to protect the country's environmental resources. Under the RPPN program, land use is forever restricted to research, environmental education and ecotourism.

Reforestation

In 2002, International Paper Brazil invested \$500,000 to designate its private land in Mogi Guaçu as a Private Natural Heritage Reserve. Since International Paper's designation of the RPPN, the company has reforested 187 hectares (462 acres) with more than 100 native tree species.

Landowners must apply for RPPN status through the Brazilian Environmental Institute or with local officials where state laws permit. Nearly 600 individuals, companies and activist groups have voluntarily registered private property under the RPPN program since it was first launched. International Paper's RPPN project was the first in São Paulo State to implement reforestation efforts with high biodiversity.

Research

International Paper has also established a partnership with São Paulo State Botanical Institute to generate fauna and flora research. Research is conducted on our Mogi Guaçu Private Natural Heritage Reserve site with the goal of improving ecological restoration public policies in São Paulo State. To date, International Paper has invested an additional \$130,000 in research and development and government agencies have contributed nearly \$200,000 toward the partnership.

Environmental Awareness Youth Education Program

Time in the Forest

International Paper partners with the Boards of Education and Teaching Directorates to reach Brazil's youth through their Environmental Education and Awareness Program. Since 1993, 50,000 students have visited International Paper's Private Natural Heritage Reserve site to participate in the program. In 2007, International Paper reached 9,600 students who visited their RPPN site and learned about the forest through classroom activities.

International Paper's Environmental Education and Awareness Program teaches students about trees, plants and endangered species found on the RPPN site, like the *Chrysocyon brachyurus* (red wolf). Allowing students time in the forest who might not have otherwise had the opportunity to explore nature is another key component of the program. International Paper's hope is their experiences with nature at a young age will affect their decisions about environmental sustainability and responsibility in the future.



International Paper Brazil invested \$500,000 to designate its private land in Mogi Guaçu as a Private Natural Heritage Reserve.



Tree Day Composition and Literary Contests

To build on the experiences of children visiting the forest, International Paper also hosts a composition contest for students. For 33 years, children have written environmental essays with hopes of recognition at the Tree Day celebration. In 2007, 10,000 students participated in the contest which is held annually in partnership with the Municipal Boards of Education in São Paulo State.

International Paper also holds a literary contest encouraging the production of environmental works by teachers, counselors and school principals. Participants create poems, short stories or fables with an environmental theme.

Children Forest: Many students visit the forest for the first time through International Paper's education and awareness partnership.

Children Bus: More than 50,000 children have participated in International Paper's youth education program.

Composition Contest: Students try their best in International Paper's environmental composition contest. More than 10,000 students participated in 2007.



Healthy Communities Healthy Ecosystems Program

PARTNERS:

World Wildlife Fund

PROJECT SITES:

East Africa

Congo Basin

Eastern Himalayas

WEBSITE:

www.jnj.com

In 2003, Johnson & Johnson and World Wildlife Fund (WWF™) launched the WWF-Johnson & Johnson “Healthy Communities, Healthy Ecosystems” Program, which makes important links between health and biodiversity. With support from Johnson & Johnson, WWF is working to promote community and environmental health in three of the most extraordinary places on Earth — East Africa, the Congo Basin and the Eastern Himalayas.

East Africa –

WWF’s Eastern African Marine Ecoregion (EAME) program addresses the challenge of ecosystem conservation by making the link between a sustainably managed environment and the need for access to health care by people who live near areas of high biological diversity. The EAME stretches several hundred miles and is home to a great diversity of plant and animal life. WWF worked with the district health service and the American Medical Research Foundation to facilitate



A marine turtle hatchling exploring the sand. The WWF-Johnson & Johnson partnership is providing crucial breeding grounds for endangered marine turtles in the East Africa Marine region.

the construction of a new dispensary for communities in the Kiunga Marine National Reserve in Kenya. This is improving community health and community participation in natural resource management. The partnership has also facilitated the procurement of safe drinking water supplies in the main villages in the reserve.

In Quirimbas National Park in Mozambique, Johnson & Johnson and WWF supported the creation of two new fishing sanctuaries, which increase the catch per effort in surrounding waters and encourage more sustainable use of this resource. As a result, marine biodiversity is on the rise within the sanctuaries.

Congo Basin –

Lake Lobeke National Park in Cameroon and the Dzanga-Sangha Protected Areas Network in the Central African Republic are both part of the Sangha River Trinational Conservation Area, the crown jewel of the vast Central African rain forests. Through Johnson & Johnson funding, WWF partnered with the government’s health ministry to expand a training program for “health scouts” to provide basic community health care and organize conservation awareness campaigns linking a healthy environment with healthy living. This program supports health initiatives in Baka and Bayaka communities, whose people play a central role in protecting the forests. The WWF produced and used posters, cartoons, video and radio broadcasts to provide training on general health issues and to link them to biodiversity conservation and sustainable use of natural resources. Workshops catalyze a village-based vision connecting health care practices, population size, natural resource management and sustainability. The partners are hopeful that as the health of these communities improves over the long term, so will their desire and ability to protect and manage their natural resources for future generations.

Eastern Himalayas –

In this region, WWF is focusing on four areas: Phobjikha Valley in Bhutan; Khata on the Nepal side of the Terai Arc;

In Quirimbas National Park, where villagers faced severe food shortages caused by an unusual drought, the WWF-Johnson & Johnson project created a fishing sanctuary to promote food security and offer continued fishing catches for nutritional value.



With support from Johnson & Johnson, WWF is working to promote community and environmental health in three of the most extraordinary places on Earth.

the Lagga Bagga corridor on the Indian side of the Terai Arc; and the North Bank Landscape in northeastern India. These sites are gateway communities to some of the most important biological corridors and protected areas in the Himalayas. Their communities play an important role in achieving WWF’s goal to restore essential habitat linkages between protected areas, as in the Terai Arc, which connects 11 parks and reserves across the foothills of the Himalayas, and the Bhutan biological corridors, which will maintain 60 percent of Bhutan’s pristine temperate forests.



Sustainable Principles for International Financial Investments

PARTNERS:

United Nations Environment Programme
JPMorgan Chase Client Companies

PROJECT SITES:

Worldwide

WEBSITE:

www.jpmorganchase.com

View of Jumbo Mountain from Jumbo Pass, located in the heart of the Purcell Range in British Columbia, Canada

JPMorgan Chase believes good corporate citizenship is an integral part of a firm's business operations. As a result, JPMorgan Chase applies the Equator Principles, as appropriate to financial transactions in its investment and commercial bank. Based on the policies of the World Bank and International Finance Corporation, the Equator Principles serve as a framework for determining, assessing, and managing environmental and social risk in project financing.

JPMorgan Chase also works in partnership with the United Nations through its adherence to the United Nations Environment Programme (UNEP) Finance Initiative (FI) and the U.N. Principles for Responsible Investing (UNPRI). In addition, JPMorgan Chase is a signatory to the Extractive Industries Transparency Initiative (EITI) which aims to promote the good governance essential to environmental protection and poverty alleviation.

Grey Whale (*Eschrichtius robustus*) calf underwater in San Ignacio Lagoon, Mexico



The firm believes there are certain places on earth with cultural and natural values so great that as a global citizen it must take extra precautions to protect them. Thus, JPMorgan Chase has developed special policies regarding forests and indigenous communities:

- No financing of extractive projects or commercial logging in World Heritage sites, nor commercial logging or the purchase of logging equipment for use in primary tropical moist forests, and no financing of companies or projects that collude with or are knowingly engaged in illegal logging. Clients that process, purchase, or trade wood products from high-risk countries are to have certifiable systems in place to ensure that the wood they process or trade comes from legal sources.
- Recognizing that the identities and cultures of indigenous peoples are inextricably linked to the lands on which they live and the natural resources on which they depend, the firm prefers projects in indigenous areas where free, prior informed consultation results in support of the project by the affected indigenous peoples.

The firm's climate change policy includes targets such as: reducing the firm's own greenhouse gas emissions (GHGs) through energy efficiency and green energy procurement; developing new financial products to facilitate emissions reductions for clients; financial modeling to evaluate a potential rising cost of carbon, and investing in businesses that reduce or mitigate GHGs. To date, JPMorgan Chase has completed deals accounting for \$3.5 billion of institutional equity invested in renewable energy.

As part of its efforts to reduce GHG emissions, JPMorgan Chase intends to achieve LEED-Platinum status for the renovation of its corporate headquarters, which will make it the largest LEED-Platinum certified conversion of an existing commercial building in the world.

JPMorgan Chase believes that there are certain places on earth with cultural and natural values so great that as a global citizen it must take extra precautions to protect them.



Kayapo Chief in Brazilian Amazon



Little boy in Yunnan Province, China




PROJECT SITES:

Worldwide

WEBSITE:

www.nationalgeographic.com

Gabon's pristine wilderness spaces are home to abundant wildlife, such as the African elephant.



Inspiring People to Care About the Planet

The National Geographic Explorers program is home to some of the world's preeminent scientists, conservationists, and explorers. The Explorers' groundbreaking discoveries fuel the kind of critical information, conservation initiatives, and compelling stories that are the trademark of the Society.

Marine ecologist and National Geographic Fellow Dr. Enric Sala's comprehensive approach to research and exploration is fueled by a desire to raise awareness of ocean issues so that we might reverse the current decline of ocean life. His work has taken him to Kingman Reef, one of the most pristine coral reef atoll ecosystems in the Pacific, where his team collected data on 250 species of reef fishes and 180 species of corals, creating the most meaningful baseline to date on healthy reef systems and helping to determine the parameters for future marine reserves. President Bush declared Kingman Reef a marine national monument in January 2009.

Explorers-in-Residence and filmmakers Dereck and Beverly Joubert's award-winning documentaries rank among the most persuasive means yet found of promoting wildlife conservation around the globe. The Jouberts are currently working to protect the last remaining lions in the Maasailand of Kenya. Thanks to their efforts, emergency measures have been put in place to protect these iconic animals and to create community incentives for conservation.

Emerging Explorer Tsetsegee Munkbayar, herdsman and conservationist, has led the effort to protect Mongolia's threatened water resources from the effects of unregulated mining. He has mobilized an unprecedented level of grassroots participation among citizens who previously felt they had no power to shape government policy and now leads the Mongolian Environmental Citizen Committee.

The Conservation Trust makes grants to scientists and conservationists around the world for fieldwork and novel community-based projects that yield creative solutions to pressing problems, connect conservation to daily life, and empower individuals to take action.

With a grant from the Conservation Trust, Guy Parker is working to prevent conflicts between Zimbabwean farmers and elephants by establishing movement corridors for the elephants. Grantee Joel Berger is documenting the sensitivity of Arctic species to both climatic alteration and human intrusion to create a basis for minimizing long-term ecological damage due to trade and human visitation.

The National Geographic Society reaches more than 325 million people worldwide each month through National Geographic media—magazines, television programs, films, music and radio, books, DVDs, maps, school publishing programs, interactive media, merchandise, and more. This reach translates into a remarkable capacity to effect positive change for the world by providing objective, accessible information on pressing local and global conservation issues.



Africa's lion population has declined by more than half—from more than 50,000 to fewer than 23,000—in the past quarter century.

The Society funds explorations on every continent and the oceans of the world.

Teaching People How to Care for the Planet

The next generation of conservationists will be the planet's first truly global citizens—"Generation G." To understand and steward the planet, they'll need a solid understanding of the planet's natural systems; its places, environments, regions, and biomes; and how environment and human society interact. In other words, they'll need to be geographically literate. To help Gen-G get the education and experiences it needs, the National Geographic Education Foundation awards more than \$5 million annually in support of geography education programs—from state-based teacher training to new classroom-appropriate GIS tools—all aimed at preparing young people to participate responsibly as global citizens.

Since 2006, the remarkable species that call the Northwestern Hawaiian Islands home enjoy the highest level of protection for their fragile habitat, now a National Marine Monument.





PARTNERS:

- Audubon California
- Center for Natural Lands Management
- Save the Bay
- Sustainable Conservation
- The Nature Conservancy
- Trust for Public Land

PROJECT SITES:

California

WEBSITE:

www.pge.com/environment



Land & Water Stewardship

Pacific Gas and Electric Company (PG&E) is one of the nation's largest utilities, delivering energy to 15 million customers—approximately 1 in every 20 Americans—throughout a 70,000-square-mile service area in northern and central California.

PG&E understands that environmental excellence is necessary to be a leader in its industry and to the success of its business. This includes using resources efficiently, advancing clean technologies, and protecting vital species and habitats.

As one of California's largest land owners, PG&E has a long history of outstanding stewardship over lands and waters in some of the nation's most precious and environmentally sensitive areas.

ABOVE: The endangered blunt-nosed leopard lizard and San Joaquin kit fox (RIGHT) are both covered under PG&E's San Joaquin Valley Operations and Maintenance Habitat Conservation Plan.



PG&E's vast hydroelectric system, with many dams and powerhouses dating back to the early twentieth century, has long been a vital source of clean energy for California. PG&E sees these assets as continuing to be an important part of its power mix for years to come—especially in light of the urgent need to reduce greenhouse gas emissions.

OPPOSITE: PG&E's Point Buchon Trail is a new three-mile trail on the Diablo Canyon Power Plant property, open to the public and part of 12,000 surrounding acres that provide valuable habitat for many plants and animals.

Additionally, PG&E's network of pipes and wires can traverse unique and sensitive habitat, and the company recognizes its obligation to protect these resources while performing its operations and meeting its customers' expectations regarding reliability and service.

PG&E's Environmental Stewardship Program is designed to meet this challenge through improved planning, coordination and implementation of the company's stewardship priorities and strategies.

Over time, these and other efforts have earned PG&E more than 150 environmental awards in recognition of its environmental commitment, including Audubon California's first-ever Corporate Achievement Award and Environmental Business of the Year from the Planning and Conservation League.



PG&E has a long history of outstanding stewardship over lands and waters in environmentally sensitive areas.

Highlights of PG&E's stewardship of California's natural resources include:

- Launching an industry-leading habitat conservation plan for the San Joaquin Valley, developed in collaboration with federal and state natural resource agencies. This innovative new program will ensure PG&E meets federal and state protection requirements for more than 60 endangered plants and animals.
- Working in close cooperation with the Pacific Forest and Watershed Lands Stewardship Council to permanently protect more than 140,000 acres of company-owned watershed lands.
- Adopting an innovative Avian Protection Plan to reduce the risk that overhead wires and electrical equipment pose to birds, such as the California condor and bald eagles. PG&E's plan has set the standard for the industry and is one of the most comprehensive in the nation.
- Participating in Audubon California's Landowner Stewardship Program, allowing Audubon to restore 30 acres of native habitat at a PG&E underground gas storage facility—improving water quality and the habitat available to more than 100 types of birds.



ABOVE: PG&E is working with a host of partners, including federal and state agencies and academic experts, to save the endangered Shasta crayfish.

- Practicing sustainable forestry throughout more than 52,000 acres of company-owned forest lands, with an emphasis on forest restoration.



PG&E is partnering with more than a dozen agencies and organizations, including Sustainable Conservation, to help restore populations of the rapidly declining tricolored blackbird.



PARTNERS:

- Global Environment Facility
- United Nations Development Programme
- IMAFLORA
- Fundación Natura
- SalvaNatura

- FIIT
- ICADE

- Dozens of Coffee Retailers, Roasters and Traders, including:
- Kraft Foods
 - Lavazza
 - Nestle
 - Procter & Gamble
 - Caribou Coffee
 - Gloria Jean's
 - Ueshima Coffee Co. (UCC)

PROJECT SITES:

- Brazil
- Colombia
- El Salvador
- Guatemala
- Honduras
- Peru

WEBSITE:

www.rainforest-alliance.org



Biodiversity Conservation in Coffee

Conservation Goals and Objectives: With \$70 billion in annual retail sales, the coffee trade generates more cash than any other commodity besides oil and provides a livelihood for 25 million families. Because of coffee's global economic importance and its potential as a conservation tool, the Global Environment Facility (GEF) through the United Nations Development Programme has provided the Rainforest Alliance with a 7-year grant to increase Rainforest Alliance Certified farmland by 15 fold. The Rainforest Alliance is a third-party certification organization that in collaboration with its partners in the Sustainable Agriculture Network (SAN) — a coalition of nine conservation organizations based in Latin America — audits farms annually to guarantee their compliance with rigorous standards for environmental protection, social responsibility and efficient management. Rainforest Alliance Certified farms are the next best thing to forestland as they ensure that wildlife habitat, waterways and soil are protected, agrochemical use is minimal and workers, their families and communities are well-treated. Through this project, the Rainforest Alliance is applying its sustainable management approach on a much larger scale than ever before, beginning in six Latin American countries: El Salvador, Guatemala, Honduras, Colombia, Peru and Brazil. By the project's end, the Rainforest Alliance will have certified 10 percent of the world's coffee, up from less than one percent at the start of the project.

Already, the Rainforest Alliance has scaled up its coffee work considerably in just the second year of this project, reaching more than 24,000 farms certified.

ABOVE: A farmer on a Rainforest Alliance Certified coffee farm in the Bosawas region of Nicaragua.

Fostering Changes on the Ground and on Supermarket Shelves

The project is working towards increasing production and demand for Rainforest Alliance Certified coffee. To increase demand, the Rainforest Alliance will undertake a concerted marketing effort in collaboration with coffee companies all along the supply chain, encouraging them to buy certified coffee and helping them promote it using the Rainforest Alliance Certified seal. Additionally, the Rainforest Alliance will work with governments, trade agencies and coffee associations in both producing and consuming countries to further the production of sustainable coffee. It will also work to improve trade and sales policies and remove barriers where they exist in order to create incentives for sustainable production. The organization will also arrange media tours of Rainforest Alliance Certified farms to help consumers realize their potential roles in fostering the conservation of habitats and quality of life for millions of third-world workers. As Elsa Matilde Escobar, executive director of the Rainforest Alliance's Colombian partner Fundación Natura, says, "The project

Certified coffee inspector.



Rainforest Alliance Certified farms ensure that wildlife habitat, waterways and soil are protected and workers, their families and communities are well-treated.

will fortify sustainable production practices in an effort to transform unsustainable agriculture, which is one of the main threats to biodiversity. It will also help us to research the extent of the impact that Rainforest Alliance Certified farms have in the conservation of plant and animal life."

Certification: The Logical Choice for Species Conservation

The Rainforest Alliance is a vital contender in an international field of third-party watchdogs; it has already certified more than three percent of the world's exported coffee. It has logged annual growth rates of more than 100 percent over the last three years by generating a strong demand for certification from producers, coffee companies and consumers. To support this growth, the Rainforest Alliance has forged partnerships with instrumental companies. The Rainforest Alliance's standards are some of the most complete in terms of biodiversity protection. Certified farms are havens for wildlife and often set aside large swaths of forestland and provide biological corridors to link protected forests.

Latin American Coffee Farms Are Well Suited for Conservation

More than half of the world's coffee farms are concentrated in Central and South America, where the project will take place. The region is home to some of the richest biodiversity on earth. Most of the world's coffee is grown on small plots of land by individual farmers and their families, and Central America alone is home to 700,000 small coffee producers. Farms in Colombia and Peru are almost entirely small and family owned. To stave off the loss of shade coffee farms to other land uses, the project will pay close attention to small and low-income farm owners, helping increase their earnings.



Fresh-picked coffee beans from Rainforest Alliance Certified farm.



PARTNERS:

T.I.G.E.R.S.

PROJECT SITES:

South Africa

Southeast Asia

South America

WEBSITE:

www.rarespeciesfund.org



Funding Critical On-the-Ground International Wildlife Programs

The Fund's founder and Chairman of the Board, Dr. Mahamayavi "Doc" Bhagavan Antle is widely recognized as one of the foremost animal trainers in the world. Over his lifetime, Doc has worked with thousands of animals, and has traveled the globe promoting the education and conservation of some of our planet's most rare and endangered species.



Doc is the director of **The Institute of Greatly Endangered and Rare Species. T.I.G.E.R.S.** operates two public education exhibits: 1) **Preservation Stations** based in Myrtle Beach, South Carolina; and 2) **Wild Encounters** at Jungle Island in Miami, Florida. T.I.G.E.R.S. is a wildlife education organization, dedicated to promoting global conservation with informative, educational and entertaining interactive programs. Their animal ambassadors are important living examples of current worldwide environmental issues, helping to educate the world about the importance of conservation and global biodiversity.

In 1982, The Rare Species Fund was established to provide funding to critical on-the-ground international wildlife conservation programs, thereby complementing the educational messages and field research of T.I.G.E.R.S. The Fund receives its financing base through a percentage of revenues taken in by T.I.G.E.R.S., the generosity of donations from exhibit guests and the general public.

Historically, The Fund has contributed to conservation projects in Southern Africa, Southeast Asia and South America, including:

- Funding provided in Zimbabwe for radio-collars to track "problem" animals that had been trans-located, establishing GPS locations of animals' home range movements.
- Funding provided for wild tiger populations in Thailand to purchase anti-poaching equipment and train and educate the local public.
- Funding provided in South Africa for raptor research.
- Development of an education program in South America for jaguar conservation.
- Provision of staff and resources in South Africa for release of captive-bred cheetahs into the wild.

Animal ambassadors —as living examples — help educate the world about the importance of conservation and global biodiversity.



Rare Species Fund supports orangutan conservation programs.



Asian Elephant Conservation Partnership

PARTNERS:

International Elephant Foundation (IEF)

Forestry Industry Organization

Biodiversity and Elephant Conservation Trust

Various zoos, universities and veterinary schools

PROJECT SITES:

Worldwide

WEBSITE:

www.Ringling.com

www.elephantcenter.com

ABOVE: Ringling Bros., through its circuses, continues to be a leader in the public education about the endangered Asian elephant and the survival of this species.

Ringling Bros. and Barnum & Bailey is dedicated to the preservation of the Asian elephant through conservation education, breeding, research and in situ conservation and husbandry partnerships. Partners include the International Elephant Foundation (IEF), the Forestry Industry Organization in Thailand and the Biodiversity and Elephant Conservation Trust, and various zoos, universities and veterinary schools.

One of the greatest accomplishments at Ringling Bros. is the establishment in 1995 of the Ringling Bros. and Barnum & Bailey Center for Elephant Conservation – a unique facility where researchers, veterinarians and conservationists study and observe Asian elephant behavior, husbandry and handling, and apply lessons learned to managing and protecting the species. Home to the largest Asian elephant population in the Western Hemisphere and with 21 successful births, its contribution to the knowledge of Asian elephants is unparalleled.

More importantly, Ringling Bros. was granted F2 status by the U.S. Fish & Wildlife, which means that the elephants born under Ringling Bros. care are successfully reproducing and are thereby self-sustaining the herd.

As responsible stewards of these magnificent animals, Ringling Bros. spearheaded a successful effort on Capitol Hill to enact the Asian Elephant Conservation Act, providing funds for public-private conservation projects in range states.

The Center for Elephant Conservation is a unique facility where researchers, veterinarians and conservationists study and observe Asian elephant behavior, husbandry and handling, and apply lessons learned to managing and protecting the species.

As a founding board member of the International Elephant Foundation, Ringling Bros. has pledged funds and expertise to aid in elephant conservation and assistance projects in Sumatra, Sri Lanka and elsewhere. In addition, Ringling Bros. helped provide a veterinary vehicle to deliver medical and husbandry services to injured elephants in Northern Thailand through the Forestry Industry Organization there.



A significant challenge to in situ Asian elephant conservation is the shortage of capacity to support and stabilize captive populations in managed parks and in camps that house former work animals or those removed from threatening situations of conflict with humans. Ringling Bros. has more than 139 years of experience living and working with Asian elephants and contributes its expertise to train and advise managers and conservationists in Asia dealing with issues of managed care and human-elephant conflict.

Ringling Bros. partners with the Biodiversity and Elephant Conservation Trust and its grass roots conservation education program in situ. The program focuses on education in the primary schools and local villages in the elephant range areas of Sri Lanka.



Ringling Bros. is also committed to its role in educating the public about the challenges facing the future of the species and the opportunities that exist to help. Guests attending a Ringling Bros. Circus also support Asian elephant conservation as five percent of each ticket sold supports the Ringling Bros. Center for Elephant Conservation and its programs.



PARTNERS:
US Environmental Protection Agency

PROJECT SITES:
Puerto Rico
Singapore
Australia

WEBSITE:
www.schering-plough.com

Incentives for Investments In Environmental Sustainability

Schering-Plough is a participant in the U.S. Environmental Protection Agency's National Environmental Performance Track (NEPT) program. "Performance Track" is a voluntary partnership program that recognizes and rewards private and public facilities that consistently exceed regulatory requirements, excel in protecting the environment and public health, work closely with their communities, and set three-year goals for improvements in environmental performance.

Performance Track is designed to augment the existing regulatory system by creating incentives for facilities to achieve environmental results beyond those required by law. Two Schering-Plough facilities have been accepted into Performance Track since 2005: Schering-Plough Products L.L.C. in Las Piedras, Puerto Rico; and the Schering-Plough Animal Health manufacturing site in Baton Rouge, Louisiana.

The February 2007 agreement with TPGS Green Energy Pte. Ltd. in Singapore is another example of Schering-Plough's commitment to good corporate citizenship. The partnership will design a trigeneration facility to meet the utility requirements

ABOVE: Orangutan (*Pongo pygmaeus*), in Sumatra Indonesia

Courtship Dance of the Wandering Albatross (*Diomedea exulans*), Bird Island, South Georgia Island, Sub-Antarctic



of Schering-Plough's pharmaceutical operations and is expected to help the company reduce its carbon dioxide emission by nearly a quarter each year. The partnership is receiving Innovation for Environmental Sustainability (IES) Fund seed money from Singapore's National Environment Agency. IES Fund support is designed as an incentive for companies that are early adopters of innovative projects that contribute to environmental sustainability.

Nesting female green turtle on beach, Ascension Island, South Atlantic Ocean

Marsupial Frog, (*Gastroteca riobamba*), The Andes, Ecuador



Schering-Plough has recognized that environmental excellence is an essential element of every operation and, as a shared business value, must not be compromised.



Schering-Plough recognizes that environmental excellence is an essential element of every operation, and it believes every environmental incident is preventable. As a shared business value, environmental excellence must not be compromised.

Schering-Plough specifically values biodiversity for the promise it holds for human health. Schering-Plough is currently working on a new anti-clotting drug derived from a compound called himbacine that is found in the bark of Australian magnolia trees. The drug is moving up the ranks of closely-watched heart medicines in development.





PROJECT SITES:

Mississippi, United States

WEBSITE:

www.tarawildlife.com



A U.S. Model of Sustainable Wildlife Use

Tara Wildlife is located in the Eagle Lake community near historic Vicksburg, Mississippi. With 12 miles of Mississippi River frontage and 17,200 acres of oxbow lakes and bottomland hardwood forests, Tara is one of the nation's ultimate destinations for deer and turkey hunting. Tara's commitment to the sustainable use and management of natural resources makes it a model of private conservation in the United States, emulating sustainable hunting tourism models in Africa.

Tara's philosophy is founded on a strong commitment to the management, development and sustainable use of a broad spectrum of natural resources. Tara recognizes the importance of wildlife, timber, water, wetlands, agriculture and recreation in maintaining a high quality of life for current as well as future generations. To this end, Tara has endowed the future by placing all 17,200 acres under conservation easements. As a further commitment to conservation, in December of 2001, Tara was deeded to a private foundation, Purvis Grange Foundation Inc. While promoting an appreciation of the environment through educational and direct-performance activities that conserve land and protect the wildlife that inhabit it, Tara is a model center for the study of habitat and the animals that are part of the ecosystem.

ABOVE: An alligator at Tara during a spring flood.

RIGHT: Archery during youth camp at Tara.



The mission of Purvis Grange Foundation, Inc. dba Tara Wildlife is to manage its natural resources in an ecologically and economically sustainable manner while promoting conservation awareness and the wise use of those natural resources within a framework of both consumptive and non-consumptive opportunities. Through its partnerships with numerous conservation groups, Tara is active in black bear restoration, management of neotropical bird habitat, protection of nesting bald eagles, Mississippi River ecosystem issues, wildlife and wetlands habitat management and the preservation and restoration of bottomland hardwood resources.

Activities at Tara

- More than 15,000 acres of hardwood forests and intermingled agricultural lands located along the Mississippi river are designated for bow hunting only.
- A variety of recreation opportunities are offered to guests, including wildlife tours, birding, fishing, canoeing, skeet and sporting clay and Mississippi River tours.
- Tara's new 5,700 square foot state-of-the-art Herbert Bryant Conference Center is offered for corporate retreats, business meetings, team building seminars, and conservation workshops. It can accommodate up to 100 guests in its rustic lodges. The Center is equipped with the latest audio-visual and communications technology.
- Tara's acclaimed Youth Camps are designed to provide today's youth ages 9-16 with both an understanding and an appreciation of our cherished natural resources and the wise management of those resources. Outdoor skills are emphasized.

Maggie Bryant, Tara's Founder, is a past two-term Chairperson of the National Fish and Wildlife Foundation and retired from her board position in 2001. Maggie has been awarded the prestigious Chevron Conservation Award as well as the Governor's Award for Conservation in Mississippi. She is active in conservation measures around the world.

TOP LEFT: Some of the many native deer living on Tara.

ABOVE: Many wood storks and egrets roost at Tara.

Tara's commitment to the sustainable use and management of natural resources makes it a model of private conservation in the United States, emulating sustainable hunting tourism models in Africa.



LEFT: Sunset on the Mississippi River.

The Nature Conservancy
Protecting nature. Preserving life.™

PARTNERS:

- Australian Government
- Poverty Reduction and Environmental Management — Amsterdam's Free University
- WWF-Indonesia

PROJECT SITES:

- Indonesia
- Peru
- Mexico
- Bolivia

WEBSITE:

www.nature.org



The Value of Nature: Protected Areas' Benefits for People

Healthy and financially sustainable protected area systems are essential for ensuring vital long-term benefits that nature provides for people, such as provision of clean water for drinking, agriculture and industry; adaptation to climate change and storage of carbon; support of agriculture and fisheries production; employment through tourism; and protection from natural disasters.



The UN Millennium Ecosystem Assessment found that 60% of ecosystem services worldwide are being degraded or used unsustainably (MEA, 2005). While the changes humanity has made to natural ecosystems have provided substantial short-term benefits to some parts of the world, this has come at great cost. This cost of depleted ecosystem services is felt most immediately and urgently by the world's poor who depend upon nature for their livelihoods.

Globally recognized protected areas now cover some 12.7% of the world's terrestrial surface. The health and financial sustainability of these protected area systems are essential for securing ecosystem benefits for a global population that now exceeds 6 billion.

Capturing Protected Area Benefits

Over the past two years The Nature Conservancy has partnered with national governments and other stakeholders in Indonesia, Peru, Mexico and Bolivia to value the specific contribution

ABOVE TOP: A roadside tourist market in Eastern Tanzania near the town of Karatu. Local villages rely on the resources they get from the forests as a source of income.

RIGHT: A shrimp fisherman casting his net in an area of wetlands and coastal mangroves managed for shrimp production in the Reserva de la Biosfera la Encrucijada.

protected areas make to human well-being. These "Valuing Nature" programs aim to make relevant and actionable information available to decision makers in national and local governments, the private sector and the public.

Benefits at national and site levels are identified through a careful compilation and analysis of data available from existing research, by completing socio-economic valuation studies and by gathering testimonies through community interviews. The results are disseminated to stakeholders and decision makers to inform their investment, funding and conservation decisions. As part of the collaboration with the United Nations Development Program and the Economic Commission for Latin America and the Caribbean (ECLAC), we are building on the pilot studies with an initiative to assess the contributions of ecosystems to economic growth and equity in countries across Latin America and the Caribbean.

What is the Value of Nature?

Results to date demonstrate that protected areas provide significant benefits to people and economies around the world:

Indonesia: Diving in and around Bunaken National Park adds from US\$1.5 million to US\$2.3 million per year to the local economy.

Peru: Approximately 2.7 million people use water that originates from 16 protected areas, with an estimated value of US\$81 million annually.

Mexico: Tourism activities represent around 8% of gross national product. Approximately 5.5 million tourists visit federal protected areas annually, with direct expenditures in local communities of US\$286 million. Mexico's protected areas store CO2 amounts equivalent to 5.6 years of Mexico's CO2 emissions. The value of Mexico's protected areas as a carbon sink is estimated at US\$12.2 billion.

Bolivia: Households dedicated to tourism activities in the Eduardo Avaroa Reserve earn around 10 times more than an average Bolivian. It has been estimated that tourism in this area contributes around US\$10 million to the local economy every year.

BELOW: With her baby on her back, a young mother harvests coffee berries on a private farm in Finca Los Trrales, a nature reserve outside San Lucas Toliman in the highlands of Guatemala.



People in the community are now better off and this is because of the marine protected area.

Nature's Investment Bank

The Conservancy partnered with the Australian Government, the Poverty Reduction and Environmental Management Program at Amsterdam's Free University, and WWF-Indonesia on the study "Nature's Investment Bank: How Marine Protected Areas Contribute to Poverty Reduction." This study completed more than 1,000 interviews with local people in Fiji, Solomon Islands, Indonesia and the Philippines. It found that marine protected areas (MPAs) contribute strongly to poverty reduction. For example in Navakavu, Fiji, household incomes in communities near MPAs were nearly twice that of non-MPA households. The study also determined common factors across sites that helped reduce local poverty, such as improved fish catches; new jobs, especially in tourism; better local governance; benefits to health; and benefits to women. Replication of these success factors could help marine protected areas around the world make even greater contributions to local human well-being.





PARTNERS:

- CONANP (Mexico)
- U.S. Fish & Wildlife Service
- National Park Service
- USDA Forest Service
- Bureau of Land Management
- Parks Canada
- Many NGOs Worldwide

PROJECT SITES:

Mexico

WEBSITE:

www.WILD.org



The 9TH World Wilderness Congress

The 9th World Wilderness Congress (WILD9) is a three-year project developed and managed by The WILD Foundation (WILD) in partnership with other non-governmental organizations (NGOs), government agencies, and multilateral organizations from around the world. Program goals and objectives will be met through pre-Congress planning and capacity-building efforts, the convention of the Congress itself in Merida, Mexico (6-13 November 2009), and post-Congress outcomes.

The major theme of WILD9 is the strategic importance of wilderness in the global response to mitigating and adapting to climate change. WILD9 will also recognize and utilize wilderness conservation as a mechanism for addressing the massive environmental change occurring with biodiversity loss, the extinction crisis and shrinking supplies of clean water.

WILD is an NGO founded in 1974 and based in Boulder, Colorado. Its mission is to increase understanding and awareness of the scientific, economic, social and spiritual values of wilderness, and to demonstrate wild nature's vital role in sustaining a healthy, prosperous and peaceful world. WILD is organizing WILD9 in partnership with Unidos para la Conservación in Mexico City.

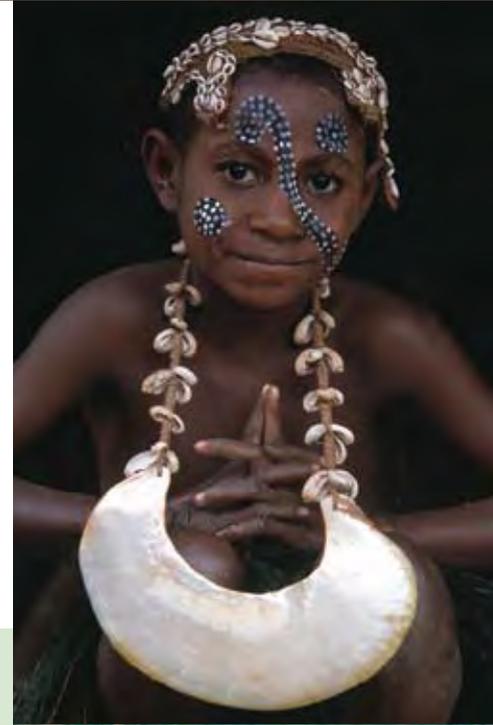
WILD co-chairs the Wilderness Task Force of IUCN's World Commission on Protected Areas. WILD informs all matters relating to Category 1b-Wilderness within IUCN's protected areas classification system.

Large areas of designated wilderness hold promise for sustaining the biodiversity and ecosystem services upon which all life depends. Degraded areas targeted for wilderness protection benefit from nature's immense resilience, returning to a wild state when left to regenerate or actively restored. Wilderness provides many benefits to human society. Large areas of designated wilderness sustain the biodiversity and ecosystem services upon which all life depends. And, in our increasingly crowded world, wilderness also provides a sense of spirit, rejuvenation and sustenance.

ABOVE:As a predator, the jaguar is essential to ecosystem balance, but imperiled by hunting and loss of habitat.



WILD9 will convene native leaders from around the world.



WILD9 objectives include:

- Wilderness advocacy within the context of developing the new REDD/Avoided Deforestation rules and the Convention on Biological Diversity's Program of Work for Protected Areas and "Countdown 2010" targets.
- A Statement of Mutual Understanding on Wilderness between the governments of Mexico, the United States and Canada and government forum.
- Diversified participation by developing countries where institutional structures for wilderness protection need support.
- Increased capacity of wilderness managers through training and educational tools including interactive maps of wilderness demonstrating impacts of climate change.
- Promotion of indigenous management of bioculturally diverse wildlands and marine/coastal areas and integration of traditional knowledge and customary practices with conservation resource science.
- Defining qualities of marine wilderness and a consortium to drive it as a Marine Protected Area category.
- Wilderness as eligible for compensation in the payments for ecosystem services marketplace.
- A wider constituency for wilderness, including recreationists, explorers and youth leaders.
- Photographic imagery and visual narratives informing and catalyzing a global conservation ethic (through International League of Conservation Photographers).
- Increased Mexican and Latin American public conservation awareness, understanding and action concerning the importance of wild nature.



Protecting wilderness also protects fragile indigenous cultures and traditional ways of life.

LEFT: Wilderness provides ecosystem services like the clean water that flows from Tamul Falls in San Luis Potosi in Mexico.

A goal of WILD9 is to achieve formal recognition of wilderness conservation as a means to mitigate, adapt to, and monitor climate change, biodiversity loss, and shrinking supplies of fresh water.

WILD9 has been formally endorsed by President of Mexico Felipe Calderon Hinojosa. Included in WILD9 advisory boards and committees are the Mexican Ministers of Environment & Natural Resources and Tourism, the head of the Mexican Protected Areas Commission (CONANP), governor of Yucatan province, high-level U.S. and Canadian parks, forest and wildlife authorities, and representatives of several NGOs, academic institutions and native groups.

TOYOTA

PARTNERS:

- South Florida National Parks Trust
- Friends of Great Smoky Mountains National Park
- Yellowstone Park Foundation
- Yosemite Fund
- Grand Canyon National Park Foundation
- National Park Foundation
- Conservation International
- World Wildlife Fund

PROJECT SITES:

- Everglades National Park
- Great Smoky Mountains National Park
- Yellowstone National Park
- Yosemite National Park
- Grand Canyon
- Other sites worldwide

WEBSITE:

www.Toyota.com

ABOVE: Eastern box turtles are one of seven species of turtles native to the park. They can be found in woodlands below 4,000 feet in elevation.

RIGHT: Cataloochee Creek is a popular fishing spot.



Enhancing Environmental Leadership and Educational Programs to Inspire the Next Generation

In April 2008 Toyota unveiled a \$5 million grant and a donation of 23 hybrid vehicles in support of five National Parks and the National Park Foundation to enhance environmental leadership and educational programs at parks around the country. The grant will support these programs through national park friends groups and fundraising partners, including:

- Everglades National Park (Florida) through the South Florida National Parks Trust
- Great Smoky Mountains National Park (North Carolina, Tennessee) through the Friends of Great Smoky Mountains National Park
- Yellowstone National Park (Wyoming, Montana, Idaho) through the Yellowstone Park Foundation
- Yosemite National Park (California) through the Yosemite Fund
- Grand Canyon (Arizona) through the Grand Canyon National Park Foundation
- Multiple national parks through the National Park Foundation.

Toyota's grants are among the first corporate contributions to be



matched by the Department of the Interior's Centennial Initiative, which calls for \$1 billion over 10 years to strengthen basic park operations via a public-private funding partnership for new projects and programs.

The parks were chosen for their environmental educational programs and dedication to developing environmental stewards. The programs serve children and teachers by enhancing environmental science education and include day-use and camp scholarships for inner-city and Native American communities; bilingual Junior Ranger programs; and the University of California intern program designed to cultivate new leadership for the National Park Service.

In the Great Smoky Mountains National Park, America's most visited national park, Toyota's funding is being used to develop a variety of science education opportunities to enhance its existing educational programs and introduce new specialized programming to promote careers in science. New Junior Ranger programs are being implemented, and the Kindergarten - 8th grade "Parks as Classrooms" program is being updated with

Toyota's grants are among the first corporate contributions matched by the Department of Interior Centennial Initiative.

fresh curriculum, including the use of new technologies such as podcasts and earthcaching. Additionally, the funding will support a new "Not-So-Junior Ranger" program for visitors ages 13 and higher, along with in-park teacher and student enrichment workshops at the Park's new Twin Creek's Science and Education Center, the Appalachian Highlands Science Learning Center in North Carolina, and the partner-operated Great Smoky Mountains Institute at Tremont in Tennessee. Funding will also support the addition of temporary staff to develop program enhancements and engage the public in new opportunities for science and environmental learning.

In partnership with Toyota, similar programs are being implemented at parks around the country to provide environmental leadership and education for visitors to America's National Parks.

Toyota is also actively involved in numerous other domestic and international conservation programs, including partnering with Conservation International to restore and protect more than 4,000 acres of the Philippines' Peñablanca Protected Landscape and Seascape; partnering with World Wildlife Fund in the Galapagos Islands on projects ranging from recycling and waste management to renewable energy workshops and creation of an environmental department; and sending thousands of U.S. secondary teachers abroad to study global conservation issues in order to inspire environmental stewardship.

Black bears can run 30 miles per hour, are excellent tree climbers, and can swim very well. They have color vision and a keen sense of smell.



The petals of White Trillium flowers change from white to dark pink as the flower ages.



PARTNERS:

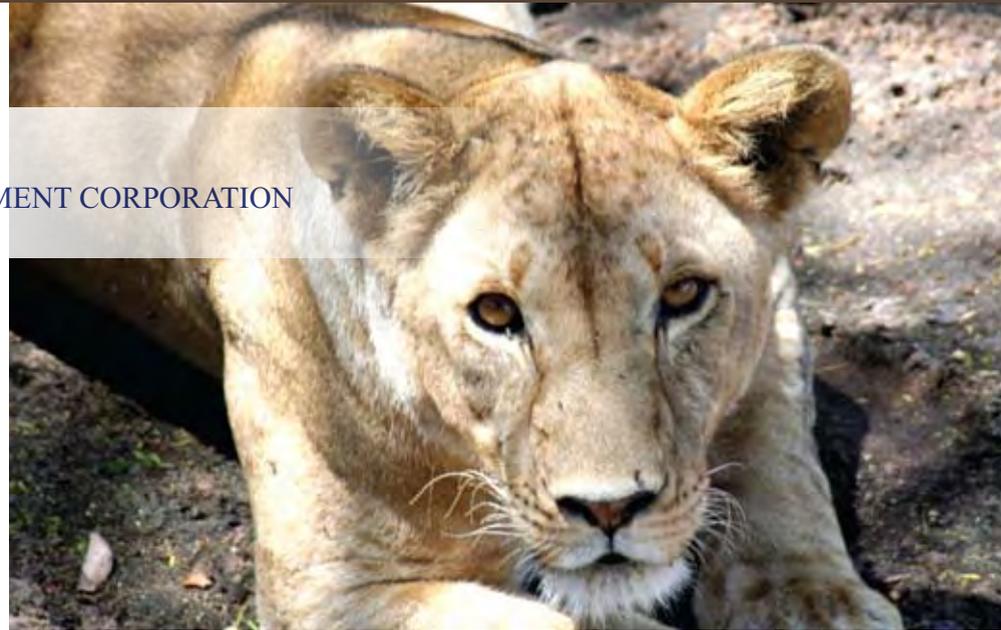
Tanzania National Parks
Singita

PROJECT SITES:

Tanzania

WEBSITE:

www.TudorFunds.com



The Singita Grumeti Reserves

The Singita Grumeti Reserves is a 340,000-acre virtual wilderness with open plains, rugged rocky outcrops, woodlands and riverine forests providing habitat to some 400 species of birds, 40 species of herbivores, 25 species of large carnivores, and prolific plant life. Between June and August, the Reserves host the Great Migration of more than a million wildebeests, which spill freely over the western border of Serengeti National Park.

In creating Serengeti National Park, a third of the Great Migration route was left in concessions for development and hunting. To protect one critical link, American financier and environmental philanthropist Paul Tudor Jones won a concession in 2002 from the Tanzanian government consisting of Ikorongo Game Reserve, Grumeti Game Reserve, and Fort Ikoma Open Area. He immediately closed the area to hunting and set up Grumeti Reserves Ltd. Its mission is to rehabilitate and improve the indigenous biodiversity of the western Serengeti-Mara system to the benefit of local communities and districts, as well as national and international stakeholders, through practices that are financially sustainable, environmentally and culturally responsible, and politically acceptable. Mr. Jones has already invested over \$20 million in this \$45-million project.

ABOVE: Lion of the Nyasirori pride near Sabora.

Large herds of wildlife roam the Reserves.



Funded by tourism in the Reserves, the Grumeti Community & Wildlife Conservation Fund dedicates millions of dollars to create community projects in the Bunda and Serengeti districts providing access to clean water, job and educational opportunities, ambulance services, and radio communications, and helping set up community gardens and microenterprise. Also, profits generated from the Fund's commercial development programs support anti-poaching in the Reserves as well as Tanzania National Parks.

Before Grumeti began managing the land, wildlife poaching was rampant. Grumeti has developed a 100-member enforcement unit and invested \$2 million in area villages to stimulate economic alternatives to poaching. In just three years, the number of elephants has doubled to almost 900, Cape buffalos have more than tripled to nearly 2,250, and warthogs have multiplied 10 times to over

In just three years, the number of elephants has doubled, Cape buffalos have more than tripled, and warthogs multiplied 10 times.

4,000. Now Grumeti plans the reintroduction of 25 black rhinos. Singita, a world-renowned ecotourism company, is now partnering with Grumeti to help manage and globally promote tourism and hospitality at Grumeti and generally in the Serengeti region.



TOP RIGHT: Herds of up to 300 elephants roam the area.

MIDDLE: Evening walk along the Grumeti River.

LEFT: Foal was just born, stallions immediately begin fighting over the mother — illustrating the delicate balance of life in nature.



PARTNERS:
Rainforest Alliance

PROJECT SITES:
Kericho, Kenya

WEBSITE:
www.unilever.com



Sustainable Tea Initiative Begins in East Africa

Our Commitment to Sustainability

Unilever's mission is to add vitality to life. We meet everyday needs for nutrition, hygiene and personal care with brands that help people feel good, look good and get more out of life.

We believe the success of our business goes hand in hand with ensuring a healthy future for our planet and its people. We are committed to finding better, more sustainable ways of producing our products – a goal that we call doing well by doing good.

Unilever's commitment to sustainability is long standing. Beginning with the launch of our Sustainable Agriculture Program in 1995, we have led initiatives aimed at making a positive impact in the communities and ecosystems in which we operate. We partnered with the World Wildlife Fund (WWF) in 1996 to found the Marine Stewardship Council. That same year, Unilever published its first Environmental Report, including data on our ecoefficiency performance. We partnered again with the WWF in 2003 to found the global Roundtable on Sustainable Palm Oil. In the U.S., Unilever is proud to be the longest standing corporate partner of the National Park Foundation, providing more than \$50 million in donations to support projects that preserve and protect the treasured natural resources of America's National Parks.

ABOVE: Over 18,000 people are employed by Unilever at the Lipton Tea Gardens in Kericho. This estate was founded in 1924 and is one of Kenya's biggest and longest-established employers.

Leading the Way on Tea

Unilever has begun a transformation of the tea industry by committing to purchase all of our tea from sustainable, ethical sources. To achieve this commitment, Unilever partnered in 2007 with the Rainforest Alliance, an independent, international conservation organization with 20 years of experience in promoting sustainable standards in farming. All of the farms from which we source our tea will be audited to ensure that they meet certification standards for sustainable agriculture. This process began in 2007 with certification of our own tea estate in Kericho, Kenya.



Eight independently owned tea estates in India were then certified in 2008. These eight estates gained Rainforest Alliance certification by reducing waste and pesticide use, conserving soil quality, protecting wildlife, and paying employees a fair wage. Nearly 450,000 additional tea farms across Kenya, Tanzania, Malawi, Indonesia, Argentina and Sri Lanka are to follow.

Unilever has begun a transformation of the tea industry by committing to purchase all of our tea from sustainable, ethical sources.

Unilever's tea brands – Lipton®, the world's best-selling tea, and PG Tips®, the U.K.'s number one tea – are the first brands to contain tea from Rainforest Alliance Certified farms. By 2010, all Lipton and PG Tips tea bags sold in Western Europe will be fully certified; and by 2015, all tea used in Lipton tea bags sold worldwide will be from Rainforest Alliance Certified farms.

Sustainable Farming in Kericho, Kenya

Unilever's Kericho estate in western Kenya became the world's first Rainforest Alliance Certified tea farm in June 2007. The Kericho estate has pioneered sustainable farming for over a decade, maintaining strict guidelines for pest management, tree planting, and use of renewable resources. Practices like using hydro power, planting eucalyptus trees to use as fuel for fire boilers, and protecting the environment by monitoring the water supply and preventing soil erosion, help to ensure a long and sustainable life for the estate.

Sustainable farming also means a better way of life for workers and families. At Kericho, Unilever provides free housing for workers and their families, nursery and primary school education for children, and employee welfare services such as clean water supplies and health care. In addition, we have seen in other crops that certification often helps growers to increase their income by obtaining better prices for their crops. Unilever estimates that Rainforest Alliance Certified tea may be able to command prices of up to 10 to 15 percent higher in the marketplace.

ABOVE TOP LEFT: Farms that meet sustainable standards for farming by protecting lands as well as the rights and welfare of workers, their families and communities earn the Rainforest Alliance Certified™ seal.



ABOVE TOP: Unilever is the world's largest purchaser of black tea, currently buying around 12% of the world's black tea supply.

ABOVE: At Kericho, Unilever has built and maintains four medical centers, 39 nurseries, 19 primary and two secondary schools for the use of workers and their families.



PARTNERS:

Carbonfund.org

PROJECT SITES:

Worldwide

WEBSITE:

www.vw.com



Volkswagen — Personal Mobility and Environmental Responsibility

Environmental responsibility is one of Volkswagen AG's core Group Values. Already a leader in the field of low-consumption, low-emissions powertrains, in the long-term we aim to offer carbon-neutral mobility. On the production side, we are continually improving processes, seeking to maximize sustainability and environmental acceptability.

Our integrated environmental management process looks at all environment-related aspects in the life cycle of our vehicles, from development and production to service life and eventual disposal, tying our employees, suppliers, and sales partners into a program of ongoing improvement.

Future Fuels

Fuels created from biomass are quickly emerging as a valuable petroleum alternative. Our future advanced diesel power systems will be able to thrive on a variety of approved biomass fuels produced from sources such as plant matter, agricultural waste, and food processing byproducts.

Volkswagen Research is working in partnership with a German University on a breakthrough project called Sunfuel®, a next generation biofuel that involves biomass-to-gas conversion. Once gas is generated from biomass, it can then be converted into diesel fuel.

Sunfuel is almost CO2 neutral and should be suitable to power all engines in the Volkswagen Group's current model range.

ABOVE: Jetta TDI Clean Diesel Vehicle

Carbon Neutral Project

In 2007, Volkswagen of America, Inc. partnered with Carbonfund.org to assist offsetting carbon emission from each new Volkswagen vehicle sold in the United States. The partnership was developed to help place Volkswagen's customers at the forefront of environmental initiatives, and help ensure a cleaner environment for future generations. Currently, consumers can go to carbonfund.org and personally offset their vehicle emissions.



Volkswagen Carbon Neutral Project

In partnership with Carbonfund.org, a non-profit organization dedicated to finding solutions to climate change, Volkswagen is working to reforest land in the Lower Mississippi Alluvial Valley (LMAV) in Northern Louisiana, a wetland ecosystem that had been largely converted to farmland. To date the Volkswagen community has planted 280,395 trees and offset 416,429 tons of carbon. Not only does this program help reduce the amount of carbon dioxide in the atmosphere but it also restores native trees to habitat, provides food for local wildlife, reclaims barren pastureland and increases water security.

Clean Diesel TDI Technology

This past year Volkswagen became the first manufacturer to offer a clean diesel vehicle for sale in all fifty states. The Jetta TDI and SportWagen are currently available at Volkswagen dealers, and the TDI Touareg SUV is expected to be available in early 2009.

In the long-term Volkswagen aims to offer carbon-neutral mobility.

The Environmental Protection Agency estimates the fuel economy of the Jetta TDI at an economical 29 mpg in the city and 40 mpg on the highway. (Your mileage may vary.) Volkswagen went a step further to evaluate the real world fuel economy of the Jetta TDI. Leading third-party certifier, AMCI, tested the Jetta TDI and found it performed 24 percent better in real world conditions, achieving 38 mpg in the city and 44 mpg on the highway and qualifies for the IRS's Advanced Lean Burn Technology Motor Vehicle income tax credit, further proof of these vehicles' environmental benefits.*



*Tax credit submitted under Notice 2006-9 and Internal Revenue Code, Section 30B relative to the Volkswagen Jetta 2.0L TDI and SportWagen, Model Year 2009. Available to taxpayers who purchase a qualified vehicle on or before December 31, 2010. Leased vehicles will not be eligible for the credit. Only a limited number of tax credits are available. Please consult a tax professional for more information or go to www.irs.gov.

**PARTNERS:**

National Fish and Wildlife Foundation / Acres for America
 The Nature Conservancy Conservation Fund
 Trout Unlimited
 Pacific Forest Trust
 Conservation International
 Environmental Defense Fund

PROJECT SITES:

Worldwide

WEBSITE:

www.walmartstores.com

ABOVE: Bull Elk bugling, Arkansas.

RIGHT: Pine Martin in Oregon.



One Acre At A Time

Wal-Mart believes that being a successful business can go hand-in-hand with being a good steward of the environment. Through company-wide projects and initiatives, Wal-Mart is becoming a more sustainable company by building more energy-efficient operations around the world, reducing waste and selling products that reduce its customers' impact on the Earth. Additionally, Wal-Mart has entered into several partnerships that are helping to conserve critical habitats around the world.

In 2005, Wal-Mart partnered with the National Fish and Wildlife Foundation to start Acres for America. Pledging \$35 million in grants over 10 years to the project, Wal-Mart committed to protecting enough land to account for its stores' current land-use and development through 2015. Some of the nation's most prominent conservation groups, including The Nature Conservancy, the Conservation Fund, Trout Unlimited and the Pacific Forest Trust, have received Acres for America grants. With the addition of the grants announced in 2008, the Acres for America program has permanently conserved approximately 395,000 acres—nearly three times the amount of acreage originally planned—in Arizona, Arkansas, California, Florida, Idaho, Louisiana, Maine, Michigan, North Dakota, Oregon and South Dakota.



Wal-Mart also operates stores in 13 countries around the world that are also developing their own sustainability initiatives and developing partnerships with environmentally-focused non-government organizations. For example, our operations in Brazil partnered with Conservation International to preserve 457,000 hectares of rainforest in the National Forest of Amapá. This project aims to promote forest conservation and sustainable development for the local population, and will create a sustainable means of income for locals, an educational campaign for the neighboring towns and eliminate any activity that uses non-renewable forest resources.

In addition to land conservation efforts, some of Wal-Mart's operational goals are helping the company to reduce its consumption of natural resources. In 2008, Wal-Mart announced a goal to reduce its global plastic shopping bag waste by an average of 33 percent per store by 2013. In partnership with the Environmental Defense Fund, Wal-Mart will reduce the number of shopping bags it gives away and increase the availability and affordability of reusable bags. It is estimated that roughly 60 to 80 percent of all debris in our oceans is plastic, and Wal-Mart's commitment is expected to eliminate approximately 135 million pounds of plastic waste globally.



ABOVE: Cooper Hawk in Maine.

BELOW: Arcadia Dunes, Michigan.



Preserving land and managing natural resources falls in line with our larger goal to bring sustainability into the communities we serve.

WILDERNESS
FOUNDATION SOUTH AFRICA

PROJECT SITES:

Southern Africa

WEBSITE:

www.wildernessfoundation.org

www.umziwethu.org



**UMZI WETHU ACADEMIES
FOR DISPLACED YOUTH**

A conservation NGO based in South Africa, the Wilderness Foundation (WF) has developed a dynamic model called Umzi Wethu (UW) that relies on the economic promise of ecotourism to tackle the cycle of poverty and HIV/AIDS head on. UW targets youth that show resilience and ambition – but despair of opportunities to support their households – and transforms them into highly employable young adults with guaranteed jobs on game reserves. Andrew Muir, WF executive director, received the 2008 Rolex Award for Enterprise for his leadership in developing the UW program.

ABOVE TOP: Elephant in Addo National Park.

For WF, natural resource conservation is integral to development and poverty alleviation. WF considers conservation fundamental to sustainability and human welfare. Through its UW model, WF is breaking ground in forging cooperation of the often disparate environmental and social sectors, while also generating greater understanding and interdependent relationships between racial groups.

Umzi Wethu students training in Food & Beverage industry.



Contrasting Trends in South Africa

Southern Africa is experiencing an increasing number of HIV/AIDS related deaths, and an associated growth in the number of orphans. In the Eastern Cape Province, about 60% of people live in poverty and 35% are unemployed. About 19% of people aged 15 years or older are infected with HIV. AIDS orphans head households with little or no social or economic support.

At the same time, countries in the region have experienced a boom in ecotourism, resulting in the establishment and expansion of game reserves and a need for skilled workers in the customer-service industry. Tourism in South Africa is now the third largest industry, growing at a rate of 10% a year, and ecotourism businesses predict a 40% growth in jobs over the next five years.

However, insidious poverty, fuelling the AIDS epidemic, threatens to undermine the region's economic gains from ecotourism. Parks and game reserves are losing skilled staff at a debilitating rate.

Umzi Wethu — A Conservation-Driven Solution

The first UW Academy opened in urban Port Elizabeth in April 2006, focused now on producing junior chefs. The second academy opened in rural Somerset East in March 2008, focused on field ranging. Both are in Eastern Cape Province, South Africa. To date three students intake have graduated and are placed in secure, well-paying jobs.

UW Academies are nurturing home environments, meet basic needs, and develop personal wellness, including HIV/AIDS life skills. UW delivers accredited vocational training combined with internships, and partners with game reserves to place graduates in sustainable jobs. It extends social outreach to the families and peers of UW students, and to other youth through WF's experiential programmes, Pride and Imbewu.

UW utilizes wilderness experiences to prepare youth for ecotourism jobs and for personal growth. UW students backpack in Addo and Tsitsikamma National Parks, on trails interpreted by traditional elders steeped in local indigenous knowledge of flora and fauna. Field ranging students receive training in anti-poaching, and erosion, fire and invasive species control.

Umzi Wethu is a dynamic model that breaks the cycle of HIV/AIDS and poverty with training and job placement in ecotourism combined with a programme to develop the personal wellness that underlies long-term employability.

WF has embarked on a phase of model refinement, partner recruitment, and roll-out to result in replication of UW Academies across Southern Africa and wherever ecotourism, poverty and HIV/AIDS intersect.



Umzi launch premier in April 20,2006.

UW students backpack in Addo and Tsitsikamma National Parks.



WILDERNESS
WILDLIFE TRUST

PARTNERS:

Wilderness Safaris

PROJECT SITES:

Africa

WEBSITE:

wildernesswildlifetrust.org
www.wilderness-safaris.com



Wilderness Safaris Wildlife Trust is involved financially in a number of such projects, supporting research, habitat management, and practical conservation measures such as anti-poaching projects and translocation exercises, while Wilderness Safaris contributes logistically in

terms of human resources and equipment. Trust initiatives also provide skills, knowledge and education necessary to communities to value and manage their wildlife populations. Wilderness Safaris is acknowledged as a leader in the educational process thanks to its innovative education projects, supported by the Trust in the form of grants and bursaries.



LEFT: Children in the Wilderness program allows underprivileged children access to their natural heritage. ABOVE: Using binoculars for the first time is just one of many new experiences at a Children in the Wilderness camp.

Making A Difference In Africa

For 20 years, the Wilderness Safaris Wildlife Trust has supported wildlife management, research and education projects in southern Africa. These projects address the needs of existing wildlife populations, seek solutions to save threatened species and provide education and training for local people and their communities.

To make a difference to Africa, its wildlife and people is the main goal that underscores all the projects which the Trust helps to fund, making use of a number of methods and types of project to do so. One kind of project studies and monitors a particular species in its natural environment and in so doing also contributes to its protection. The long-running Maputland Turtle Project in South Africa, the Namib Brown Hyaena Project and the Namibian Desert Elephant and Giraffe Project are cases in point. Moving beyond research into hands-on management is another variation on this theme.

The better we understand a species and its environment, the more efficiently we'll be able to protect it in a world where the struggle for space becomes paramount and human-animal interactions become increasingly conflicted. In the Trust's Lake Ngami Bird Monitoring Project, for example, the Lake and this Important Bird Area were brought to the attention of the Botswana government, resulting in its being declared a "no-hunting area."



ABOVE CENTER: Release of white rhino in Botswana – the first free ranging rhino in over 25 years returns to the country.

ABOVE: The Trust funds education bursaries and assists researchers on a wide range of topics.

The 11 remaining Cape Vultures in Namibia have all been tagged and are being monitored.

Financial and educational empowerment of local communities is vital.

Conservation of flora and fauna is limited as long as the people who live in the vicinity are unconvinced or left out of the process. Therefore, financial and educational empowerment of local communities so that they benefit from the wildlife on their doorsteps is vital, and as such, broad-based and comprehensive initiatives are in fact the bedrock of the Trust, providing skills, knowledge and education necessary to communities to value and manage their wildlife populations.

Luxury Trips is a proud supporter of the Wilderness Safaris Wildlife Trust. As a responsible travel company, Luxury Trips educates clients, encouraging them to travel with Wilderness Safaris, thereby supporting Wilderness Safaris Wildlife Trust and their projects, thus responsible tourism makes a difference to African wildlife and people.

To learn more about Wilderness Safaris, visit www.wilderness-safaris.com

To learn more about Luxury Trips, visit www.luxurytrips.com

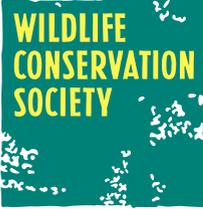


ABOVE: The Maputland Turtle Project is one of the longest running turtle studies in the world.

LOWER LEFT: The furthering of education and inspiring of Africa's people is one of the Trust's main aims.

LEFT: Children in the Wilderness Botswana introduces kids to the wonders of the Okavango Delta.




PARTNERS:

U.S. Department of State

Congo Basin Forest Partnership (CBFP)

U.S. Agency for International Development

Central African Regional Program for the Environment (CARPE)

U.S. Fish and Wildlife Service

Great Apes Conservation Fund

PROJECT SITES:

Republic of Congo
Central Africa

WEBSITE:

www.wcs.org



Good News For Africa's Gentle Giants

New Census Shows Massive Gorilla Population In Northern Republic Of Congo

Infectious diseases such as Ebola have devastated both great ape and human populations in Central Africa, yet they remain shielded by some of the densest forests in the world, posing a daunting challenge to researchers trying to understand its effect on wild populations. However, the world's population of critically endangered western lowland gorillas received a huge boost recently. A new census released by the Wildlife Conservation Society shows massive numbers of these secretive great apes alive and well in the Republic of Congo. These on-the-ground conservation results were made possible in part with the support of the U.S. Department of State, U.S. Agency for International Development and the U.S. Fish & Wildlife Service.

The new census tallied more than 125,000 western lowland gorillas in two adjacent areas in the northern part of the country, covering an area of 18,000 square miles (47,000 square kilometers). Estimates from the 1980s placed the entire population of western lowland gorillas, which occur in seven Central African nations, at fewer than 100,000. The Congo Basin—the world's second largest rainforest and home of the western lowland gorilla among other species—receives dedicated



RIGHT: Gorillas construct nests on an average of one every night for sleeping. The remoteness and inaccessibility of many of the locations where the census took place may be part of the reason why such high numbers of gorillas went undetected for so long.

conservation assistance through the Congo Basin Forest Partnership, a consortium of six Central African nations, donor countries including the United States and EU, intergovernmental organizations and international conservation NGOs.

Congo Basin – the Green Abyss

The estimated 125,000 gorillas in northern Republic of Congo were primarily found in the Ntokou-Pikounda-Ngombe landscape, home to an estimated 73,000 gorillas and Ndoki-Likouala landscape with 52,000 gorillas, including a previously unknown population of nearly 6,000 gorillas living in an isolated Raphia swamp. The remoteness of the region—much of which lies beyond the current reach of bushmeat hunters—means that this “green abyss,” in the words of WCS conservationist Mike Fay, is still relatively undisturbed. The Republic of Congo has committed to creating a new national park in this area. Time is of the essence to ensure that this becomes a reality and that this amazing landscape is properly protected. WCS field staff will work with the Congolese government to ensure the success of the new protected

These figures show that northern Republic of Congo contains the mother lode of gorillas. It also shows that conservation in the Republic of Congo is working.

areas, just as we have helped to manage the country's Lac Télé Community Reserve, Conkouati-Douli National Park, and Nouabalé Ndoki National Park, established in 1993 with assistance from WCS. WCS scientists and educators are training the next generation of national park managers, biologists, and community conservationists.

Conservation science behind estimating gorilla populations

Gorillas are secretive and difficult to observe in the dense forests where they are often found. Therefore, counting individual animals is extremely difficult. But gorillas leave calling cards—namely, the “nests” they build each night for sleeping. By systematically counting individual nests, an accurate population figure can be estimated. The new census was the result of intensive fieldwork carried out by WCS and the Government of Congo. Population densities ranged as high as eight individuals per square kilometer, which ranks as among the highest gorilla densities ever recorded.

“These figures show that northern Republic of Congo contains the mother lode of gorillas. It also shows that conservation in the Republic of Congo is working. This discovery should be a rallying cry for the world that we can protect other vulnerable and endangered species, whether they be gorillas in Africa, tigers in India, or lemurs in Madagascar.” – Dr. Steven E. Sanderson, President and CEO, Wildlife Conservation Society

Throughout Central Africa, WCS works with governments, indigenous communities and the private sector to establish management programs for gorillas and other wildlife. For more information, visit: www.wcs.org/africa.

A baby western lowland gorilla on mother's back. Forest clearings called 'bais' are where many western lowland gorillas gather to feed and interact with one another, which allows researchers to observe behavior and gather data on group dynamics.





PARTNERS:

- IUCN Salmonid Specialist Group
- Sarufutsu Itou no Kai
- National Institute of Environmental Studies Japan
- Hokkaido University
- Oji Paper Group
- Sakhalin Salmon Initiative Center
- Khabarovsk Wildlife Foundation
- Sakhalin Energy
- National Geographic Society
- Disney Wildlife Foundation
- Patagonia Japan

PROJECT SITES:

Worldwide

WEBSITE:

www.WildSalmonCenter.org

ABOVE TOP: Sarufutsu River is one of Japan's last free-flowing wild salmon rivers.



Sea Run Taimen Conservation Partnership

The sea run taimen (*Hucho perryi*) is among the largest and most endangered salmonids in the world. Known to eat salmon, marine fish, and even small mammals, the species can reach sizes over 50kg, lengths of up to 2 meters and can live over 30 years. Native to the Southern Russian Far East and Northern Japan, the taimen was added to the IUCN Red List of Threatened Species in 2006 as Critically Endangered.

In the Russian Far East, poaching and rapidly expanding industrial development are increasingly threatening the species. In Japan, the total adult population may have dropped below 2,000. Causes of this precipitous decline include habitat degradation, dam development, and bycatch in commercial salmon fisheries.



The Wild Salmon Center is working with a coalition of partners from the public and private sector to promote cooperative conservation and protect a network of key strongholds for sea run taimen in Japan and the Russian Far East. Critical to the success of this endeavor is to support the development of an economic constituency for the species' protection. In the Sarufutsu River in northern Japan, a coalition of sport fishing groups, timber companies and scientific institutions have become important allies in the protection of the species. The coalition is actively working to create a private reserve in the floodplain and riparian zone. In the Koppa River, Russian Far East, the Wild Salmon



A coalition of sport fishing groups, timber companies and scientific institutions have become important allies in the protection of the species.

Center is working with eco-tourism companies and the regional administration to create a fish reserve to protect critical habitat, like spawning and rearing grounds. Catch and release sport fishing has been instituted. Sport fishermen not only bring alternative sources of income to local people, but also bring additional eyes to spot and warn inspectors of illegal activities.



When we protect wild salmon, we safeguard our rivers, forests, communities, and economies.



PARTNERS:

- United States Agency for International Development (USAID)
- US State Department
- World Wildlife Fund (WWF)
- The Nature Conservancy (TNC)
- Conservation International (CI)
- Global Environment Facility (GEF)
- Asian Development Bank (ADB)
- United Nations Development Programme (UNDP)
- Food and Agriculture Organization
- World Bank
- Wildlife Conservation Society (WCS)
- WorldFish Center
- International Union for Conservation of Nature (IUCN)
- Government of Australia
- Walton Family Foundation
- Packard Foundation
- Anova Food By

PROJECT SITES:

- Indonesia
- Malaysia
- Papua New Guinea
- Philippines
- Solomon Islands
- Timor Leste

WEBSITE:

www.worldwildlife.org

Coral reefs are havens and food sources for thousands of species of fish and invertebrates.



Safeguarding the Rainforests of the Sea

Conservation Goal & Objectives: Recognized only recently as a marine region of incomparable ecological importance, scientists have declared the Coral Triangle as the global center of marine biological diversity. The Coral Triangle is the geographic area of oceanic and coastal waters in Southeast Asia and the Western Pacific that hosts more than 500 coral species forming vast reefs - the rainforests of the sea in terms of diversity. In comparison, the Great Barrier and the Belize Barrier Reefs host an estimated 350 and 70 species respectively. The Coral Triangle also encompasses some of the most densely populated regions in the world and hosts a total of 363 million people, a third of which are directly dependent on coastal and marine resources for their livelihoods. The highly valued productivity of the Coral Triangle is threatened by overfishing, unsustainable fishing methods, land-based sources of pollution and climate change, all having an increasing impact on food security, employment opportunities and standards of living. With far-reaching implications on a regional as well as a global scale, these economic, social and ecological drivers of change cannot be addressed by any single country alone.

The Coral Triangle Initiative (CTI) was proposed by President Yudhoyono of Indonesia in August 2007 as a new multilateral partnership to safeguard the region's extraordinary marine and coastal resources. Twenty-one heads of state welcomed the Initiative at the Asia Pacific Economic Cooperation (APEC) Summit in September 2007. The CTI was officially launched in December 2007 during the 13th Conference of the Parties to the UN Framework Convention on Climate Change in Bali.



The six governments of the Coral Triangle — Indonesia, Malaysia, Papua New Guinea, Philippines, Solomon Islands and Timor Leste — are now engaged in an intensive and participatory process of developing an ambitious 10-year Plan of Action to guide the CTI in five major goals: designate and effectively manage priority seascapes; apply an ecosystem approach to the management of fisheries and other marine resources; establish networks of marine protected areas; implement measures to strengthen resilience and adaptation to climate change; and improve capacity to protect threatened marine species. In May 2009, President Yudhoyono will host the Leaders of the six Coral Triangle nations plus several key partner nations, such as the United States and Australia, at a CTI Summit. They aim to agree upon and sign a CTI Declaration launching the final CTI Plan of Action along with a suite of well designed and resourced transformational projects for immediate action on the issues of greatest urgency.

Conservation Results: The CTI is developing as a true multi-partner cooperation and is increasingly viewed as a platform of collaboration that will enable these nations to set a realistic path towards realizing their visionary conservation and development aspirations.

World Wildlife Fund, The Nature Conservancy and Conservation International are jointly implementing a new \$46 million 5-year program to help the six Coral Triangle nations get this extraordinary process off the ground. The program was initiated in October 2008 and is supported by an estimated \$32.75 million from the US Agency for International Development and the Department of State and \$13.25 million from the NGOs and their partners. It is designed to help the governments and stakeholders of the Coral Triangle build the capacity needed to implement the CTI Plan of Action, establish and develop the CTI governance structure for regional cooperation, and share best practices, scientific information, advanced technology, and lessons learned throughout the region.

The CTI has also gained the early support of several multi- and bilateral development partners, such as the Global Environment Facility (GEF), one of the first to support the CTI concept. Together with its principal implementing agency, the Asian Development Bank, which is also developing a comprehensive CTI support program, as well as the United Nations Development Programme, the United Nations Environment Programme and the UN Food and Agriculture

The CTI is increasingly viewed as a platform of collaboration that will enable these six nations to set a realistic path towards realizing their visionary conservation and development aspirations.

Organization, the GEF recently approved a \$63 million umbrella program that it is designing in close consultation with the Coral Triangle governments.

In an inspiring show of global cooperation, this growing body of development partners is coming together to work in concert to support the Coral Triangle governments as they set their new priorities in a Regional Plan of Action. As a result of this early and coordinated engagement, when the six Heads of State meet in May 2009 to sign the CTI Declaration, they will immediately be able to launch an innovative field program to build capacity in their coastal communities to address the complex challenges that lie ahead.



The Coral Triangle Initiative is a bold response by countries to sustain precious marine resources for future generations.



WWF researcher monitoring coral reef in the Philippines.

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