



2015

PARTNERS IN CONSERVATION  
CONSERVATION  
THROUGH DEVELOPMENT



## 2 CONSERVATION THROUGH DEVELOPMENT

### THE ICCF GROUP

- 6 THE ICCF GROUP
- 8 THE ICCF GROUP'S 2015 CAMPAIGNS
- 10 THE ICCF GROUP'S 2014 IMPACT

### ICCF IN THE U.S.

- 12 ICCF U.S. & THE INTERNATIONAL CONSERVATION CAUCUS
- 14 ICCF'S OCEANS CAUCUS FOUNDATION
- 16 U.S. CONGRESSIONAL INTERNATIONAL CONSERVATION GALA

### ICCF AROUND THE GLOBE

- 18 KENYA
- 20 COLOMBIA
- 22 INTERNATIONAL CONSERVATION CORPS
- 24 OTHER CONSERVATION CAUCUSES

### PARTNERS

- 26 3M
- 28 Abercrombie & Kent  
Philanthropy
- 30 African Wildlife Foundation
- 32 American Forest & Paper  
Association
- 34 AngloGold Ashanti
- 36 Bumble Bee Foods
- 38 Cheetah Conservation Fund
- 40 Citi
- 42 The Coca-Cola Company
- 44 Corporate Council on Africa
- 46 Earth Conservation Corps
- 48 ExxonMobil
- 50 Frankfurt Zoological Society
- 52 Friends of Conservation
- 54 Global Alliance for Clean  
Cookstoves
- 56 Global Environment Facility
- 58 Gorongosa Restoration  
Project
- 60 International Paper
- 62 Mars, Inc.
- 64 National Geographic
- 66 The Nature Conservancy
- 68 Nestlé
- 70 Ol Jogi
- 72 Oserian
- 74 Pacific Gas & Electric
- 76 Pacific Rubiales Energy
- 78 Qualcomm
- 80 Rainforest Alliance
- 82 Rare
- 84 Rare Species Fund
- 86 Ringing Bros. and Barnum  
& Bailey
- 88 Safari Club International  
Foundation
- 90 SeaWorld Parks &  
Entertainment
- 92 Unilever
- 94 U.S. Fish & Wildlife Service
- 96 Volkswagen Group  
of America
- 98 Walmart
- 100 The Walton Family  
Foundation
- 102 The WILD Foundation
- 104 Wilderness Foundation
- 106 Wildlife Conservation  
Society



“ **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 use, the generations that come after us. ”

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Theodore Roosevelt



# CONSERVATION THROUGH DEVELOPMENT



**T**he world faces many challenges in the coming years. The global population has reached 7.2 billion people, all of whom hope and long for a more prosperous future. However, with increased prosperity, the consumption of a limited amount of resources becomes more and more apparent. These natural resource challenges must be faced with an entrepreneurial and solutions-driven attitude.

**Conservation through development** echoes this sentiment: Who better to collaborate with on conservation solutions than the businesses that contribute to half of the land and resources usage throughout the world? It is imperative that moving forward, the business, NGO, and governmental communities work together to develop solutions to better manage the resources that provide us with food, medicine, energy, and other essential products as well as livelihoods to provide for our families. We must find solutions that will devise how to get more fiber from our forests and more protein from our oceans without compromising the stability of these systems to regenerate resources and perpetuate healthy habitat for the future. Active management of our resources allows for more sustainable use and creates a more stable and prosperous society.



We are in the midst of a conservation revolution that is changing the way governments, communities, and businesses think about natural wealth (i.e., natural resource wealth management™). As the global demand for food, water, and energy is set to double by 2050, there is widespread public support for initiatives to prevent resource stress. Programs that seek to conserve natural resources are increasingly recognized as sound investments, rather than simply philanthropy. Thus, businesses are beginning to develop their own programs with strategic partners in the government and NGO communities to create self-sustaining systems that benefit both the communities where the projects are and the businesses' bottom line.

A growing number of NGOs and government agencies are focusing on conservation projects that deliver the most economic and social benefit to people and communities. This transition has helped capture tremendous public interest and

support for conservation and shed the perception that environmental initiatives are necessarily nature-versus-people or nature-versus-development. The future of the conservation movement lies in

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A growing number of NGOs and government agencies are focusing on conservation projects that deliver the most economic and social benefit to people and communities.

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# CONSERVATION THROUGH DEVELOPMENT

embracing a theme of protecting nature for people, not from people. Communities can derive benefit from conserving and strategically using their resources, not simply protecting them. With sustainable management, resources can be used to improve the health, prosperity, and stability of entire communities while also maintaining the overall well-being of the surrounding habitats.

The private sector is a vital partner of governments in cultivating healthy ecosystems to ensure the sustainability of economies and safeguard human well-being. To this end, ICCF brings together leaders at the highest levels of government, business, and the NGO community so the public and private sectors can share information and better leverage one another's efforts to address threats to our natural security. Our Partners in Conservation collaboration consists of more than 40 NGOs and businesses working together to address key matters of international conservation.

This portfolio showcases projects of each of our partners that promote conservation as a means to create a sustainable future for both the livelihoods and well-being of people and the preservation of the natural environment.



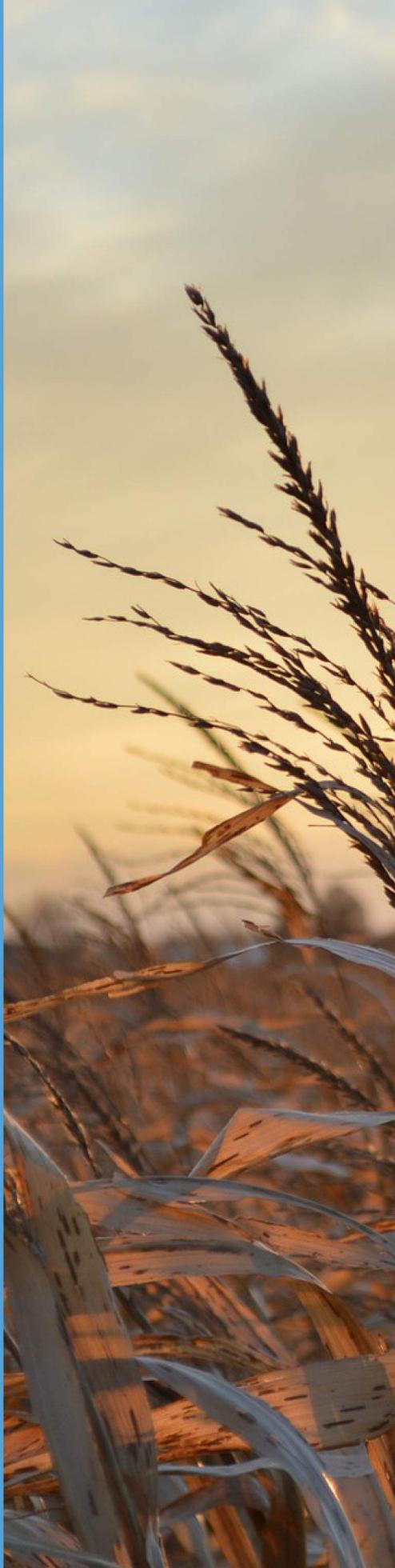
**TOP:** ICCF U.S. President John Gantt welcomes the President of Botswana and special guest, Actor Harrison Ford, to the U.S. Senate to discuss the importance of U.S. leadership in conservation.

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The private sector is a vital partner of governments in cultivating healthy ecosystems.

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**THE ICCF GROUP**

# THE ICCF GROUP



The ICCF Group is an umbrella organization that works to advance conservation governance by building political support, providing on-the-ground solutions, and applying a natural resource wealth management™ framework to sustainably develop and manage the earth's natural resources. The ICCF Group has identified governance as an under-addressed aspect in conservation and thus the limiting factor when it comes to creating positive and sustainable solutions to issues involving natural resources. We facilitate a collaborative environment where governments, businesses, and the NGO community can come together and develop market-based approaches that incorporate the value of nature and sustainable management practices into the use of natural resources.

The ICCF Group applies a caucus model to build political will around unifying topics of conservation and natural resource management. A caucus is a group of supporters or members within a Parliament or Congress who share a similar position or concern about an issue. We use caucuses as a forum through which education and policy formulation on key natural resource management issues take place. ICCF U.S., ICCF Colombia, and ICCF Kenya are the secretariats which support caucuses in these respective countries. The ICCF Group also directly supports other caucuses in Mexico, Namibia, Peru, Tanzania, and Zambia.



[internationalconservation.org](http://internationalconservation.org)

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## The ICCF Group's 2015 Campaigns:

1. Advancing U.S. Leadership in International Conservation
  2. Ocean Conservation and Combating Illegal, Unreported, and Unregulated Fishing
  3. Managing Freshwater Resources in Latin America
  4. Addressing the Poaching Crisis in Africa
-



**TOP RIGHT:** Chairman of The ICCF Group David Barron discusses issues with ICC Member Senator Lindsey Graham (R-SC).

## ICCF Headquarters & Caucuses



The ICCF Group directly supports additional caucuses in Mexico, Namibia, Peru, Tanzania, and Zambia.

# THE ICCF GROUP'S 2015 CAMPAIGNS



## **Advancing U.S. Leadership in International Conservation**

International conservation not only benefits people and wildlife in the developing world, it also bolsters America's economy, improves security, and helps meet the growing need for natural resources. That is why, since 2001, ICCF U.S. has been advancing U.S. leadership in international conservation through public and private partnerships, and by raising conservation awareness among policymakers. ICCF educates and acts as secretariat to the leadership of the non-partisan U.S. Congressional International Conservation Caucus, made up of 1/3 of the U.S. Congress.

## **Ocean Conservation and Combating Illegal, Unreported, and Unregulated Fishing**

Oceans make up 70% of the planet's surface. The ICCF Group works closely to support U.S. leadership in ocean conservation through its Oceans Caucus Foundation program, which supports the leadership of the Oceans Caucus in the U.S. Senate and House of Representatives. Efforts particularly focus on addressing illegal, unreported, and unregulated (IUU) fishing, which impacts both industry and consumers by overfishing and decimating the stock of many species of fish. Solving this issue will protect fish species, preserve the contribution to our food supply, and defend the economic security of fishermen. In April of 2014, the U.S. Senate ratified four treaties to ensure that IUU fishing does not negatively impact American fishermen. The U.S. Senate Co-Chairs of the Oceans Caucus Foundation, Senators Sheldon Whitehouse (D-RI), Lisa Murkowski (R-AK), Mark Begich (D-AK), and Roger Wicker (R-MS), played a vital role in getting these treaties passed.

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The ICCF Group applies a caucus model to build political will around unifying topics of conservation and natural resource management.

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**TOP LEFT:** Hon. Lazaro Nyalandu, Tanzanian Minister of Natural Resources and Tourism, H.E. Dr. Richard Sezibera, Secretary General, East African Community, Hon. Dr. Mamboya Sira Ubwa, Minister for Natural Resources and Agriculture - Zanzibar, and ICC Member U.S. Representative Jack Kingston (R-GA) at the 2014 Regional Summit to Stop Wildlife Crime and Advance Wildlife Conservation in Arusha, Tanzania.

**TOP RIGHT:** Hon. James Lembeli, Chair of the Tanzanian Environment Committee, Hon. Lazaro Nyalandu, Tanzanian Minister of Natural Resources and Tourism, and Rev. Peter Msigwa, Shadow Minister for Natural Resources and Tourism at the culmination of the 2014 Regional Summit to Stop Wildlife Crime and Advance Wildlife Conservation in Arusha, Tanzania.



### **Conservation Through Development in Latin America**

In Latin America, ICCF focuses on strengthening national laws and institutions for balanced conservation and development. Our strategy identifies agriculture, water, mining, and infrastructure as the major sectors driving economic progress and having substantial impact on the environment of the region for the coming decades. Rooting this development with a sound framework in conservation provides a strong foundation for economies to grow and for countries to provide their citizens with important resources such as food and water while also managing resources for continued prosperity.

### **Addressing the Poaching Crisis in Africa**

Wildlife crime has reached unprecedented levels. Poaching of elephants and rhinos has spiked in recent years due to the high demand for ivory, rhino horn, and other products in Asian black markets. Organized criminal syndicates and terrorist groups are increasingly involved, arming poachers and using the wildlife trade to fund their activities. The slaughter and trade in African wildlife is creating instability, threatening national security, and undermining the foundations of economic development.

The most significant limiting factor in stemming the poaching and illegal wildlife trafficking crisis is political will. The ICCF Group is at the forefront of building political will to improve governance on wildlife by facilitating the work of caucuses in Kenya, Namibia, Tanzania, and Zambia to toughen policies, coordinate across borders, and access international support. The ICCF Group facilitated the signing of the 2014 Arusha Declaration on Regional Conservation and Combating Wildlife/Environmental Crime by eight countries in East and Southern Africa. The ICCF Group is poised to expand its support for the formation and growth of conservation caucuses, as well as regional collaboration, throughout eastern and southern Africa over the next several years.

# THE ICCF GROUP'S 2014 IMPACT



## **The 2014 Arusha Declaration on Regional Conservation and Combating Wildlife/ Environmental Crime**

The ICCF Group facilitated the signing of the 2014 Arusha Declaration, which called for the most comprehensive list of activities to strengthen transborder collaboration on combating wildlife/environmental crime.

## **Kenya Wildlife Bill**

ICCF Kenya played an integral role in guiding the creation of the Kenyan Wildlife Conservation and Management Act 2013, which significantly increased penalties for poaching.

## **Water Resource Management in Colombia**

ICCF Colombia hosted and continues to host a series of field and policy workshops with the Colombian Conservation Caucus with the goal of implementing new, long-lasting water management policies in 2015.

## **Multinational Species Conservation Funds Semipostal Stamp Act of 2010 Reauthorization**

Leadership from the International Conservation Caucus in both the Senate and House of Representatives championed the reauthorization, which creates funds for the U.S. Fish and Wildlife Service's Multinational Species Conservation Funds.

## **Four Treaties Ratified Protecting American Fishermen from IUU Fishing**

The Co-Chairs of the U.S. Senate Oceans Caucus championed four treaties which protect American fishermen, who are put at a disadvantage by illegal, unreported, and unregulated (IUU) fishing.

## **Presidential Task Force on Wildlife Trafficking**

ICCF Founder David Barron was appointed to serve on the Advisory Council to the Presidential Task Force on Wildlife Trafficking, focused on promoting U.S. leadership on these issues.



ICCF IN THE U.S.





**ICCF IN THE U.S.**

# ICCF U.S. AND THE INTERNATIONAL CONSERVATION CAUCUS



The ICCF was founded in 2006 to develop and support the leadership of the bipartisan U.S. Congressional International Conservation Caucus (ICC) in the U.S. House of Representatives and U.S. Senate—a coalition that now comprises more than one-third of Congress—with ICCF hosting regular educational briefings, roundtables, and other events.

The leadership of the ICC has achieved a number of legislative successes, including increasing overall U.S. funding for international conservation and facilitating and directing the implementation of:

- The Congo Basin Forest Partnership
- The Tropical Forest Conservation Act
- The Multinational Species Conservation Fund
- Lacey Act Amendments to Ban Illegal Timber
- Saving Vanishing Species Semipostal Stamp Act

In order to better support the ICC with balanced, nonpartisan information and expertise, ICCF convened a council of a diverse group of the most important and active leaders in industry and the NGO and institutional communities: the ICCF Conservation Council. These organizations, led by ICCF, work together across industries and varying interests to seek consensus on matters of international conservation and to promote U.S. conservation leadership.



## ICC Mission Statement:

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.



**TOP:** Senate ICC Co-Chair Senator Sheldon Whitehouse (D-RI) and House ICC Co-Chairs Representative Ed Royce (R-CA) and Representative Betty McCollum (D-MN) at the Bicameral International Conservation Caucus hearing addressing the global poaching crisis held on November 15, 2012.

**UNITED STATES SENATE  
INTERNATIONAL  
CONSERVATION CAUCUS**

**114th Congress Co-Chairs**

- Sen. Richard Burr (R-NC)
- Sen. Rob Portman (R-OH)
- Sen. Sheldon Whitehouse (D-RI)
- Sen. Tom Udall (D-NM)

**114th Congress Members**

- Sen. Lamar Alexander (R-TN)
- Sen. John Barrasso (R-WY)
- Sen. Tammy Baldwin (D-WI)
- Sen. Michael Bennet (D-CO)
- Sen. Roy Blunt (R-MO)
- Sen. John Boozman (R-AR)
- Sen. Bill Cassidy (R-LA)
- Sen. Thad Cochran (R-MS)
- Sen. Christopher Coons (D-DE)
- Sen. Mike Crapo (R-ID)
- Sen. Dick Durbin (D-IL)
- Sen. Jeff Flake (R-AZ)
- Sen. Kirsten Gillibrand (D-NY)
- Sen. Lindsey Graham (R-SC)
- Sen. James Inhofe (R-OK)
- Sen. Johnny Isakson (R-GA)
- Sen. Mark Kirk (R-IL)
- Sen. Amy Klobuchar (D-MN)
- Sen. Edward Markey (D-MA)
- Sen. John McCain (R-AZ)
- Sen. Robert Menendez (D-NJ)
- Sen. James Risch (R-ID)
- Sen. Debbie Stabenow (D-MI)
- Sen. Jon Tester (D-MT)
- Sen. John Thune (R-SD)
- Sen. Roger Wicker (R-MS)
- Sen. Ron Wyden (D-OR)

**UNITED STATES HOUSE OF  
REPRESENTATIVES  
INTERNATIONAL  
CONSERVATION CAUCUS**

**114th Congress Co-Chairs**

- Rep. Ander Crenshaw (R-FL)
- Rep. Henry Cuellar (D-TX)
- Rep. Betty McCollum (D-MN)
- Rep. Ed Royce (R-CA)

**114th Congress Members**

- Rep. Robert Aderholt (R-AL)
- Rep. Joe Barton (R-TX)
- Rep. Karen Bass (D-CA)
- Rep. Sanford Bishop (D-GA)
- Rep. Marsha Blackburn (R-TN)
- Rep. Earl Blumenaer (D-OR)
- Rep. Madeleine Bordallo (D-GU)
- Rep. Kevin Brady (R-TX)
- Rep. Vern Buchanan (R-FL)
- Rep. G.K. Butterfield (D-NC)
- Rep. Ken Calvert (R-CA)
- Rep. Lois Capps (D-CA)
- Rep. André Carson (D-IN)
- Rep. John Carter (R-TX)
- Rep. Matt Cartwright (D-PA)
- Rep. David Cicilline (D-RI)
- Rep. Wm. Lacy Clay (D-MO)
- Rep. James Clyburn (D-SC)
- Rep. Mike Coffman (R-CO)
- Rep. Steve Cohen (D-TN)
- Rep. Chris Collins (R-NY)
- Rep. Mike Conaway (R-TX)
- Rep. John Conyers (D-MI)
- Rep. Jim Costa (D-CA)
- Rep. Susan Davis (D-CA)
- Rep. Peter DeFazio (D-OR)
- Rep. Charlie Dent (R-PA)
- Rep. Lloyd Doggett (D-TX)
- Rep. John J. Duncan, Jr. (R-TN)
- Rep. Eliot Engel (D-NY)
- Rep. Sam Farr (D-CA)
- Rep. Randy Forbes (R-VA)
- Rep. Jeff Fortenberry (R-NE)
- Rep. John Garamendi (D-CA)
- Rep. Louie Gohmert (R-TX)
- Rep. Bob Goodlatte (R-VA)
- Rep. Kay Granger (R-TX)
- Rep. Luis Gutierrez (D-IL)
- Rep. Richard Hanna (R-NY)
- Rep. Alcee Hastings (D-FL)
- Rep. George Holding (R-NC)
- Rep. Duncan Hunter (R-CA)
- Rep. Sheila Jackson Lee (D-TX)
- Rep. Sam Johnson (R-TX)
- Rep. Mike Kelly (R-PA)
- Rep. Ron Kind (D-WI)

- Rep. Adam Kinzinger (R-IL)
- Rep. Doug Lamborn (R-CO)
- Rep. John Larson (D-CT)
- Rep. Barbara Lee (D-CA)
- Rep. John Lewis (D-GA)
- Rep. Dan Lipinski (D-IL)
- Rep. Nita Lowey (D-NY)
- Rep. Cynthia Lummis (R-WY)
- Rep. Carolyn B. Maloney (D-NY)
- Rep. Michael McCaul (R-TX)
- Rep. Jim McDermott (D-WA)
- Rep. David McKinley (R-WV)
- Rep. Jerry McNerney (D-CA)
- Rep. Gregory W. Meeks (D-NY)
- Rep. Luke Messer (R-IN)
- Rep. Candice Miller (R-MI)
- Rep. Jeff Miller (R-FL)
- Rep. Tim Murphy (R-PA)
- Rep. Grace Napolitano (D-CA)
- Rep. Frank Pallone (D-NJ)
- Rep. Scott Peters (D-CA)
- Rep. Pedro Pierluisi (D-PR)
- Rep. Robert Pittenger (R-NC)
- Rep. Bill Posey (R-FL)
- Rep. David Price (D-NC)
- Rep. Charles B. Rangel (D-NY)
- Rep. Tom Rice (R-SC)
- Rep. Phil Roe (R-TN)
- Rep. Hal Rogers (R-KY)
- Rep. Dana Rohrabacher (R-CA)
- Rep. Ileana Ros-Lehtinen (R-FL)
- Rep. Dennis Ross (R-FL)
- Rep. Paul D. Ryan (R-WI)
- Rep. Tim Ryan (D-OH)
- Rep. Gregorio Sablan (D-MP)
- Rep. Matt Salmon (R-AZ)
- Rep. Linda Sanchez (D-CA)
- Rep. Loretta Sanchez (D-CA)
- Rep. John Sarbanes (D-MD)
- Rep. James Sensenbrenner, Jr. (R-WI)
- Rep. José Serrano (D-NY)
- Rep. Bill Shuster (R-PA)
- Rep. Mike Simpson (R-ID)
- Rep. Adam Smith (D-WA)
- Rep. Christopher Smith (R-NJ)
- Rep. Michael Turner (R-OH)
- Rep. Fred Upton (R-MI)
- Rep. Chris Van Hollen (D-MD)
- Rep. Joe Wilson (R-SC)
- Rep. Robert J. Wittman (R-VA)
- Rep. Steve Womack (R-AZ)
- Rep. Kevin Yoder (R-KS)
- Rep. Don Young (R-AK)
- Fr. Patrick Conroy (Chaplain)

# ICCF'S OCEANS CAUCUS FOUNDATION



Oceans cover 70% of the planet and provide essential ecosystem services and natural resources that human populations around the world depend on. Oceans recycle our water and air, produce more oxygen than rainforests, and absorb heat to regulate our planet's climate. Although the state of the oceans directly affects economies and populations around the world, ocean issues tend to be overshadowed by other pressing topics regarding the economy and national security.

The Oceans Caucus Foundation (OCF) is an independent program within ICCF U.S. that advances U.S. leadership in international conservation by providing a platform to bring marine governance to the forefront of government leaders' agendas. The OCF works with the Oceans Caucus (OC) within the U.S. Congress to foster public/private partnerships that enhance bipartisan policy solutions that protect our oceans, our coasts, and the economies that rely on them.

The OCF depends heavily on the expertise and participation of our Oceans Council partner businesses and NGOs. Our partners are essential in promoting the priorities of the OC by providing the leadership of the caucus with insight and expertise on current management and conservation issues. The OCF works with partners to educate Congressional Members and their staff through a series of briefings and workshops that highlight our partners' innovative approaches to marine issues. The 2015 OCF educational agenda is focused on the impact of illegal, unregulated, and unreported (IUU) fishing and marine debris on the global environment and economy.



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The OCF depends heavily on the expertise and participation of our Conservation Council and Oceans Council partner businesses and NGOs.

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## Oceans Caucus Member List

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### UNITED STATES SENATE OCEANS CAUCUS

#### Co-Chairs

Sen. Sheldon Whitehouse (D-RI)  
Sen. Lisa Murkowski (R-AK)

#### Honorary Co-Chair

Sen. Roger Wicker (R-MI)

#### Caucus Members

Sen. Michael Bennet (D-CO)  
Sen. Richard Blumenthal (D-CT)  
Sen. Barbara Boxer (D-CA)  
Sen. Maria Cantwell (D-WA)  
Sen. Benjamin Cardin (D-MD)  
Sen. Tom Carper (D-DE)  
Sen. Christopher Coons (D-DE)  
Sen. Lindsey Graham (R-SC)  
Sen. Mazie Hirono (D-HI)  
Sen. Angus King (I-ME)  
Sen. Ed Markey (D-MA)  
Sen. Jeff Merkley (D-OR)  
Sen. Chris Murphy (D-CT)  
Sen. Patty Murray (D-WA)  
Sen. Jack Reed (D-RI)  
Sen. Brian Schatz (D-HI)  
Sen. Chuck Schumer (D-NY)  
Sen. Elizabeth Warren (D-MA)  
Sen. Ron Wyden (D-OR)

### UNITED STATES HOUSE OF REPRESENTATIVES OCEANS CAUCUS

#### Co-Chairs

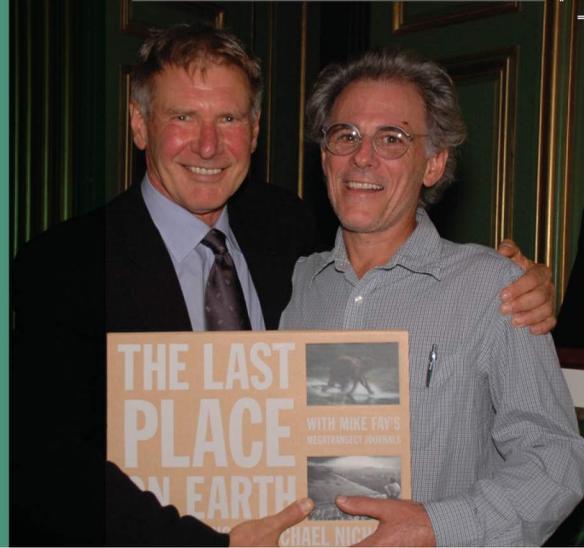
Rep. Sam Farr (D-CA)  
Rep. Don Young (R-AK)

#### Caucus Members

Rep. Robert Aderholt (R-AL)  
Rep. Earl Blumenauer (D-OR)  
Rep. Suzanne Bonamici (D-OR)  
Rep. Madeleine Bordallo (D-GU)  
Rep. Vern Buchanan (R-FL)  
Rep. Ken Calvert (R-CA)  
Rep. Lois Capps (D-CA)  
Rep. John Carter (R-TX)  
Rep. Kathy Castor (D-FL)  
Rep. Steve Cohen (D-TN)  
Rep. Mike Conaway (R-TX)  
Rep. Ander Crenshaw (R-FL)  
Rep. Susan Davis (D-CA)  
Rep. Ted Deutch (D-FL)  
Rep. Lloyd Doggett (D-CA)  
Rep. Anna Eshoo (D-CA)  
Rep. Jeff Fortenberry (R-NE)  
Rep. Kay Granger (R-TX)  
Rep. Gene Green (D-TX)  
Rep. Janice Hahn (D-CA)  
Rep. Mike Honda (D-CA)  
Rep. Jared Huffman (D-CA)  
Rep. Duncan D. Hunter (R-CA)  
Rep. Walter B. Jones (R-NC)

Rep. Derek Kilmer (D-WA)  
Rep. James R. Langevin (D-RI)  
Rep. Barbara Lee (D-CA)  
Rep. Frank LoBiondo (R-NJ)  
Rep. David Loebsack (D-IA)  
Rep. Alan Lowenthal (D-CA)  
Rep. Carolyn B. Maloney (D-NY)  
Rep. James P. McGovern (D-MA)  
Rep. Patrick Murphy (D-FL)  
Rep. Frank Pallone Jr. (D-NJ)  
Rep. Nancy Pelosi (D-CA)  
Rep. Chellie Pingree (D-ME)  
Rep. Jared Polis (D-CO)  
Rep. David Price (D-NC)  
Rep. Dana Rohrabacher (R-CA)  
Rep. Ileana Ros-Lehtinen (R-FL)  
Rep. Ed Royce (R-CA)  
Rep. C.A. Dutch Ruppersberger  
(D-MD)  
Rep. Gregorio Kilili Camacho  
Sablan (D-CNMI)  
Rep. Loretta Sanchez (D-CA)  
Rep. Mark Sanford (R-SC)  
Rep. Kurt Schrader (D-OR)  
Rep. Jose E. Serrano (D-NY)  
Rep. Christopher Smith (R-NJ)  
Rep. Jackie Speier (D-CA)  
Rep. Mike Thompson (D-CA)  
Rep. Robert Wittman (R-VA)

# U.S. CONGRESSIONAL INTERNATIONAL CONSERVATION GALA



**TOP:** ICCF Good Steward Awardee Harrison Ford and Conservationist J. Michael Fay at the 2006 ICCF Inaugural Gala.

The Most Important Annual Conservation Gathering of U.S. Members of Congress, Foreign Heads of State, Ambassadors, Corporate Executives, Conservation Legends, Celebrities, and NGO and Civil Society Leaders to Celebrate Conservation Successes and Achievements.



**CLOCKWISE FROM THE LEFT TOP:** Chairman of the House Foreign Relations Committee and Co-Chair of the International Conservation Caucus, Representative Ed Royce (R-CA) receives the ICCF Teddy Roosevelt® International Conservation Award from African Union Commission Chairperson Dr. Nkosazana Dlamini-Zuma. // President Felipe Calderón of Mexico speaks after receiving the ICCF Teddy Roosevelt® International Conservation Award. // Prince Albert II of Monaco receives the ICCF Teddy Roosevelt® International Conservation Award from Representative Nancy Pelosi (D-CA).





ICCF AROUND THE GLOBE



A photograph of two lion cubs on a savanna ridge. One cub is sitting upright on the left, looking towards the camera. The other cub is lying down on the right, looking towards the right. The background is a blurred savanna landscape with green and yellow vegetation under a bright, hazy sky.

**ICCF AROUND  
THE GLOBE**

## ICCF KENYA



ICCF Kenya is a growing collaboration of leaders from Kenya's business and NGO sectors who support and guide the Parliamentary Conservation Caucus-Kenya Chapter (PCC-K) with sound information and solutions to Kenya's natural resource management challenges. Modeled after the successful U.S. caucus, the PCC-K is a multiparty coalition within the Kenyan Parliament committed to elevating the role that stewardship of natural resources plays in Kenyan domestic policy and East Africa's regional development strategy. The 60 (and growing) parliamentarians who comprise this coalition recognize that if Kenya is to address increasing food, water, and energy challenges, then a focus on resource security within parliament is vital and that solutions to these challenges require partnerships between the public and private sectors.

ICCF Kenya supports the PCC-K and other caucuses in the region by identifying highest-priority concerns related to Kenya's natural resource challenges, educating policymakers on a regular basis, and recommending innovative, market-driven policy solutions for the 21st century. The PCC-K and ICCF Kenya are focused on such issues as the poaching crisis (including its impacts on security and tourism), water and energy security, and mining, with an emphasis on balancing development and conservation.

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ICCF is actively cultivating and mobilizing core groups of Africa's conservation-minded parliamentarians who can spur legislative change.



[iccfkenya.org](http://iccfkenya.org)



**TOP:** PCC-K Co-Chair Hon. Wilbur Ottichilo, ICCF Vice President Susan Lytis, PCC-K Co-Chair Hon. Chachu Ganya

ICCF Kenya supported the work of the caucus leaders in passing tougher penalties for poaching and illegal trafficking of wildlife, and facilitated a solutions-oriented workshop on national water policy and its importance to economic development. ICCF Kenya has also hosted a number of successful inter-parliamentary conferences, which brought together public- and private-sector leaders from across the continent to discuss solutions to wildlife and natural resource management challenges.

## Parliamentary Conservation Caucus – Kenya Chapter

### Co-Chairs

Hon. Francis Chachu Ganya  
Hon. Wilbur Ottichilo  
Hon. Joyce Akai Emanikor

### Caucus Members

Hon. Amina Abdalla  
Hon. Yusuf Hassan Abdi  
Hon. Shakeel Shabbir A. Ahmed  
Hon. Abdikadir Ore Ahmed  
Hon. Tiyah Ali  
Hon. Silvers L. Anami  
Hon. Jimmy Nuru Ondieki Angwenyi  
Hon. Andrew Toboso Anyanga  
Hon. Sunjeev Kour Birdi  
Hon. Joseph G. Gitari  
Hon. Nicolas O. Gumbo

Hon. Sen. Mohamed Yusuf Haji  
Hon. Irungu Kang'ata  
Hon. Adan Keynan  
Hon. Sunjeev Kour Birdi  
Hon. Dr. Joyce Laboso  
Hon. Joseph Lekuton  
Hon. Moses K. Lessonet  
Hon. Jacob Macharia  
Hon. Richard Makenga  
Hon. Jessica Nduku Kiko Mbalu  
Hon. Cecily Mbarire  
Hon. Julius Kibiwott Melly  
Hon. Diriye Abdullahi Mohamed  
Hon. Stephen Mutinda Mule  
Hon. Kathuri Murungi  
Hon. Sen. David Musila  
Hon. Joseph M'eruaki M'uthari  
Hon. Johnson M. Naicca  
Hon. Francis Waweru Nderitu

Hon. Alice Ng'ang'a  
Hon. Tiras Nyingi Ngahu  
Hon. Jude L. Kangethe Njomo  
Hon. Maj. Gen. J.K. Nkaisserry  
Hon. Junet Sheikh Nuh  
Hon. Beatrice Nkatha. Nyaga  
Hon. Dr. J.W. Nyikal  
Hon. Kenneth Odhiambo Okoth  
Hon. Richard Momoima Onyonka  
Hon. Aghostinho Neto Oyugi  
Hon. Prof. Hellen Sambili  
Hon. Rachel Shebesh  
Hon. Irshadali Mohamed Sumra  
Hon. John Muriithi Waiganjo  
Hon. James Opiyo Wandayi  
Hon. Dr. Reginalda N. Wanyonyi  
Hon. Benjamin Washiali

# ICCF COLOMBIA



**I**CCF Colombia is a collaboration of leaders in Colombia's business and NGO sectors who are working together to provide the Colombian Conservation Caucus (CCC) with comprehensive information and innovative solutions on issues of natural resource management. Equipped with objective information, these Members of Congress can make thorough decisions and lead the way in forming sound, nonpartisan conservation policies that benefit business and communities. ICCF Colombia fosters multisectoral and interdisciplinary dialogue in order to strengthen partnerships between the public and private sectors to carry out joint actions, promote strategies, coordinate efforts, and strengthen the capacities of authorities and companies in conservation, knowledge, and restoration of biodiversity and ecosystem services.

The CCC is a multiparty Congressional coalition dedicated to the conservation and sustainable utilization of Colombia's natural resource wealth. The CCC was established in the Colombian Congress between November 2012 and May 2013, with the support of then-Vice President Angelino Garzón, Ministers and Members of Cabinet, and business leaders. The Founding Co-Chairs of the CCC are Hon. Simon Gaviria, Hon. Augusto Posada, Hon. Juan Diego Gomez and Hon. Rosmery Martinez. Following Colombia's Congressional elections in March 2014, the CCC announced its bipartisan leadership on the First Day of a New Congress, and is now presided over by the Presidents of the bicameral Congress and senior legislators from 6 political parties.

Although Colombia has access to freshwater sources, these resources are not distributed evenly among sectors and water quality is becoming increasingly threatened due to population



[icccolombia.org](http://icccolombia.org)



**TOP LEFT:** Dr. Jose Yunis; Hon. Sandra Ortiz; Hon. Jack Housni; H.E. Rosmery Martínez; Hon. Fabio Amín; H.E. Juan Diego Gómez; Mr. Frédéric Brizzi; Hon. Mauricio Gomez; Hon. Germán Blanco San Andres Island, Colombia - Congressional Mission, Water Conservation (Feb. 19-20, 2015)

**TOP CENTER:** Chairman of ICCF Colombia The Honorable Connie Mack

**TOP RIGHT:** Left to Right: John Gantt, ICCF President; Fabio Amín, Speaker of the House, Rosmery Martínez, Senator

growth and an increase in human development. Conflicts between multiple sectors over freshwater resources are on the rise. Major drivers of the Colombian economy are mining, oil extraction, the electric sector, and agriculture, all with their own interests in freshwater resources. Colombia's water resources can be utilized by all sectors and conserved for current and future generations with the implementation of effective conservation governance policies. ICCF Colombia is addressing these problems and questions within the current policies and practices through a series of Water Policy and Field Workshops in 2015 with the goal of implementing long-lasting water management policies in 2015.

## Colombian Conservation Caucus

### SENATE

#### President, Senate (2014-2015)

Hon. Jose David Name  
*National Unity Party*

#### 2nd Vice President, Senate (2014-2015)

Hon. Teresita García  
*Civil Option Party*

#### CCC Founder & Senator (2014-2018)

Hon. Juan Diego Gómez  
*Conservative Party*

#### CCC Founder & Senator (2014-2018)

Hon. Rosmery Martinez  
*Radical Change Party*

#### Senator (2014-2018)

Hon. Maritza Martínez  
*National Unity Party*

### Senator (2014-2018)

Hon. Antonio Guerra de la Espriella  
*National Unity Party*

### HOUSE OF REPRESENTATIVES

#### President, House of Representatives (2014-2015)

Hon. Fabio Amín  
*National Unity Party*

#### Vice President, House of Representatives (2014-2015)

Hon. Efraín Torres  
*National Unity Party*

#### 2nd Vice President, House of Representatives (2014-2015)

Hon. Sandra Ortiz  
*Green Party*

### CCC Founder & House Representative

Hon. Alfredo Molina (2014-2018)  
*National Unity Party*

#### House Representative (2014-2018)

Hon. Jack Housni Jaller  
*Liberal Party*

#### House Representative (2014-2018)

Hon. Luis Díaz Granados  
*Radical Change Party*

#### House Representative (2014-2018)

Hon. Germán Blanco  
*Conservative Party*

# INTERNATIONAL CONSERVATION CORPS



The International Conservation Corps (ConsCorps) is ICCF's program that mobilizes retired executives and experts from America's most respected conservation agencies - the National Park Service, Fish & Wildlife Service, Bureau of Land Management, Forest Service, and others - in a volunteer capacity to share their knowledge, experience, and best practices with professionals and institutions in developing nations.

These volunteer experts work hand in hand with governmental and non-governmental partners in developing nations to achieve conservation priorities and develop institutional and human capacity. ConsCorps sets itself apart from other on-the-ground conservation models because it brings proven practical experience to bear through a responsive model that is both low-cost and scalable, yielding high outputs with relatively low inputs.

ConsCorps has operated for three years, deployed to projects in an array of countries including China, Kenya, Colombia, Thailand, The Bahamas, St. Vincent and the Grenadines, Mongolia, and others.



[conservationcorps.us](http://conservationcorps.us)

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ConsCorps is actively managed and supported by retired executives from United States conservation agencies. Volunteers possess over 30 years' experience in the management of national parks, forests, wildlife, water, and other resources.

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**TOP LEFT TO RIGHT:** Dale Ditmanson, Kevin FitzGerald, and Maria Burks of ICCF's International Conservation Corps discussing Khao Yai National Park in Thailand with park staff. // David Morris and Joel Holtrop of ICCF's International Conservation Corps with the Naibunga Conservancy manager and community members discussing conservation issues. // Director of the Parques Nacionales Colombia Julia Miranda, Former House International Conservation Caucus Co-Chair Hon. Jim Moran and USAID Administrator Rajiv Shah discuss issues at an ICCF event in 2014.

**Examples of International Conservation Corps Projects**

**Colombia**

ConsCorps is working with the United States Agency for International Development to help strengthen Colombia's national park system, which supplies 25 million people with fresh water and protects the country's rich biodiversity.

**Kenya**

ConsCorps is supporting the Naibunga Conservancy, a private conservancy comprised of 9 Maasai ranches centrally positioned in a critical wildlife corridor. The Maasai communities have put aside 40% of their territory to support elephant, lion, cheetah, hyena, impala, leopard, zebra, and gazelle.

**Bahamas**

ConsCorps experts will support the government of the Bahamas and United Nations Environment Program to develop the human and institutional capacity to manage 700,000 acres of forest and protected areas.

**Thailand**

ConsCorps is working with Thailand's Department of National Parks and the U.S. National Park Service to strengthen the management of Thailand's premier national park and leverage the park as a platform to develop capacity regionally in Southeast Asia.

**St. Vincent and the Grenadines (SVG)**

The National Park Service of SVG has asked ConsCorps to help prepare an institutional strategic management plan, an occupational health and safety plan, and to assist in the creation of a new national park.

**ConsCorps Partners**

- U.S. Bureau of Land Management
- U.S. Fish and Wildlife Service
- U.S. Fish and Wildlife Service Retirees Association
- U.S. Forest Service
- U.S. Geological Survey Patuxent Center
- The Elders Council for Parks
- Global Parks
- National Association of Forest Service Retirees
- U.S. National Park Service
- Public Lands Foundation

# OTHER CONSERVATION CAUCUSES



**TOP:** Hon. Dr. Guy Scott, then Vice President of the Republic of Zambia, gives a keynote address at the reception of the 2014 National Conference on Conservation Priorities and Partnerships and receives the summary of the day's findings.

## **Tanzania Parliamentary Friends of the Environment (TAPAFE) Caucus**

The non-partisan Tanzania Parliamentary Friends of the Environment (TAPAFE) caucus is committed to ensuring that Tanzania becomes a regional leader in natural resource management and sustainable development. In March 2014, TAPAFE and The ICCF Group signed a Memorandum of Understanding committing to work together to advance conservation and development in Tanzania and the East African region.

Major programs have included the Tanzanian Wildlife Summit to Stop Wildlife Crime and Advance Wildlife Conservation and the Regional Summit to Stop Wildlife/Environmental Crime and Advance Conservation: A Call to Action, which resulted in the signing of the historic 2014 Arusha Declaration on Regional Conservation and Combating Wildlife/Environmental Crime.

## **Zambian Parliamentary Conservation Caucus (ZPCC)**

The Zambian Parliamentary Conservation Caucus (ZPCC) is an initiative of Members of Parliament who are committed to promoting sound, long-term management policies for land, forests, water, wildlife, mining, agriculture, and biodiversity.

Major ZPCC programs have included the *Interparliamentary Workshop on Forest Management* and the *National Conference: Conservation and Development Priorities and Partnerships: A Way Forward*.

For more information on these caucuses and programs, please visit [www.internationalconservation.org](http://www.internationalconservation.org).

“We are not talking about simply saving trees or animals; we are talking about preserving resources in a way that protects stability inside countries and promotes peace in the world.”

*Monique Barbut, Former CEO and  
Chairperson of the Global Environment Facility  
at ICCF’s 2010 U.S. Congressional International  
Conservation Gala*



A low-angle photograph looking up into the canopy of a tree. The sun is positioned in the lower-left corner, creating a bright starburst effect with rays of light filtering through the dense green leaves. The branches of the tree are visible, extending across the frame. The overall color palette is dominated by vibrant greens and bright yellows from the sunlight.

**PARTNERS**

# 3M

## The Solution: Blueprints Instead of Bandages



**CLOCKWISE FROM TOP:** Wind Mojave, CA. *Photo Credit TNC // TNC Staffer and herder. Photo Credit Ted Wood // A herd of Mongolian Khulan. Photo Credit TNC*

**W**ith operations in more than 70 countries—and 55,000 products that include everything from Scotch Tape to bandages—3M is empowered to make a difference city by city, village by village and person by person. Social and environmental stewardship is embedded in our vision:

- 3M Technology Advancing Every Company
- 3M Products Enhancing Every Home
- 3M Innovation Improving Every Life

Last year, our Eco Grant program awarded almost \$400,000 to 10 organizations across the country, with the goal of connecting kids to nature and improving environmental education. And since 2001, the 3M Foundation has supported projects focused on key conservation priorities on five continents, totaling \$25 million in philanthropic giving.

A key partnership in 2014 was 3M's support for The Nature Conservancy. We both recognized that some of the most effective conservation involves integrating conservation planning with necessary resource development. This strategy supports the Conservancy's Development by Design initiative, which engages governments and private industry to effectively balance resource extraction (energy, minerals, agriculture) with resource protection (freshwater, forests, grazing lands).

#### **The Solution: Blueprints Instead of Bandages**

3M and The Nature Conservancy agree that development of our energy and mineral resources

is necessary. However, this development doesn't have to come at the expense of natural resources. Development by Design can benefit both nature and society. 3M is helping the Conservancy support public and private efforts by creating landscape "blueprints" that map present and future projects, including high-conservation-value areas, to guide development in a way that benefits both people and nature. These blueprints are leading to changes in the way governments plan for future developments and how companies are implementing new mining, energy and infrastructure projects around the world.

A key partnership in 2014 was 3M's support for The Nature Conservancy.

The Conservancy is actively deploying the Development by Design framework in resource-rich regions of the United States, Mongolia, and Colombia.

In the southwest United States, the Conservancy's scientific analysis helped enable the government to auction 3,000 acres of the Dry Lake Nevada Solar Energy Zone. This transaction protected an important high-value habitat for nesting desert tortoises while opening less environmentally productive areas to useful energy development. When completed, Dry Lake will simultaneously provide power for nearly 1 million homes and ensure the protection of an important habitat on public lands.

This utilization of advanced, landscape-scale mitigation planning has produced similar results in Mongolia; for instance, responsible gold and copper production for the global market, employment for the local economy, and large protected natural areas representing fully 14% of the nation's land.

Similarly, in Colombia, Development by Design is integrating conservation planning into the licensing and regulatory process at the earliest stages, facilitating smarter and quicker access to important energy resources while also assuring long-term protection of high-value habitats. Colombia is home to 20 percent of the world's plant and animal species, so making an environmental win in this country is an environmental win for the world.

The Nature Conservancy is working to guide development that fuels economic growth for the long term while also protecting, restoring and investing in the natural systems that support healthy wildlife and provide livelihoods for people. As an innovation leader, 3M was quick to recognize the benefits to this innovative approach.



#### **PARTNERS**

The Nature Conservancy

#### **WEBSITE**

3M.com

**A**s a pioneer and leader in responsible travel, Abercrombie & Kent (A&K) believes passionately that sustainable tourism offers the best hope for protecting endangered places and ensuring that local communities benefit from their natural heritage. As the philanthropic arm of A&K, Abercrombie & Kent Philanthropy (AKP) works with local staff to identify conservation, health, education and community development challenges in their respective communities, then works with local stakeholders and experienced partners to find solutions, with funding provided from AKP.

In Zambia, AKP has joined with Nakatindi Village to improve the quality of life for families living on the edge of Mosi-oa-Tunya National Park and just a short drive from world famous Victoria Falls. Village tours, filled with children playing and families getting on with their day-to-day lives, enhance our guests' experience.

The 6,000+ people who comprise Nakatindi Village live in simple mud and brick houses and earn the equivalent of just \$80 per month. At the community school, responsible for the education of more than 600 students, almost half the children are orphans.

Our first project installed a borehole to provide clean water, and expanded the school's small vegetable garden to create an income stream and supplement the children's diet. With our guests' support, a formal school feeding program followed. We built a classroom block in collaboration

with guests to educate the children through 8th and 9th grade. Recently a rural health clinic opened with funding from our guests to bring basic health care to the community.

AKP engages in strategic, smart partnerships in areas outside of



**PICTURE TOP:** Together AKP and Nakatindi Village installed a new borehole in an area needing access to clean water. AKP supplied equipment and materials, and the community contributed their expertise and labor to complete the project. *Photo Credit Abercrombie & Kent Philanthropy*

our expertise. AKP is now working with another NGO to establish a village bike shop and bike tour enterprise in Nakatindi Village – “win-win” improvements for the village and for the visitor experience, offering not just a walking tour of an African village but biking as well. We also support the AKP promise of giving a bike to each graduating student who is accepted and enrolled at the high school 10 km away.

UNESCO describes sustainable tourism as “tourism that respects both local people and the traveller, cultural heritage and the environment.” Notes A&K Vice Chairman Jorie Butler Kent, founder of AKP: “We are committed to ensuring our guests have a guided opportunity to learn about our neighbors, our partners,

and our work on the ground – as well as the amazing biodiversity that brings them to visit a region – and that our guests have an opportunity to support these initiatives through AKP, helping deepen the impact ever more.”

AKP supports projects which demonstrate how the protection of natural resources can benefit communities and add value to the marketplace: simple market-based solutions. AKP will never be fully expert in project implementation. We will never run a clinic, but we can support the construction and operations of a clinic. We won't be effective in building a bike shop or training employees to repair bikes, but we can support these objectives. We are empowering local communities, alleviating poverty, preserving cultures, and fostering environmental stewardship through sustainable tourism.

## Abercrombie & Kent PHILANTHROPY

### PARTNERS

Abercrombie & Kent  
Allied Whale  
Antarctica Climate Change Project  
Birdlife International Save the Albatross  
Bwindi Community Hospital  
Húsavík Whale Museum  
Kiwi Encounter  
Living with Elephants  
Plants and People Africa  
Serengeti Cheetah Project  
South Georgia Heritage Trust  
Travel Operators for Tigers

### PROJECT SITES

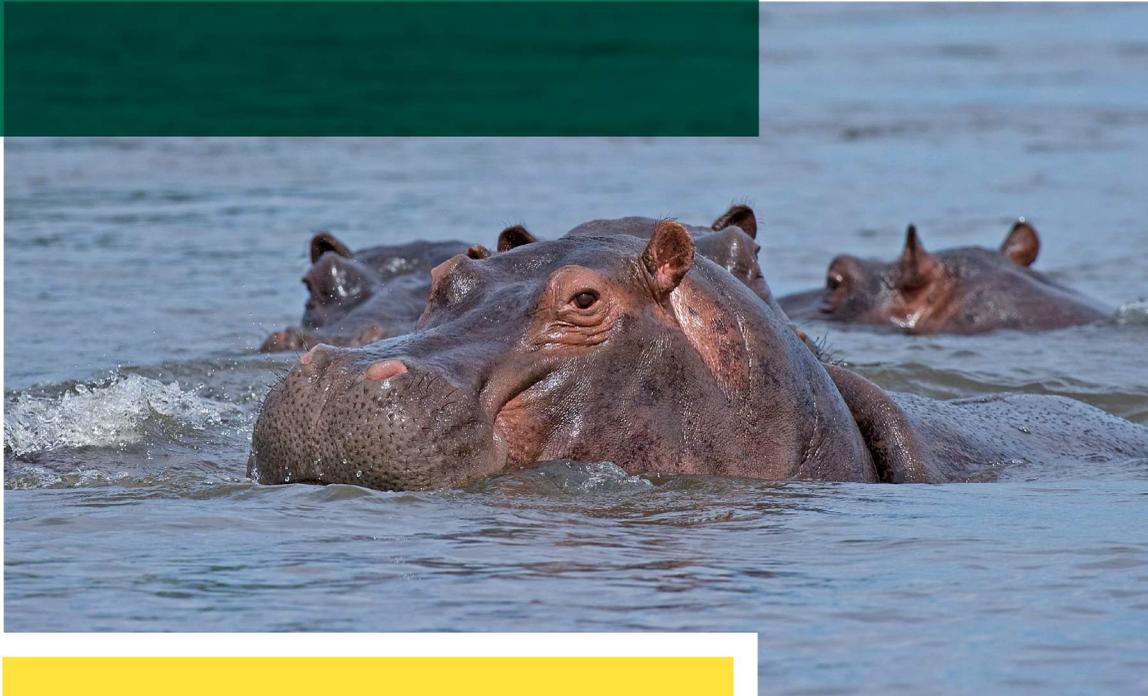
Worldwide

### WEBSITE

[akphilanthropy.org](http://akphilanthropy.org)

# Abercrombie & Kent Philanthropy

Helping Nature to Thrive  
and Cultures to Flourish <sup>SM</sup>



As the philanthropic arm of A&K, Abercrombie & Kent Philanthropy (AKP) works with local staff to identify conservation, health, education and community development challenges in their respective communities...

**CLOCKWISE FROM TOP:** Pods of hippo in the Zambezi River attract visitors from around the world to Zambia's Mosi-oa-Tunya National Park. AKP works with communities on the edge of the Park to empower the local people to foster environmental stewardship and increase the benefit they receive from their natural heritage through sustainable tourism. *Photo Credit Abercrombie & Kent Philanthropy* // AKP expanded the small vegetable garden at Nakatindi Community School to create an income stream and supplement the students' diets. The students work to maintain the garden. *Photo Credit Abercrombie & Kent Philanthropy*



Renewable clean energy is a priority for sustainable development, and a 40% increase in energy consumption over the next two decades is forecasted, mostly in developing countries where nearly 2 billion people lack access to electricity and 3 billion people rely on traditional biomass fuels for cooking, heating, and other basic household needs. The use of these traditional energy sources results in forest degradation, impacts negatively on climate, and presents a public health challenge from indoor air pollution.

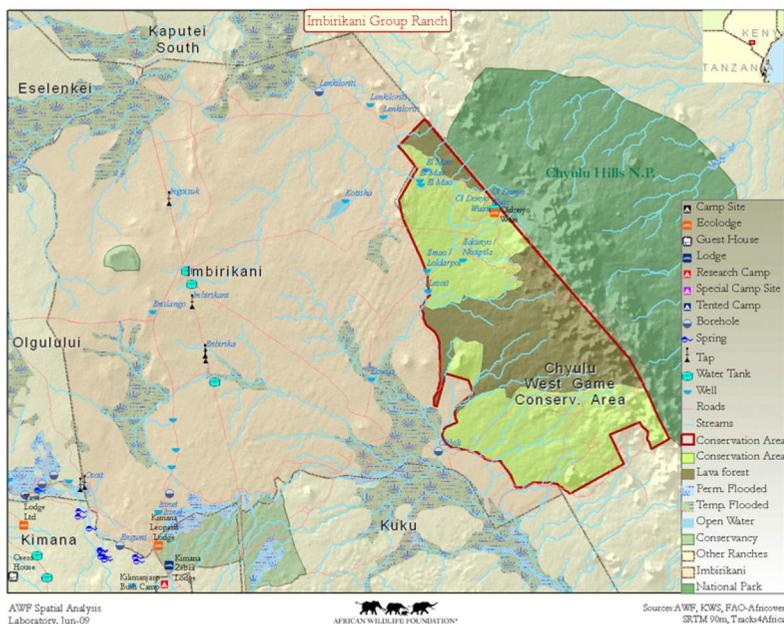
As part of work funded by USAID through the Africa Biodiversity Collaborative Group and the Royal Netherlands Embassy in Kenya, the African Wildlife Foundation (AWF) sought to test recommendations from field assessments done by partner Global Village Energy Partnership (GVEP) International that unraveled the energy options and extent of adoption of fuel-efficient technologies in Mbirikani Group Ranch in southern Kenya. AWF worked with local communities to (i) raise awareness among local communities; (ii) build local capacity to fabricate and install improved cookstoves developed and tested by the Maasai Stove and Solar Project (MSSP); and (iii) create partnerships among organizations and institutions that work on energy technologies to strengthen capacity for scaling up.

Given the increasing demand for fuel wood, AWF recognized the potential for adoption of sustainable energy technologies that would in turn positively impact on forest conservation, improved human health, and contribute to the long-term goals of protecting existing forests through REDD+ mechanisms.

### Activities and Results

To raise awareness and introduce the project in Mbirikani, a meeting was held with 42 community leaders.

and Solar Project in Monduli, Tanzania. Comprehensive training skills acquired include technical design, manufacturing process, stove construction, use and maintenance, and village organization. A further 20 local community members were trained in how to fabricate and install improved cookstoves. Thereafter, 36 improved cookstoves were installed by the trained beneficiaries (video link <https://www.youtube.com/watch?v=AbwFYsaTSWI>).



**PICTURE TOP:** The location of Mbirikani Group Ranch and Chyulu Hills Conservation Area.  
*Photo by AWF*

This was followed up by two community meetings attended by women who were the target beneficiaries. In parallel, three male fabricators participated in a two-week training program on how to make and install the cookstoves at Maasai Stoves

### Conclusions and Next Steps

The success of this pilot is already evident through the increasing demand for the cookstoves by many local Maasai women, with husbands generally willing to pay for them. AWF will continue working with other partners

# African Wildlife Foundation

Promoting use of improved cookstoves by women's groups in Mbirikani Group Ranch, southern Kenya to enhance conservation and human health



**CLOCKWISE FROM TOP:** Maasai women on top of the roof installing the chimney. Photo Credit AWF // A cookstove installed in a house. Photo Credit AWF

to scale up the uptake of the efficient cookstoves across a wider ecosystem to reduce the consumption of fuel wood and hence destruction of wildlife habitat. Follow-on actions will include outreach to national-level decision makers to inform policy formulation on clean energy, as well as promoting networks of local and international organizations active in the space of Clean Energy and Cookstoves.

## Acknowledgements

The African Wildlife Foundation acknowledges support from the United States Agency for International Development and the Royal Netherlands Embassy for funding. This project benefited from the technical inputs and guidance of ABCG members, GVEP, Maasai Stoves and Solar Project and the leadership and community members of Mbirikani Group Ranch among others.



AFRICAN WILDLIFE FOUNDATION®

## PARTNERS

United States Agency for International Development  
Royal Netherlands Embassy  
Maasai Stoves and Solar Project  
Global Village Energy Partnership (GVEP) International

## WEBSITE

[awf.org](http://awf.org)

# American Forest & Paper Association

Sustainable Forest Management:  
Essential for the Products We Make



To paper and wood products manufacturers, sustainability is not just an option; it is essential for our future.

Sustainable forest management helps our industry provide products that facilitate education, communication, and hygiene; store food and other items; transport goods; and provide shelter and homes, while maintaining forests for future generations.



### A Proactive Goal

AF&PA members adhere to sustainable forest management and procurement principles as a membership requirement. Our *Better Practices, Better Planet 2020* sustainability initiative includes a goal to increase the amount of wood fiber procured from certified forestlands or through certified fiber sourcing programs in the U.S. from 2005 to 2020 and work to decrease global illegal logging.

In 2012, members had increased the fiber they procured from certified forestlands to 29 percent, and the amount procured through certified fiber sourcing programs to 95 percent.

Member companies work diligently to safeguard against procurement of fiber from illegally logged sources around the world. Companies identify

and document sources, require suppliers to sign agreements, use third-party certification of chain-of-custody records, and can conform to sustainable fiber sourcing standards to help in achieving this goal.

With these practices, our members help reduce illegal logging, which contributes to global deforestation and climate change, threatens many species with extinction, denies forest-dependent communities access to resources, and undermines legitimate businesses.

In addition, AF&PA members that own forestland are required to conform to a reputable forest management program, such as the Sustainable Forestry Initiative (SFI®), the Forest Stewardship Council (FSC®), the American Tree Farm System (ATFS), and the Programme for the Endorsement of Forest Certification (PEFC™).

### Supply and Demand

Paper and wood products manufacturers create an incentive for private landowners to keep their land forested rather than convert it to other uses, such as development or agriculture.

More than 56 percent of U.S. forests are privately owned, much of it by family forest owners who manage their lands to provide value for future generations. These privately-owned forests supply 91 percent of the wood used by the U.S. paper and wood products industry.

This market-based system works. According to the U.S. Forest Service, 1.2 billion trees are planted each year in the United States. There are more trees within our borders today than there were two decades ago. An entire third of the United States is forested – 751 million acres.

The reforestation activities that take place on managed lands after harvest provide numerous ecological and social benefits. Removing trees can reduce overcrowding, helping to maintain healthy, resilient forests and decreasing risk of wildfires and insect and disease infestations.

### Abundant for All

Many industries beyond ours depend on forests for their resources. Through sustainable forest management and procurement, we can all ensure that forests and the range of benefits they offer are available for future generations, while providing products that meet people's needs and enhance their lives today.



**American  
Forest & Paper  
Association**

#### WEBSITE

[afandpa.com/sustainability](http://afandpa.com/sustainability)

### Bio-digesters Project

Working closely with the community, AngloGold Ashanti Colombia's social management area, through La Colosa Project, has identified environmental needs and solved some of the Municipality of Cajamarca's local problems regarding this matter. One of the projects of social and environmental importance is the implementation of alternatives that allow:

- (1) the generation of environmentally friendly energies;
- (2) decontaminating Coello's river basin; and
- (3) reducing the impact on the forests.

From 2001 through 2012 AngloGold Ashanti Colombia, together with the Fondo para la

Acción Ambiental y la Niñez (Environmental and Childhood Action Fund), and other social organizations, established a program of 20 bio-digesters in the settlement of Peñaranda, Gambo district, municipality of Ibagué.

The bio-digester system collects all the organic matter generated by the farm's cattle, chickens and pigs and takes it to a gas generation system through its decomposition.

This system:

- Reduces the disposal of decomposed organic material into Coello's riverbed
- Generates a clean gas production for combustion
- Reduces the consumption of firewood extracted from the natural forests, commonly used as fuel in rural areas.



**PICTURE TOP:** Continuous flow bio-digester installed at Fidel Miguez' farm in the settlement of Peñaranda, Ibagué – Tolima. 20 families benefited from the system. *Photo Credit AngloGold Ashanti*

### Elevated Platforms

La Colosa Project's exploration has a topographic gradient of 45° (100%) or higher, with volcanic, loamy soil conditions and sand matrices, highly susceptible to landslides. The exploration area is classified with marginal geotechnical stability on the surface. Considering the risk factors in the exploration area and in the drilling points, it was necessary to develop an environmentally friendly and resistant elevated platform. Its design reduces the land cut slope, favors the operation's stability and safety and also decreases the risk of landslides and mass removals without changing the slope's or terrain's morphological aspect.



#### PARTNERS

Fondo Accion

#### WEBSITE

[anglogoldashanti.com.co](http://anglogoldashanti.com.co)

# AngloGold Ashanti

La Colosa Project



**ABOVE:** Elevated drilling platform design. *Photo Credit AngloGold Ashanti*

Considering the risk factors in the exploration area and in the drilling points, it was necessary to develop an environmentally friendly and resistant elevated platform.

# Bumble Bee Foods

Driving Positive Change in Small-Scale Tuna Fisheries in Indonesia



**CLOCKWISE FROM TOP:** Momo and Wildan from the MDPI team training a team of Fishing & Living enumerators in species identification and port sampling methods in the fish market in Kupang, East Indonesia. The Enumerator station here has been active since early 2013 and continues to collect valuable and detailed data from the small-scale fisheries on a daily basis. // Elementary children from East Lombok, Indonesia participating in a Fishing & Living CSR awareness event on International Oceans Day. The children are given information and tools to participate in sustainability improvements in their local area. // MDPI enumerator Asis interviews a fisherman about his fishing trip in Buru Island, Moluccas. Data collected on a fisherman's return include trip length, total catch, fishing ground, CPUE, interaction with endangered, threatened and protected species (and mitigation thereof) as well as many others *Photo Credit For All MDPI.*

With a significant portion of our business relying upon global tuna fisheries, Bumble Bee has taken a leadership role in promoting sustainable tuna fisheries. Our efforts have focused on larger scale commercial fishing through the work of the International Seafood Sustainability Foundation, but the 2013 acquisition of Anova Foods opened a door for us to directly support sustainability efforts in artisanal tuna fisheries through Anova's Fishing and Living program.

At the heart of Fishing and Living is the belief that truly sustainable fisheries must address not only the environmental aspects of the fishery, but also local community development and the well-being of the fishermen.

At the heart of Fishing and Living is the belief that truly sustainable fisheries must address not only the environmental aspects of the fishery, but also local community development and the well-being of the fishermen. This approach, embodied in the name Fishing and Living, represents a true triple bottom line approach encompassing environmental, social, and economic aspects.

Anova, a leader in the market for fresh and frozen tuna in the U.S., has been operating in Indonesia since 1994. Indonesia is the largest tuna fishery in the

world, but the tuna industry is very fragmented with thousands of small, unorganized, artisanal tuna fishermen with limited understanding of fish handling techniques, responsible fishing practices and knowledge of how to compete in global markets.

The Fishing and Living program initiated by Anova hired young men and women out of local universities and taught them about sustainability, responsible fishing, proper fish handling techniques and safe fishing practices. These young people were planted in small fishing villages where they not only train the fishermen, but also collect fish catch data from the small vessels. This data is consolidated and provided to the Indonesian government to improve the accuracy and veracity of the data related to their domestic fishery, providing the scientific basis upon which the Indonesian government can develop responsible local fishery management policies. The fishermen benefit from the training through higher catch rates, lower spoilage rates given training on fish handling techniques, higher revenues given increased catch and higher fish quality, and lower injury rates. Bumble Bee/Anova purchase fish and give back a percentage of the fish value in the form of water filtration systems, toilets, school supplies, safety helmets for kids, and other infrastructure improvements.

As a result of the great success of the Fishing and Living program, an independent Indonesian foundation called Masyarakat dan Perikanan Indonesia (MDPI) was created to continue the work.

Today MDPI has 35 employees and staff and is operating in six regional areas incorporating 15 villages around Indonesia. Bumble Bee / Anova remain a large contributor to MDPI, but the organization is receiving global recognition which is expanding its resources, enabling it to accelerate its expansion to more fishing communities throughout Indonesia. We truly believe the MDPI process is scalable and offers a potential model for other developing coastal nations who are facing similar challenges as Indonesia.

Fishing and Living focuses on the environmental and social aspects of fishing in a developing coastal nation, but also provides important economic impacts. The participating fishing communities achieve greater income through the program, but Bumble Bee also benefits as we increase our access to a growing source of fish that we can utilize to grow and expand our branded seafood business. At the end of the day, we continue to see sustainability as good for business as well.

**BUMBLE BEE**  
**SEAFOODS**



#### PARTNERS

Masyarakat dan Perikanan Indonesia

#### WEBSITE

More details on Bumble Bee's Corporate Social Responsibility efforts and MDPI work can be found at [www.bumblebee.com/about/sustainability](http://www.bumblebee.com/about/sustainability) and <http://mdpi.or.id/>

Of the 10,000 cheetahs remaining in the wild, 90% are found outside protected areas, in areas where human populations live. Saving this magnificent animal from extinction requires an innovative approach that addresses not just the cheetah's welfare, but the health and prosperity of the human populations living alongside it.

Since its inception in 1990, Cheetah Conservation Fund (CCF) has been training rural African livestock farmers from Namibia in agricultural and land management techniques that not only address wildlife concerns, but also improve livelihoods in rural communities.

Future Farmers of Africa (FFA) is a CCF program inspired by the popular elective offered in U.S. high schools, Future Farmers of America. CCF's version covers topics including:

- Livestock husbandry, health and veterinary care
- Rangeland management
- Integrated livestock wildlife farm management
- Fire prevention and suppression
- Livestock valuation
- Best practices to reduce livestock losses
- Predator spoor identification
- Human-wildlife conflict resolution strategies

To date, more than 3,500 men and women have completed the week-long course at CCF's Research and Education Center. CCF's goal through FFA is to enable the practice of livestock farming that reduces human-wildlife conflict and provides economic opportunity.

CCF manages a 100,000-acre livestock and wildlife model

farm which is part of the Greater Waterberg Landscape bordering on the Waterberg National Park. CCF has developed several agriculture-related enterprises, including the Dancing Goat Creamery which was established in 2011 and produces cheese, fudge and ice cream from milk from CCF's dairy goats. Products are marketed throughout Namibia and are available for CCF visitors to sample and purchase. Dancing Goat Creamery also serves as a specialized training facility to prepare workers for higher-paying, skilled jobs.

Future Farmers of Africa dovetails with CCF's highly successful Livestock Guarding Dog Program, which breeds and places Anatolian shepherd and Kangal dogs with farmers to provide non-lethal predator control. Farmers using a CCF dog to protect small stock report a reduction in losses of 80 percent or more, making them far less likely to trap or kill predators in retaliation. CCF introduced the livestock guarding dog concept to Africa in 1994 and has successfully placed more than 600 dogs since importing its first 10 puppies from the U.S.

#### **Livestock Management and Conservancies**

Consisting of both communal and commercial lands, conservancies are partnerships between neighboring farms that work together to implement integrated livestock and wildlife management systems. Conservancies give communities a vested interest in the welfare of local wildlife by giving them control over the economic benefits derived from these animals.

CCF has been at the forefront of the conservancy movement in Namibia, which is recognized

throughout Africa for reversing the nation's cultural attitudes toward wildlife. A country that once viewed cheetah as worthless vermin, Namibia now proudly claims its destination as "Cheetah Capital of the World," drawing tourists from all corners of the globe to view the species in its natural environment.

#### **Habitat Restoration**

Thornbush covers almost 30 million hectares in Namibia, reducing available grazing land for livestock and wildlife. The presence of thick bush thwarts the cheetah's hunting ability and causes injuries, particularly to the eyes. Bush encroachment also hurts Namibia's economy, with estimated losses in the agriculture sector of \$180 million annually.

CCF's habitat restoration project, CCF Bush (Pty) Ltd., produces Bushblok, a clean-burning fuel log made from selectively harvested thornbush. The project currently employs more than 30 Namibians and could potentially lead the way in developing a biomass industry in Namibia, creating alternative energy solutions and a wide range of career opportunities.



#### **PARTNERS**

Conservancy Association of Namibia  
Cornell Center for Wildlife Conservation  
Howard G. Buffett Foundation  
Namibian Ministry of Agriculture  
Polytechnic of Namibia  
University of Namibia  
USAID

#### **WEBSITE**

cheetah.org

# Cheetah Conservation Fund

Improving Livelihoods  
for Rural Families in Africa



**CLOCKWISE FROM TOP:** Approximately 35 to 45 resident cheetahs live at CCF's Sanctuary at any given time. They are either orphaned or injured and cannot hunt on their own, making them not suitable for release into the wild. *Photo Credit John Bowers // Farm Worker with Livestock Guarding Dog. Photo Credit Jenna Brage // Staff display goat cheese produced at CCF's Dancing Goat Creamery, a commercial dairy facility that is also used to train rural agricultural workers for higher-paying, skilled jobs. Photo Credit CCF*

Citi seeks to advance environmental and social progress and conduct business in a way that creates value for our company, clients, and future generations. Our sustainability strategy focuses on three priority areas: combatting climate change; championing sustainable cities; and engaging people and communities.

Citi believes that conservation and responsible development go hand-in-hand.

Citi is committed to lend, invest, and facilitate \$100 billion over ten years to activities focused on environmental solutions and reducing the impacts of climate change globally. We also collaborate with our clients to manage environmental and social risks and impacts associated with our products and services, and conduct enhanced portfolio-level analysis of environmental and social risks. For our operations and supply chain, our new 2020 goals are to reduce greenhouse gas emissions from our facilities by 35% and 80% by 2050; to reduce energy and water use by 30%; to reduce waste to landfill by 60%; to have 33% of our real estate portfolio LEED certified; and to implement sustainable supply chain policies for information technology, paper, and travel.

Citi believes that conservation and responsible development go hand-in-hand. Projects supporting our environmental finance goals are working to transition the global economy towards a future where economic development and environmental stewardship fully support one another. Conserving resources in our own operations reduces Citi's direct environmental impact and visibly demonstrates our commitment to conservation. We recognize the value of natural capital and natural systems and seek to preserve and enhance these systems through our sustainability strategy. Below are two initiatives that contribute to these goals.

#### **Biodiversity for Banks**

Understanding biodiversity risks and impacts is becoming increasingly important to financial institutions as well as clients. Citi recently financed a liquefied natural gas plant that had potential impacts on a sensitive coral reef. The coral reef provided valuable ecosystem services, particularly to artisanal fisheries, and served as a reef break for coastal protection. As the financial advisor, Citi advised the client to hire a coral reef expert and to develop a Biodiversity Action Plan, including relocation of corals and protection of an adjacent coral reef. By engaging with clients on such biodiversity issues, Citi reduces the environmental risks of its financings and provides a value-add to clients seeking to reduce the financial, litigation, and reputational risks associated with their activities.

#### **Sustainable Supply Chains**

As part of the Citi Foundation's mission to promote economic progress and improve the lives of people in low-income communities around the world, the Citi Foundation makes grant investments to advance smallholder finance and sustainable supply chains. Specifically, the Foundation invests in building the business case for expanding capital and technical assistance, including financial capability training, to smallholder farmers to improve their livelihoods and promote positive economic, social, and environmental progress. A good example of these efforts is the core support provided to the Rainforest Alliance's Sustainable Finance Initiative since its inception in 2012. To date, work has been carried out in Latin America, Africa, and Asia, including targeted training with coffee cooperatives in Guatemala, tea smallholders in Kenya, and cocoa producer groups in Indonesia.



#### **WEBSITE**

[www.citigroup.com/citi/environment/](http://www.citigroup.com/citi/environment/)



## Enabling Progress through a Commitment to the Environment



**CLOCKWISE FROM TOP:** Coffee landscape in Guatemala. *Photo Credit Anna Clark* // 'Biodiversity for Banks' workshop hosted by Citi South Africa in partnership with WWF. Breakout groups were assigned biodiversity sensitive deals to assess and manage over the 2-day workshop. *Photo Credit Jessica Boucher* // Farmer training in Indonesia. *Photo Credit Bonar Matondang*

In many parts of the world, water is acutely stressed and increasingly threatened, especially as global demand rises from growing populations, economic development, and the impacts of climate change. Even with these challenges, we believe the world has sufficient water supply to meet everyone's needs if we all work together to better manage it.

We are committed to being a collaborative partner and a responsible steward of this precious, shared resource. As part of this commitment, we aim to return (replenish) the amount of water used in our finished beverages to communities and nature by 2020. We're currently on track to achieve this goal, and estimate that we have balanced 68 percent of the volume of our finished beverages in 2013, returning a calculated 108.5 billion liters to communities and nature.

### Partnering to Protect Freshwater Resources

Since 2007, The Coca-Cola Company and WWF have worked together to conserve and protect freshwater resources around the world and improve the efficiency of the Coca-Cola system's operations. To date, the partnership has led to major conservation gains, including improving the ecological health of seven of the world's most important freshwater basins across five continents. The partnership has also improved the Coca-Cola system's water efficiency by more than 20 percent, prevented 5 million metric tons of CO2 emissions across Coca-Cola's global



**PICTURE TOP:** Coca-Cola and WWF work together to conserve some of the world's most important places, including a restorative effort along the iconic binational river, the Rio Grande/Rio Bravo. *Photo Credit Audra Melton Photography*

manufacturing operations, and promoted more sustainable agricultural practices in the Company's supply chain.

Because water is essential to nature, communities, and business, we have renewed our collaboration through 2020 to build on our progress and achieve even greater impact by helping address the natural resource challenges that impact fresh water.

### Transforming Lives Through Safe Water Access

Approximately one-third of Africa's population does not have reliable access to clean water and every year, preventable waterborne illnesses claim the lives of millions on the continent. No single organization can resolve the continent's water crisis, but business, civil society, government, and NGOs can work together to develop sustainable solutions.

That is why we have partnered with national and local governments, local African utilities, and non-profit

organizations to work to improve sustainable safe water access for 6 million Africans; economically empower up to 250,000 women and youth; and promote health and hygiene in thousands of communities, schools, and health centers.

The Replenish Africa Initiative (RAIN), The Coca-Cola Africa Foundation's (TCCAF) flagship program, is catalyzing investment in safe water access and has helped replenish more than 2 billion liters of water annually to communities and nature. The improved water access RAIN provides leads to healthier, happier lives by, for example, improving sanitation, allowing children to be in school instead of spending hours collecting water from distant sources, and empowering women through safe water access and entrepreneurship.



**PICTURE TOP:** Child walks home with safe drinking water from a local WaterHealth Center in Liberia. *Photo Credit The Coca-Cola Company*

To date, TCCAF has made investments and collaborated with more than 140 partners to reach 2 million people with sustainable, safe water access across 37 of Africa's 55 countries.

# The Coca-Cola Company

Water Stewardship: Protecting Our Most Precious Resource



**PICTURE TOP:** A young man enjoys safe drinking water from a fountain installed at his school near Lake Victoria in Kenya. *Photo Credit The Coca-Cola Company*

## Protecting U.S. Watersheds

In partnership with the U.S. Forest Service, an agency of the U. S. Department of Agriculture, we are taking action to protect our nation's watersheds. This public-private partnership will help restore and protect damaged watersheds on national lands and return water to the National Forest System—which provides drinking water to more than 60 million Americans. To date, we have partnered together on

nine projects in California, New Mexico, Washington, Michigan, Illinois, Colorado, and Georgia.



## PARTNERS

WWF  
RAIN: USAID, Water Sanitation for the Urban Poor, Mvula Trust  
U.S. Watersheds: TNC, National Forest Foundation, BEF

## WEBSITES

[www.coca-colacompany.com/rain](http://www.coca-colacompany.com/rain)  
[www.thecoca-colacompany.com](http://www.thecoca-colacompany.com)  
[www.worldwildlife.org/water/cocacola](http://www.worldwildlife.org/water/cocacola)  
[www.coca-colacompany.com/stories](http://www.coca-colacompany.com/stories)  
[www.coca-colacompany.com/coca-cola-unbottled/how-were-helping-provide-drinking-water-to-more-than-60-million-americans](http://www.coca-colacompany.com/coca-cola-unbottled/how-were-helping-provide-drinking-water-to-more-than-60-million-americans)  
[www.nature.org](http://www.nature.org)  
[www.nationalforests.org](http://www.nationalforests.org)  
[www.b-e-f.org](http://www.b-e-f.org)

The Corporate Council on Africa (CCA) is a non-profit, membership-based organization at the forefront of strengthening and facilitating the commercial relationship between the United States and the African continent. CCA works closely with governments, multilateral groups and businesses to improve Africa's trade and investment climate, and to raise the profile of Africa in the U.S. business community. CCA members represent nearly 85 percent of total U.S. investment in Africa, and are made up of a diverse pool of industries from more than 20 key sectors, including agribusiness, health and infrastructure.

CCA is proud to support the continuing work of its member companies and ICCF partners, The Coca-Cola Company, ExxonMobil, Marathon Oil Company and Walmart, as they strive to reach their respective sustainability and conservation goals in Africa.

Water conservation is a priority for The Coca-Cola Company, which is working with CARE International to provide 1,500 households in the Egyptian governorate of Beni Suef with safe drinking water. The partnership plans to provide 7,500 people in three villages with clean water over the next 18 months.

ExxonMobil aims to avoid contamination of the environment by unloading diesel from supply vessels, moving oil and chemicals from containers and transporting product via pipelines on and offshore,

thereby preventing anything from spilling into the sea or on land.

Walmart's broad environmental objectives include: to create zero waste, to be supplied 100 percent by renewable energy, and to sell products that sustain people and the environment.

CCA provides a number of programs and services that give its members a competitive edge in African agribusiness. According to USAID, agriculture is one of the most effective drivers of growth in the world's poorest countries.

CCA's Agribusiness Working Group provides a forum for members to address policy constraints and work to link American agribusiness to African trade and investment opportunities. CCA also promotes African agriculture through two USAID-funded programs: the U.S.-Africa Business Center and the Southern Africa Trade Hub.

In addition to aiding the advancement of African agribusiness and conservation efforts of member companies, CCA also offers many other programs in the areas of health, infrastructure, security, power and energy. CCA brings groups together that focus on attracting investors who are willing to responsibly manage the natural resources African economies are so dependent on for their livelihoods, so as African countries develop they are doing it in a way that lays a foundation for long-term growth, rather

than short-term exploitation of resources. This is critical to the stability of those regions, and also creates opportunities for American multinational companies who will be looking for new, stable markets in the future. CCA's network provides exclusive opportunities to corporate leaders who will bring positive change to the investment environment and protect emerging markets from disruptions of supplies and rapid price fluctuations that have severe security and economic consequences.

CCA members believe that Africa's future success depends upon the ability of its entrepreneurs and business people to create and retain wealth through private enterprise—including natural resource wealth. CCA's many programs and services are designed to bring together potential business partners and raise Africa's investment profile in the U.S. by developing critical contacts and business relationships and providing a forum for the exchange of information and ideas.



**PARTNERS**

The Coca-Cola Company  
ExxonMobil  
Marathon Oil Company  
Walmart

**PROJECT SITES**

The African continent

**WEBSITE**

africacncl.org

# The Corporate Council on Africa

Promoting Trade & Investment  
Between the United States & Africa



**COUNTERCLOCKWISE FROM TOP:** CCA believes that raising agricultural productivity is essential for reducing rural poverty, establishing food security and stimulating broad-based economic growth. // CCA's grant programs identify Africa's strategic value chains with the greatest opportunities for American business investment. // Agribusiness programs at CCA foster intra-regional trade and food security in the Southern African development community.

# Earth Conservation Corps

Empowering our endangered youth to reclaim the Anacostia River, their communities, and their lives.



**CLOCKWISE FROM TOP:** The Earth Conservation Corps Pumphouse on the Anacostia River Today (Top) and a 2005 Youth Campaign Poster in Partnership with the EPA (Right)

An Anacostia River That's Clean  
Doesn't Have to be a Dream

**F**ounded in the George HW Bush White House, the Earth Conservation Corps engages marginalized youth in a transformative year of national service restoring the Anacostia River. Our dedicated volunteers have inspired an entire city to join in their cause. The rebounding river and our Corps members' post-service careers in conservation have demonstrated the power of national service in reclaiming two precious resources—our youth and our environment.

A small but highly dedicated staff provides these motivated volunteers with the leadership skills to engage thousands of school children and adults in their mission of environmental restoration. After 20 years, the Corps has proven that they can guide youth in restoring the river while gaining invaluable skills in natural sciences to put them on a productive post-service path in conservation.

Following are some of the current initiatives of the Earth Conservation Corps:

- **Raptor Research:** Despite the Anacostia River's pollution problems, water quality has improved enough to support a growing population of birds of prey. Under strict federal and state permits, the Earth Conservation Corps conducts educational programs with non-releasable birds of prey to teach Corps members, school children, and volunteers about pollution, adaptations, habitats, and food chains.
- **Youth Journalism:** A stunning snapshot of life in Anacostia is the fact that 23 Corps members have been murdered since 1992.



**PICTURE TOP:** Robert West, Curator of Birds, at the 2008 Inauguration of President Barack Obama

The pain of the devastating loss was deepened by the realization that the murders of their comrades did not even rate a mention on the news. Demanding that their stories be told, these positive youth took matters into their own hands. With cameras donated by National Geographic, they documented their national service work and shined a light on the city's problems that they are working to solve.

Their work has been featured on 60 Minutes, Now with Bill Moyers, and other national news programs.

- **River Restoration:** We are expanding the wetlands along the Anacostia River—an effort that will directly improve water quality for the river and provide valuable educational opportunities for local school groups. Our urban treeplanting program, in partnership with the US Forest Service, the District Department of Transportation, and Casey Trees, is providing valuable work skills to our tree crew as they work to plant trees in Wards 6, 7, and 8.

The Earth Conservation Corps is thrilled to be working with ICCF's International Conservation Corps

to bring our model of youth engagement to other countries while also providing our inspiring young people in DC with further career pathways in conservation abroad.



#### PARTNERS

The United States Department of the Interior  
 The Environmental Protection Agency  
 The National Park Service  
 The National Wildlife Federation  
 The National Fish and Wildlife Foundation  
 The DC Metropolitan Police Department  
 The DC Department of Youth Rehabilitation Services  
 The DC Mayor's Office  
 The Smithsonian Institution  
 H.O.P.E.-Humanitarian Operations  
 Protecting Elephants  
 The Pearl Coalition  
 District Department of Transportation (DDOT)  
 District Department of the Environment (DDOE)  
 U.S. Forest Service  
 Casey Trees  
 Wings Over America  
 ICCF  
 ServeDC  
 AmeriCorps  
 The Corps Network  
 Maya Angelou Schools  
 DC City Council  
 and many others

#### WEBSITE

[earthconservationcorps.org](http://earthconservationcorps.org)

Equatorial Guinea's small (780 square miles) but spectacular Bioko Island is an African biodiversity hotspot, with seven species of rare monkeys living in rainforests that cloak its three volcanic peaks, and four species of sea turtles nesting on its undisturbed black-sand beaches. The island's tropical climate (4° N of the Equator), high rainfall (>35 feet/year) and high elevations (>10,000 feet above sea level) create a network of deep mountain valleys with fast-flowing rivers, supporting a variety of habitats. Located just 20 miles off the Gulf of Guinea Coast, Bioko is home to a number of endemic species, including the critically endangered Pennant's red colobus monkey, and serves as a refuge to many species threatened on mainland Africa.

Bioko Island is also home to Equatorial Guinea's capital city, Malabo, and the focus of rapid population growth and extensive modernization. As the population increases, land is cleared, roads are built and threats to the island's biodiversity expand. The most pressing threats include:

- a taste for bushmeat in the capital city that supports illegal hunting of the Island's monkeys, a commercial activity that threatens the native red colobus monkey with extinction;
- road-building, although an essential part of infrastructure development, threatens the last habitat of two critically endangered amphibians and Bioko Island's other endemic mammal, a tiny mouse shrew restricted to high mountain grassland; and

- expanding agriculture in the southern highlands that is converting scarce high-elevation habitat into farmland to supply vegetables to the capital, threatening species limited to these areas, like Preuss's monkey.



**PICTURE TOP:** Fea's chameleon, a large colorful chameleon endemic to Bioko Island, is an example of the unique wildlife that fascinates visitors and is dependent on the continued existence of the unspoiled forests of the Island. *Photo by Gail Hearn*

Removal of species like these threatens the balance of the entire ecosystem, which could drastically reduce its ability to recover from damage and maintain the sustainable flow of natural capital to local communities. This highlights the need for local awareness and capacity-building to enforce protection.

The Bioko Biodiversity Protection Program (BBPP), an academic partnership between the National University of Equatorial Guinea and Drexel University, was established in 1998 with the mandate to protect Bioko's unique biodiversity with sustainable projects in education, research and conservation that emphasize the economic value of wildlife and natural ecosystems.

ExxonMobil, as a leading energy-producer in Equatorial Guinea, has collaborated with BBPP since 2002, providing long-term support that is essential for tracking trends and providing meaningful information for governmental action. For example, funding has allowed a National University-based market census-taker to record all wild animals brought to the Malabo bushmeat market for sale, including more than 40,000 monkeys – a number that is unsustainable and illegal. The government of Equatorial Guinea responded to this information by issuing a decree in 2007 that specifically forbids the hunting and selling of monkeys. This decree brought only temporary relief, and the government again intervened with advisories from the Ministry of the Interior in 2012.

As the only biodiversity-conservation organization operating on Bioko Island, BBPP has established Equatorial Guinea's lone field-research station in the highland village of Moka. The Moka Wildlife Center serves as a base for several self-sustaining activities that generate income for the local population, such as:

- an annual, three-week research expedition to conduct a census of monkeys in the remote Gran Caldera de Luba, involving more than 70 scientists, university students, paying volunteers and local workers;
- a biodiversity-conservation-themed Drexel Study Abroad Program on Bioko Island that allows 16 American students to study with National University

# ExxonMobil

Conservation Driven by  
Science, Smarter Development,  
Improved Livelihoods



**PICTURE TOP:** Local workers returning to the southern beaches after taking supplies to the expedition camp in the Gran Caldera de Luba volcanic crater. The annual BBPP Expedition provides more than 40 local residents with employment and the opportunity to interact with international visitors. *Photo Credit Caroline Laine.*

counterparts and engages local workers as guides, camp managers and transport specialists; and

- a crafts project based in the village of Ureca, where local women produce baskets, fish traps and jewelry sold at the Moka Wildlife Center.

The government of Equatorial Guinea has identified tourism as a major focus of future national development. BBPP's

successful record of leveraging wildlife to increase local job creation is paving the way for future ecotourist visits to Bioko Island. The experiences that already bring undergraduates to the study-abroad program and volunteers to the research expedition can be replicated in the tourism industry, bringing new urgency to protecting Bioko Island wildlife for future generations.



## ExxonMobil

### PARTNERS

BBPP  
Drexel University  
National University of Equatorial  
Guinea

### WEBSITE

[exxonmobil.com/citizenship](http://exxonmobil.com/citizenship)

**F**rom the high Andes to lowland rainforests in Madre de Dios, Manu National Park in Peru offers an immense variety of habitats, species, landscapes and people. It is located in the Southeastern area of the Peruvian Andes and the Amazon, and covers more than 17,000 square kilometers. Established to protect one of the most biodiverse zones in the world, with ecosystems ranging from 4000 meters above sea

FZS's broader efforts are focused on landscape conservation in partnership with the Peruvian government.

level down through the cloud forests to the Amazon lowland rainforests 200 meters above sea level, it is the third biggest natural protected area in Peru. The park is home to the world's highest diversity of amphibians and reptiles as well as 15% of the world's butterflies and 10% of the world's birds. It is also home to people including colonists in the highlands, indigenous communities, and even tribes living in voluntary isolation. The Park was created by the Peruvian government in 1973, recognized by UNESCO as a Biosphere Reserve in 1977, and became a World Heritage Site in 1987.

The Frankfurt Zoological Society (FZS) has been active in this spectacular area since the Park

was created, with projects that include a conservation program for the endangered giant otter that encompasses monitoring and research along with an education program of festivals, excursions, and formal and informal education in schools.



**PICTURE TOP:** Matsigenka hunters from the Tayakome community inside Manu National Park. *Photo Credit Rob Williams/ FZS*

FZS's broader efforts are focused on landscape conservation in partnership with the Peruvian government.

### PROBOSQUE MANU

In spite of efforts to safeguard this megadiverse area, anthropogenic activities in the region such as cattle overgrazing, uncontrolled fires, intense logging and mining continue to jeopardize the forest. Better cooperation among local communities and private and public institutions is essential to achieve strict protection of core zones, participatory land use planning around indigenous settlements, and sustainable resources use in buffer zones.

To address these needs, FZS and SERNANP, the Peruvian authority for protected areas,

are implementing "ProBosque Manu" a project supported by the International Climate Initiative (ICI) from the German Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB). ProBosque Manu is a multi-year effort that aims to reduce forest and biodiversity loss through community participation, forest protection and sustainable use of the natural resources inside the Manu Biosphere Reserve. The project will not only contribute to the conservation of the area and its wildlife, but also benefit a wide range of stakeholders including Matsigenka indigenous communities, coffee farming colonists, communities from the Buffer Zone, and Manu National Park management.



**FRANKFURT  
ZOOLOGICAL  
SOCIETY**  
GRZIMEK'S HELP FOR THREATENED WILDLIFE

### PARTNERS

SERNANP, the Peruvian authority for protected areas  
German Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB)

### WEBSITE

[www.fzs.org](http://www.fzs.org)

# Frankfurt Zoological Society

Forest Protection and Natural  
Resource Management  
in the Manu Biosphere Reserve



**CLOCKWISE FROM TOP:** Overflight of the Manu Biosphere Reserve. *Photo Credit Rob Williams/FZS* // FZS meeting with indigenous communities. *Photo Credit Ingrid Chalan/FZS* // Giant Otter in the Manu Biosphere Reserve. *Photo Credit Rob Williams/FZS*

**F**riends of Conservation (FOC) programs foster environmental stewardship and work to ensure that local communities continue to benefit from their natural heritage. In the 1980's FOC led the way in Kenya for NGOs in community conservation, and engaged the Maasai in programs formally enlisting their participation in planning, decision making, and the implementation of actions and policies relating to natural resource management. Programs are designed to build together with the Maasai their capacity to sustainably steward their natural heritage as their pastoral traditions have evolved to a sedentary way of life. FOC did this long before the concept of "capacity building" existed.

**Protecting the future with education today**

For more than 25 years, FOC Conservation Clubs have brought environmental education and related hands-on activities to Maasai students in schools across the Mara.

Over the past decade, FOC "Rhino Watch" field trips have taken thousands of Maasai children into the world-renowned Masai Mara National Reserve to learn about their rich natural heritage. They see the FOC Bus pay to enter the Reserve, and learn that tourists pay as well, creating income for their communities. They learn that protected wildlife and habitat bring tourists, and that sustainable tourism creates real economic and social benefits for their communities.

FOC also sponsored 42 students and teachers to participate in Wildlife Direct's "Hands Off Our Elephant" campaign championed by Kenya's First Lady Margaret Kenyatta.

**Protecting the cultural heritage, the environment and the wildlife**

In 2013 and 2014, the FOC team, including Projects Officers assisted by the 13 Community Scouts, planned and conducted: 31 Human-Wildlife Conflicts Mitigation meetings with 3265

Friends of Conservation programs foster environmental stewardship and work to ensure that local communities continue to benefit from their natural heritage.

participants; 9 Youth meetings for 547 young Maasai; 29 habitat protection meetings with 2734 participants; and 40 anti-poaching awareness meetings attended by 4392 people. In addition 251 community meetings were held, providing forums for 3968 attendees on sustainable resource use, wildlife monitoring, enterprise development training, and improved security for local people, wildlife and tourism. It was stressed during the meetings the importance of increased rhino and elephant antipoaching efforts to both the Mara and the Maasai.

FOC Community Scouts reported 74 poaching incidents that led to 35 arrests, 23 of which have successfully been prosecuted. In addition their work led to the arrest and successful prosecution of 37 people for illegal logging.

FOC has long recognized that awareness, the prevention of poaching, and sustainable tourism offer the best hope for the Maasai to preserve their natural resources and ensure that local communities continue to benefit from the amazing biodiversity that is their natural heritage. FOC fosters this philosophy in schools and villages across the Mara.



**PARTNERS**

Aid to Africa  
Elephant Partners  
Kenya Wildlife Service  
Narok-TransMara County Council  
Wildlife Direct

**PROJECT SITES**

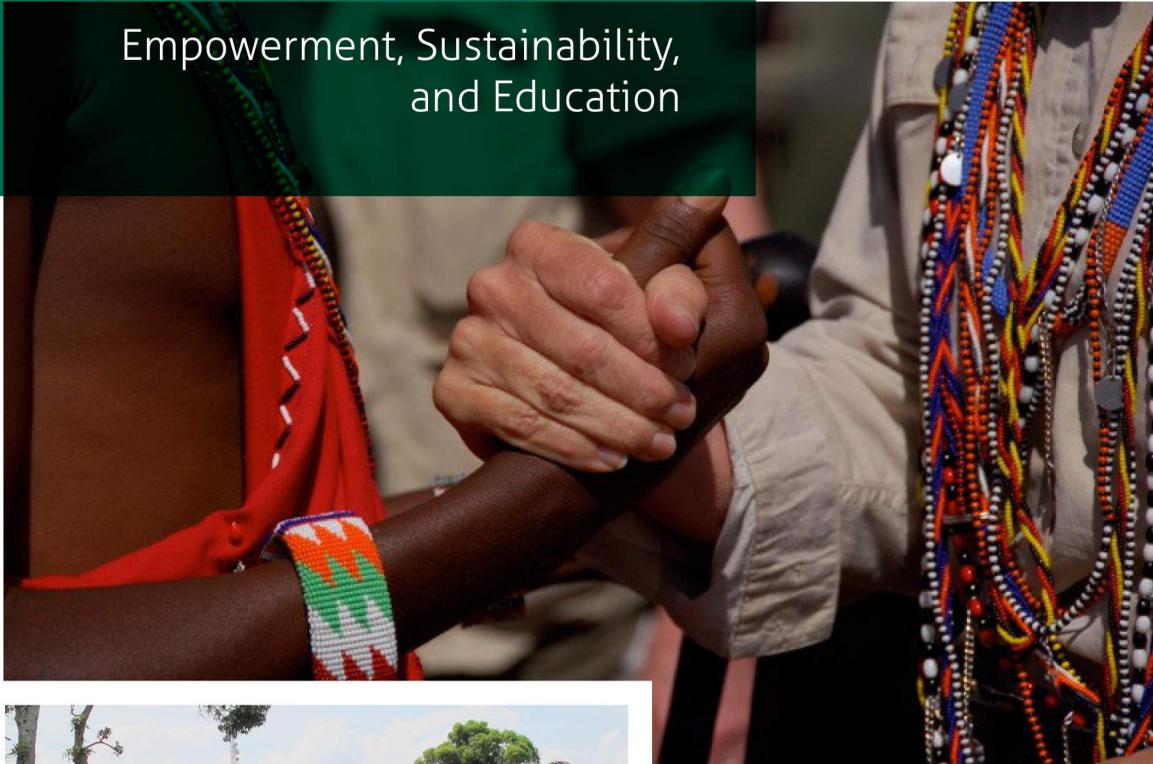
Kenya, Greater Masai Mara Ecosystem

**WEBSITE**

[www.friendsofconservation.org/](http://www.friendsofconservation.org/)

# Friends of Conservation

Empowerment, Sustainability,  
and Education



**CLOCKWISE FROM TOP:** FOC President Reute Butler and Enkereri Chief Ben Ramet join hands in friendship. // FOC Team leading a tree reforestation exercise at Enkereri Village. // Young girls learning a traditional Masai wildlife celebration dance.

# Global Alliance for Clean Cookstoves

Market-based development solution  
creates environmental co-benefits



**CLOCKWISE FROM TOP LEFT:** Making tortillas - Honduras. *Photo Credit StoveTeam International* // Cookstoves for sale in a Kumasi market - Ghana. *Photo Credit Global Alliance for Clean Cookstoves* // Women carrying wood by the Sangu River-Bangladesh. *Photo Credit Andrew Newey*

The Global Alliance for Clean Cookstoves is a public-private partnership working to save lives, improve livelihoods, empower women, and protect the environment by creating a thriving global market for clean and efficient household cooking solutions. The Alliance's 100 by '20 goal calls for 100 million households to adopt clean and efficient cookstoves and fuels by 2020. In partnership with public, private and non-profit partners, we are working to overcome the market barriers that currently impede the production, distribution, and adoption of clean cookstoves and fuels.

Nearly three billion people around the world burn wood, charcoal, animal dung, or coal in open fires or inefficient stoves for daily cooking and heating. This reliance on solid fuels leads to environmental and conservation challenges including deforestation, air pollution, and climate change. Yet many of today's more efficient cookstoves can reduce fuel use by 30-60%, resulting in fewer greenhouse gas and black carbon emissions and reducing impacts on forests, habitats, and biodiversity. In addition to promoting cleaner cookstoves, the Alliance is working to optimize the use of currently accessible biomass fuels through fuel processing into pellets or briquettes to increase cleanliness and efficiency, as well as evaluating the environmental, social, and economic impacts across multiple fuel supply chains.

The Alliance has identified a market-based approach as the most sustainable way to achieve universal adoption of clean cooking solutions and realize these environmental and conservation impacts. Our approach is built around a three-pronged strategy to:

- **Enhance demand** by understanding and motivating potential users, ensuring accessibility of cleaner and more efficient technologies, and providing consumer finance;
- **Strengthen supply** by attracting more finance and investment, helping enterprises access carbon finance, enhancing market intelligence, and creating inclusive value-chains and innovative distribution models to reach remote consumers;
- **Foster an enabling environment** by engaging national and local stakeholders, building the evidence base for the benefits of clean cookstoves and fuels, promoting international standards and rigorous testing protocols, and enhancing monitoring and evaluation.

Building upon the Alliance's early momentum since its 2010 launch, this year we transition to Phase 2 (2015-2017) of our efforts where we will further catalyze markets and spur adoption by designing transformational global, national, and community-based public awareness campaigns that underscore

the multifaceted problem and promote sustainable behavior change. We will ensure a steady infusion of capital for innovation, production, distribution, and consumer financing mechanisms that enable greater purchase and adoption of clean cooking solutions by those who need them most. In addition, the Alliance will bolster large-scale research efforts, national and international standards processes, labeling and certification of cookstoves, and enterprise and NGO capacity-building to create a thriving marketplace capable of reaching and engaging the last mile.



#### PARTNERS

Over 1,000 public, private, and nonprofit partners including governments, NGOs, foundations, multinational corporations, small and medium enterprises, investors, and researchers.

#### PROJECT SITES

Worldwide. Eight focus countries including Bangladesh, China, Ghana, Guatemala, India, Kenya, Nigeria, and Uganda.

#### WEBSITE

[www.cleancookstoves.org](http://www.cleancookstoves.org)

The Global Environment Facility (GEF) unites 183 member governments, in partnership with international institutions, nongovernmental organizations and the private sector, to protect and improve the global environment. GEF fulfills its role as a champion of the global environmental commons through grant support for sustainable development projects in biodiversity, energy and transport, international waters, forests and land degradation, persistent organic pollutants, and mercury pollution, among others.

Established in 1991, the GEF is the largest multilateral funder of projects benefiting global environmental commons that benefit us all—from fisheries to forests to productive lands. The GEF has allocated more than \$12.2 billion with impact multiplied by an additional \$56 billion in cofinancing for more than 3,500 projects in 165 developing countries as well as 19,000 smaller-scale projects in its Small Grants Programme.

The United States Government has consistently been a leading GEF contributor, and the participation of other countries, civil society, international institutions and the private sector means that U.S. investment goes a long way. When measured against the total invested in GEF-financed projects, every dollar in U.S. funding leverages about \$52 from other sources.

In biodiversity, the GEF has helped place 10% of the world's land area—nearly four times the size of Alaska—under protection, encompassing some 700 threatened species and 30 billion tons of stored carbon.

The protected area projects supported by GEF, such as the Amazon Region Protected Areas program, are done in close cooperation with local and indigenous peoples with a focus on sustaining livelihoods. GEF projects foster international cooperation, improved natural resource management, and economic growth and stability in volatile regions, from Eastern Europe to equatorial rain forests to international waters. Following are examples of GEF initiatives:

#### **Preventing Species Extinction—Combating the Poaching Crisis**

During the new funding cycle (2014-2018), the GEF will implement a new program of support that will seek to curtail the illegal trade in wildlife and in particular the increased rates of poaching of elephants and rhinos in Africa. The GEF has previously supported the piloting of innovative financing strategies (rhino conservation bonds) which apply payment for performance strategies employed in other development sectors, such as health, at sites where rhino populations are under threat. Also, Conservation Caucuses in countries like Kenya, supported by a past GEF project with ICCF, have become important partners fighting poaching.

#### **Great Green Wall—Fighting Land Degradation in Sub-Saharan Africa**

The Great Green Wall Initiative (GGWI) engages the GEF and allied organizations with twelve African countries from the Atlantic to the Red Sea to fight land degradation and desertification. More than a tree-planting program, GGWI involves a range of land-use strategies

developed by participating countries in the Sahel and Sahara regions to address the loss of productivity from poor land use practices such as overgrazing and over-reliance on fuel wood. The collective determination of participating countries delivers a scaled-up effort that will bring greater food security and improved livelihoods while protecting the environment and promoting stability.

#### **Marine Resources—Protecting High-Seas Fisheries**

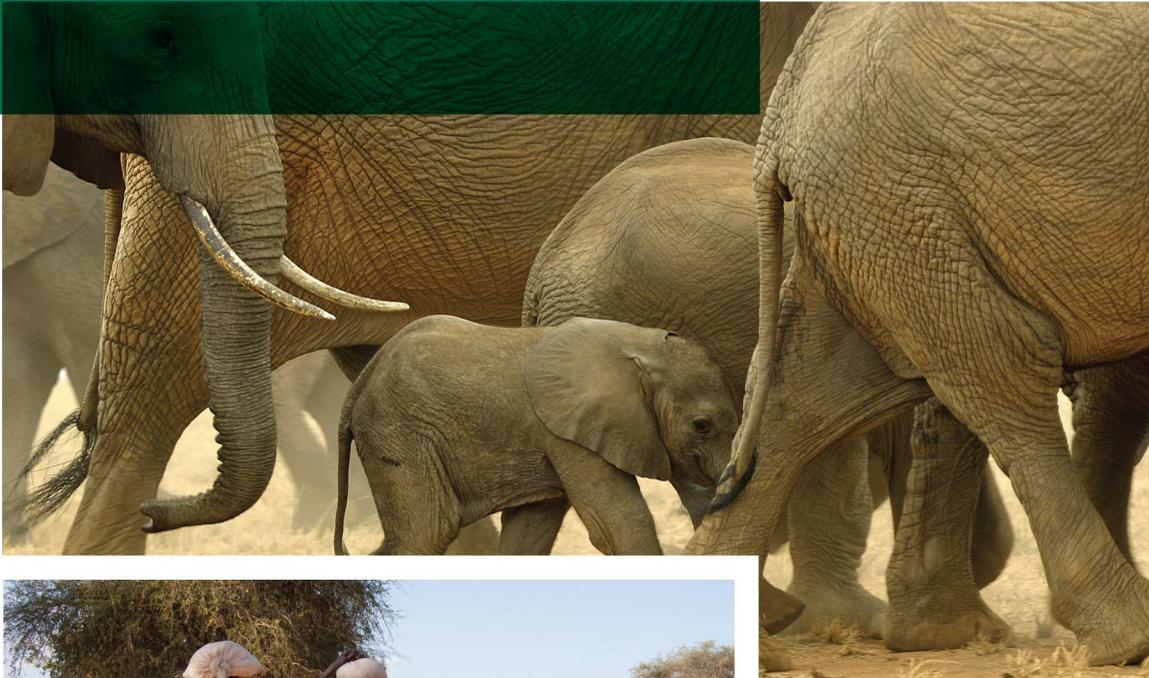
Addressing the depletion of tuna and other high-seas resources, the program unites the GEF and international partners with the U.S. National Oceanic and Atmospheric Administration, Bumble Bee Foods, Conservation International, World Wildlife Fund and the International Seafood Sustainability Foundation. This global initiative is the largest campaign of its kind, protecting waters responsible for 10 percent of the global catch. The program, Global Sustainable Management and Biodiversity Conservation in Areas Beyond National Jurisdiction, aims to protect migratory species such as tuna, alone worth more than \$10 billion annually.



**WEBSITE**  
[www.TheGEF.org](http://www.TheGEF.org)

# Global Environment Facility

Champion of the Global Commons



**CLOCKWISE FROM TOP:** Based on current poaching rates, African elephants could be extinct in the wild in the next two decades. Responding to this crisis is a high priority for the GEF. // The GEF has supported programs for the sustainable management of over half of the world's tuna. // Women in Sub-Saharan Africa provide 60-80% of labor for food production. The GEF is working to help them through improving agricultural output and sustainability.

**G**orongosa National Park, in Mozambique, was officially established in 1960. It is one of the most biodiverse protected areas on the planet.

During the period after independence, there was a significant loss of many of Gorongosa's large animal populations.

Gorongosa National Park, in Mozambique, was officially established in 1960. It is one of the most biodiverse protected areas on the planet.

The first efforts to restore the Park occurred in the late 1990s, but it wasn't until 2008 with the signing of a 20-year long-term agreement for the joint management of the Park by the Mozambican Government and the "Gorongosa Restoration Project" that it was possible to effectively restart the rehabilitation of the Park, to restore its ecosystem, to support the local communities in their socio-economic development and to create a sustainable tourism destination.

**The results are remarkable; highlights include:**

- The establishment of a monitoring force with over 120 rangers prepared and equipped to protect the Park and its resources;
- Reintroduction of different animal species and steady growth of some of its populations;

- Creation of a sanctuary to host the new animals reintroduced to the park, enabling their monitoring and integration into their new habitat;
- Restoration of Gorongosa as a safari tourism destination in Mozambique, by building new accommodations and establishing new activities such as organized game drives with a professional guide;
- Construction and rehabilitation of schools and clinics, providing health and education services to the surrounding communities;
- Building a Community Education Center for training and environmental education;
- Inclusion of Mount Gorongosa as part of the National Park; establishment of a tree planting program on the mountain where tree nurseries were constructed and thousands of indigenous trees were planted; and assistance given to communities with agricultural production in specified areas;
- Development of biodiversity research programs, including new species identification and monitoring of ecosystems and wildlife populations;
- Construction of a Biodiversity Laboratory ("E.O. Wilson Lab") for scientific research and training;
- Creation of over 500 jobs and professional training, including secondary and postsecondary education programs;
- Creation of an experienced management team for the Park including Mozambican managers and technicians.

These achievements were only possible thanks to financial support of 6 million USD per year from several entities, with notable contributions from the Carr Foundation and USAID, and other partner organizations.



**PARTNERS**

*Governmental Entities:*

- U.S. Agency for International Development
- Mozambican Government
- United States Government
- Portuguese Government
- Irish Government
- Global Environment Facility, via United Nations Development Programme

*Scientific Partners:*

- Mozambique: Universidade Católica da Beira, Universidade Eduardo Mondlane, Universidade Pedagógica, Universidade Lúrio, Museu de História Natural
- Portugal: Universidade de Coimbra
- U.S.: Harvard University, Princeton University, Chicago Field Museum of Natural History, Museum of Idaho, Mount Sinai School of Medicine
- South Africa: Kruger National Park

*Business Partners:*

- Grupo Visabeira, tourism operator of Girassol Gorongosa Lodge & Safari

*Donors:*

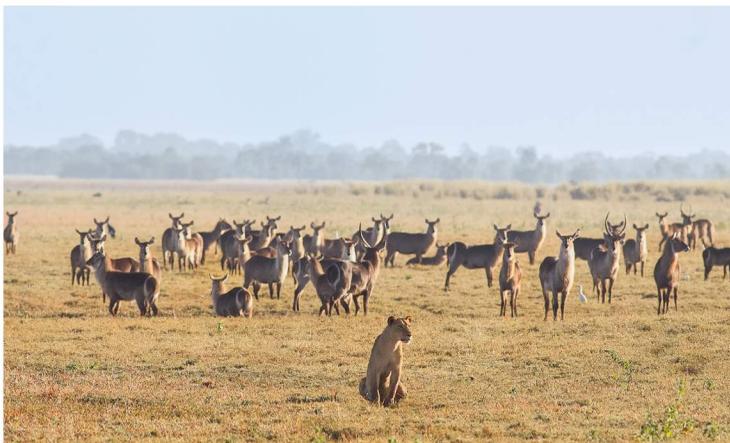
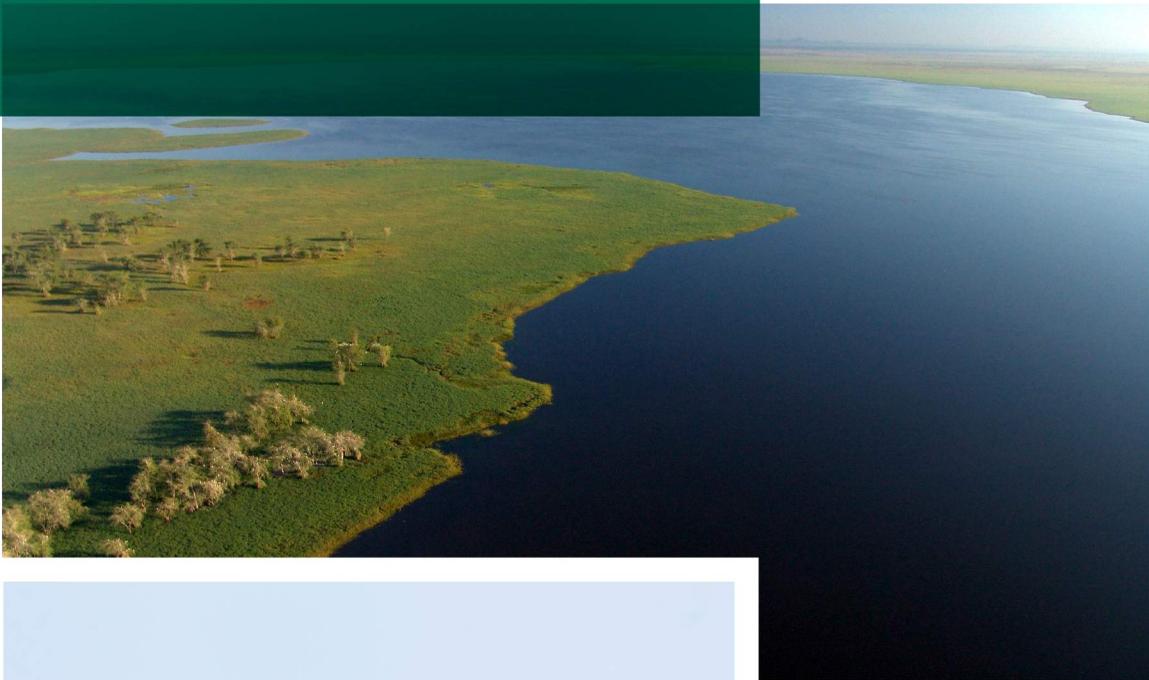
- Carr Foundation
- Corporation Sonae, Portugal
- Zoo Boise Conservation Fund
- Gorongosa Business Club: BCI, CDM, Grupo Entrepasto, Grupo Soico, InterRent, Socimpex, Tecnel Service, Tovisi

**WEBSITE**

<http://www.gorongosa.org/>

# Gorongosa Restoration Project

Saving Africa's Lost Eden



**CLOCKWISE FROM TOP:** Lake Urema with Gorongosa Mountain in the far distance on the horizon. Gorongosa National Park used to host one of the greatest concentrations of animals in the world. Once all-out war engulfed the country in 1981, the park rapidly became yet another victim of the lawlessness and almost all the animals were destroyed by the two armies. Now the Carr Foundation has committed itself to a 30 year plan to rehabilitate the park, including the nearby Gorongosa Mountain, where the park gets its abundant water. *Photo Credit Jeffrey Barbee/jeffbarbee.com // Photo Credit Gorongosa National Park // Photo Credit Michael Dos Santos*

# International Paper

Polish Biomass Plantation Protects the Environment and Enhances Economic Development



**CLOCKWISE FROM TOP:** A bird's eye view of the plantation with the objective of planting 10,000 hectares of poplar to produce 300,000 cubic meters of woody biomass. // An on-the-ground view of International Paper's plantation project in Pomerania, Poland which produces renewable biomass for our mill at Kwidzyn, provides a valuable boost for the local farming community and helps Poland deliver on its renewable energy targets. // A winter view of the poplar plantation project where International Paper and GreenWood Resources work with local farmers, leasing land from them for an energy tree farm. *Photo Credit for all photos International Paper*

International Paper and GreenWood Resources are cultivating one of Europe's largest biomass plantations in Pomerania, northern Poland. GreenWood Resources manages the project in cooperation with local farmers, who lease land to produce the energy tree farm, and International Paper acts as the long-term buyer of this renewable energy resource for its manufacturing facility at Kwidzyn, Poland.

International Paper has a long tradition of generating green jobs using renewable resources, and this poplar plantation is consistent with IP's legacy of responsible and sustainable use of natural resources.

International Paper has a long tradition of generating green jobs using renewable resources, and this poplar plantation is consistent with IP's legacy of responsible and sustainable use of natural resources. The poplar trees used in the plantation are a hybrid, not genetically modified plants. They are fast growing and can be cultivated in rotation with traditional crops, and even have the ability to grow on marginal or degraded land. Poplar plantations can be mechanically harvested after 3



**PICTURE TOP:** International Paper brought a poplar plantation exhibition to the European Parliament in Brussels to highlight the project and its contributions to the green economy. *Photo Credit International Paper*

or 4 years to provide a local and sustainable source of energy from woody biomass. Since trees are grown near factories where the biomass is used for energy, the carbon footprint from transportation is minimized and efficient modern boilers are used to maximize energy output. This will make it possible to replace some of the coal-based energy used in manufacturing pulp and paper in International Paper's Kwidzyn mill. The goal is to plant 10,000 hectares of poplar to produce 300,000 cubic meters of woody biomass annually, providing International Paper

This plantation project also helps Poland deliver on its renewable energy targets while offering a valuable economic boost to the local farming community.

with a more sustainable and diverse fuel basket in Poland. Several thousand hectares of hybrid poplars have already been planted, and the first harvest is expected this year.

The project was initiated because current supplies of biomass in Poland are insufficient or too expensive to support the increasing consumer demand due to European Union (EU) energy policy targets, and currently Polish law limits the amount of forest fiber that can be used for bio-energy. A new source of sustainable biomass was needed in Poland to ensure a stable supply at a reasonable cost and help Poland deliver on its EU renewable energy targets while simultaneously enabling industry to reduce its use of fossil fuels. This closed loop, locally sourced biomass plantation is an ideal solution – it improves the company's manufacturing footprint, makes solid economic sense and enables IP to secure greater quantities of renewable, affordable raw materials. This plantation project also helps Poland deliver on its renewable energy targets while offering a valuable economic boost to the local farming community, which can now consider alternative crop options.



**INTERNATIONAL  PAPER**

**WEBSITE**

[www.ipsustainability.com](http://www.ipsustainability.com)

The Mars Symbioscience team has been working since 2007 to develop alternate livelihood systems that will help island people restore their coral reef infrastructure, ensure long-term food security, and establish new businesses to produce ornamental fish, including captive bred seahorses for the international market.

The project is an ongoing program of Mars with the goal of reestablishing the coral reef infrastructure and fish populations which underpin long term food security and economic opportunities for the island community. The project serves as an example for other island communities to rehabilitate their coral reef infrastructure.

The site, twenty kilometers from Makassar, South Sulawesi, home to a Mars cocoa-processing factory, lies off the island of Pulau Badi in Southern Indonesia, at the heart of the Coral Triangle. The original coral reef has been largely destroyed by previous destructive fishing practices, causing a severe shortage of fish as well as erosion of the island itself.

Mars Sustainable Solutions (part of Mars, Incorporated) developed this project in collaboration with the island community to help meet the long-term food security needs of the people of Pulau Badi and provide income opportunities, allowing them to catch fish for lucrative local and international markets.

The rehabilitated area so far completed covers an area of about 7000 square meters with more than 4000 square meters of new coral structures and more than 70,000 individual coral colonies. We plan to double this area in 2015 as well as establish nursery systems to support scale up to other islands commencing in 2016.

“It is so gratifying to see the progress we’ve made together – already the coral reef has significantly increased food resources for the people of Pulau Badi and I can see a much brighter future now if the people can protect and manage their new reef sustainably for generations to come.”

Noel Janetski, Mars, Incorporated Associate, leading the Mars Symbioscience marine sustainability team in Indonesia

As the coral reef habitat is being repaired, many native fish and other marine species are returning. The coral reef is essential to the entire marine ecosystem and a breeding ground for many marine species, becoming the center for natural production of fish.

While the reef rehabilitation project focuses on rebuilding the ecological foundation of food security for the island, it also trains the people to take care of the reef and the sustainable

ecosystem. The system is designed to be built largely by the island people themselves with help from expert divers and provides additional income as Mars pays them to continue the development and maintenance of the project.

Mars is working with the Government to establish the legal and administrative frameworks for ongoing management of the rehabilitated infrastructure and other island resources and services to establish a long term sustainable resources management system.

In addition to this project, the Mars team has developed independent, family-owned, small-scale captive breeding systems to significantly increase the income of local fishermen and their families. Three Mars-funded ornamental fish captive breeding businesses currently operate on Pulau Badi, and more are planned. Mars continues to be involved with the people of Pulau Badi and local government to ensure this work is successful and believes in the potential to transfer the technology to neighboring islands and other areas of the world.



**MARS**

WEBSITE  
[www.mars.com](http://www.mars.com)

# Mars, Incorporated

Mars Implements Coral Reef  
Rehabilitation Project & Launches  
New Marine Protected Area



Mars Associates help complete one  
of the world's largest coral reef  
rehabilitation projects



**CLOCKWISE FROM TOP:** Clownfish swimming through newly rehabilitated coral. Volunteers planting spiders to rehabilitate the coral reef population. // Mars Associates help complete one of the world's largest coral reef rehabilitation projects. *Photo Credit Mars, Incorporated*



# National Geographic

National Geographic Pristine Seas: The Impact of Conservation-Oriented Exploration



**CLOCKWISE FROM TOP:** National Geographic Explorer-in-Residence and Expedition Leader Enric Sala observes a soft coral in New Caledonia. // Enric Sala observes a clownfish in New Caledonia // Enric Sala during a Pristine Seas expedition in Franz Josef Land. All Photo Credits Manu San Felix/National Geographic

**N**ational Geographic nurtures and empowers the world's most innovative scientists, explorers, and storytellers to address the planet's mysteries and challenges. National Geographic's Pristine Seas—a project to explore, survey, and help protect the last wild places in the ocean—brings together our explorers with local communities, organizations, and governments to find ways to balance critical marine conservation issues with development needs.

National Geographic's Pristine Seas—a project to explore, survey, and help protect the last wild places in the ocean—brings together our explorers with local communities, organizations, and governments ...

#### **Pristine Seas**

Led by National Geographic Explorer-in-Residence Dr. Enric Sala, National Geographic's Pristine Seas project has inspired the creation of five no-take marine reserves. By working with partner organizations, local communities, and governments, Pristine Seas has contributed to the protection of more than 1.4 million square kilometers of the ocean.

On September 25, 2014, President Obama expanded the Pacific Remote Islands Marine National Monument by over 1 million square kilometers, nearly three



**PICTURE TOP:** Photo Credit Enric Sala/  
National Geographic All Images are  
from National Geographic Pristine Seas.  
pristine-seas.org.

times the size of California – creating the world's largest marine reserve. The research findings from a Pristine Seas expedition to the region nearly 10 years ago were instrumental in the initial creation of the monument in 2009, and its recent expansion by President Obama.

Not far away, the Kiribati government declared a 12-nautical-mile fishing exclusion zone around each of the Southern Line Islands. The Pristine Seas team has led an effort to create a marine reserve around the islands since their research expedition there in 2009.

Most recently, President Ali Bongo of Gabon declared almost a quarter of its exclusive economic zone (EEZ) off-limits to commercial fishing, creating a first-of-its-kind network of marine protected areas in the region, which is home to threatened

species including humpback whales. The area covers 46,000 square kilometers of the ocean and will help to protect Gabon's outstanding marine life.

Marine reserves are effective tools for protecting biodiversity locally, and can provide economic benefits to communities. Increased tourism and regeneration of fish populations can be beneficial to the fishing community and local economies. The added value of a marine reserve to a local community can make up for the initial cost of the reserve in as little as five years.

Dr. Sala and the Pristine Seas team have developed a framework that communities and governments can use to estimate the value of a marine reserve in an area. Dr. Sala works with the World Economic Forum's group of Young Global Leaders to create a business model for privately funded and managed marine reserves that could create jobs and prove profitable for local economies.



#### **PARTNERS**

Blancpain  
Davidoff Cool Water  
The Leona M. and Harry B. Helmsley  
Charitable Trust  
Jynwel Foundation  
Lindblad Expeditions/National  
Geographic  
Waitt Foundation

#### **WEBSITE**

pristine-seas.org  
nationalgeographic.org

**B**uilding on the concept of Community-Based Natural Resource Management (CBNRM) pioneered by USAID, The Nature Conservancy's Africa program is improving grazing for the cattle of traditional rural people, improving the health of the land, and promoting wildlife in northern Kenya in partnership with the Northern Rangelands Trust (NRT). NRT equips local communities in Kenya to improve their own lands and livelihoods and demonstrates how conservation can provide tangible benefits for people and wildlife.

Northern Kenya is one of the few places on Earth where large predators, prey, and people largely coexist as they have for centuries. The Nature Conservancy and partners have worked with NRT to develop resilient community conservancies that transform lives, secure peace and conserve the region's natural resources, which are threatened by insecurity, poor grazing management, ivory poaching, human-wildlife conflict, limited access to water, poverty, insufficient communal resource tenure and drought.

This work is the opposite of top-down conservation imposed from outside. Instead, NRT is governed by a Council of Elders, and this transition of traditional authority back into the hands of community members has led to tremendous success: 27 community conservancies spanning more than 7.4 million acres of communal land benefitting wildlife and more than 320,000 people

while generating hundreds of thousands of dollars each year through tourism revenue. With NRT's support, local communities have created over 750 jobs. In 2013, they generated more than \$606,000 in tourism revenue and, since 2006, more than \$1.46 million from cattle sales as part of an integrated livestock-to-markets (LTM) program. The LTM program involves trucking cattle to markets where they bring a better price for farmers; the program has paid 2,000 pastoralists, benefited roughly 14,000 people – and it even makes a profit! Amid these favorable trends, ivory poaching is declining in the NRT region and many signature species like giraffe and zebra are visibly recovering.

The NRT model is spreading, driven by the diverse livelihood pursuits of individual conservancies and their members, who are mostly marginalized pastoralists. NRT provides support for communities to cooperatively manage their lands, livestock and wildlife, resolve conflicts, and develop ecotourism and other business enterprises. These in turn fund education, increased access to healthcare, conservation, and community improvement projects. One such project is promoting planned grazing across multiple communities to improve rangeland productivity, reduce soil degradation, and maximize carbon sequestration. This project, supported by USAID through the Africa Biodiversity Collaborative Group (ABCG), is working with NRT to change existing nomadic grazing

practices that will ultimately restore the semi-arid grasslands and put valuable carbon back in the soil.

NRT also boosts security for local people. The presence of the armed conservancy wildlife rangers (who are authorized as reserve Kenyan policemen) means that people can sleep more securely within the NRT region, where before they proverbially slept in their shoes – from fear that they would have to run from cross-border raids. The economic, security and wildlife benefits of the NRT model, taken together, have inspired a movement of community conservation across all of Kenya (there are now over 140 conservancies around the country), and proven that conservation can be a positive force for poverty alleviation and conflict resolution. With 23 applications for new conservancies currently pending, NRT's cumulative conservancy footprint has the potential to stretch across millions of additional acres.



**PARTNERS**

Northern Rangelands Trust  
USAID

**WEBSITE**

[www.nature.org/](http://www.nature.org/)

# The Nature Conservancy

Working with People in Kenya to Improve Lives and Save Wildlife



**CLOCKWISE FROM TOP:** Samburu and related communities' herdsmen are benefiting from improved grassland management and cattle marketing on more than 700,000 acres in Northern Kenya. *Photo Credit TNC* // Conservation education in Kenya. *Photo Credit Ami Vitale for The Nature Conservancy* // Ivory poaching in the NRT region has declined because of popular support to the conservancies and the work of more than 75 trained and armed rangers. *Photo Credit TNC*

### Creating Shared Value

At Nestlé, we have a fundamental conviction that for a company like ours to prosper, we must take a long-term view based on common sense values. Everything we do should create shareholder value, and at the same time, our work must create value for society at large because that is what ensures the long-term sustainability of a company. We believe that for long-term business success, we need sustainable communities in which to operate—employees, families and communities, suppliers, distributors. We call this Creating Shared Value.

We employ more than 333,000 people and have operations in almost every country in the world, and we recognize that this global and local reach in which we take pride brings both opportunities and responsibilities: to do business in compliance with national laws, international standards and our own Nestlé Corporate Business Principles; and in ways that help protect the environment for future generations. Our commitments to compliance and sustainability form the foundations on which we build our actions in Creating Shared Value.

### Training and development of farmers

We depend on millions of farmers who grow the raw materials that go into our products. So, their wellbeing, closely linked to rural development, is at the very heart of our company and is one of our three Creating Shared Value focus areas, along with nutrition and water. Nestlé's approach

to rural development aims to ensure thriving farmers and communities while respecting natural capital. We work at both a farm and community level to improve yields, safeguard incomes and make a difference to people's quality of life.

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Nestlé trained over 300,000 farmers in 2013 through its capacity-building programmes.

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Our approach includes purchasing directly from more than 680,000 farmers. In addition, we work in capacity building and provision of training to farmers in order to encourage sustainable production as well as protect the supply and quality of our raw materials. This engagement—focused mainly on the efficient use and conservation of water, land conservation, access to clean water for farming communities, improving the status of women in rural communities and improving education—leads to greater yields of higher quality and more varied crops for Nestlé, and increased income and higher standards of living for the farmers from whom we source.

We depend on increasingly constrained natural resources, so we're helping protect the environment now and for future generations—improving environmental efficiency in our

own operations, involving our partners to continuously optimize the environmental performance of our products along the value chain, as well as engaging with our employees to train and share best practices.

### Our long-term vision

Our ambition is to produce tasty and nutritious food and beverages that also have the best environmental impact, so we strive to continuously improve our operational efficiency and environmental performance over the long term. We're determined to provide leadership within our own sphere of influence; and for the resulting environmental benefits to become an additional reason for people to prefer our products.



**Nestlé**

Good Food, Good Life

#### PARTNERS

4C Association  
 Conservation International  
 Danish Institute for Human Rights  
 Fair Labor Association  
 Fairtrade  
 The Forest Trust (TFT)  
 International Cocoa Initiative  
 Rainforest Alliance  
 Roundtable on Sustainable Palm Oil  
 UTZ  
 World Cocoa Foundation

*Nestlé works in collaboration with many more partners in its other projects and domains.*

#### PROJECT SITES

Worldwide

#### WEBSITE

nestle.com

# Nestlé

Creating Shared Value:  
It's About People



**TOP:** Oura Frédéric Kouadio, agronomist at the R&D Centre in Abidjan, left, is explaining the benefits of sustainability and better working practices. *Photo Credit Nana Kofi Acquah/Nestlé* // **RIGHT:** Dr. Maria Mubarak, left, a dairy manager, with Mrs. Naseem, a livestock worker at a village milk collection point in Pakistan.

# Ol Jogi

The Ol Jogi Conservation Model -  
Sustainable Wildlife Conservation  
that Benefits the People



**COUNTERCLOCKWISE FROM TOP:** Portrait of a Maasai warrior; the Maasai are an integral part of Ol Jogi and its surroundings. © *Ol Jogi Archives* // Students from a local school posing in front of the Ol Jogi habituated Elephants. This forms part of the conservation education program that hosts over 7,000 students a year. © *K. Kuria , GM Ol Jogi Ltd*

Population and consumption trends have put the environment and the services they provide to people in a precarious position. The Ol Jogi conservation model is paramount to the survival of thousands of wild animals as well as the economic opportunities enjoyed by the local community.

**O**l Jogi comprises 58,000 acres of pristine wilderness in Kenya's Laikipia District. Our core focus is "conservation for posterity," and we endeavor to better our management practice in a bid to achieve a "sustainable private-sector conservation model." We host several, globally recognized endangered species of wildlife including: Eastern Black Rhino, Southern White Rhino, Elephant, Grevy's Zebra, African Wild-dogs, Reticulated Giraffe, Cheetah, Lions and the "Laikipia" Hartebeest to name a few.

Ol Jogi plays an important role within a greater conservation landscape. Geographically, we are situated in a wildlife migration route that is timeless, and our management allows for its continuation. Our neighbors include other private sector organizations, many of whose core business is cattle production, but they also host wildlife. In addition, the Maasai play an integral part of this environment, and we nurture our relationship with them as well as all other communities & tribes in the region.

The Ol Jogi model is of international importance because of the breadth and variety of biodiversity we safeguard, preserving a part of Africa in its natural state. By doing this, we strive to retain Kenya's indigenous wildlife for future generations whilst ensuring that our goals complement those of our neighbors as well as local and national government. We employ in excess of 350 people, most of whom reside locally. We also act as a grass bank for community cattle when their resources are depleted and actively assist them

to rehabilitate redundant ground for better productivity within their own lands.

We recognize the importance of education at Ol Jogi and the role that future generations will play in the survival of this environment. We have an extensive education program that hosts in excess of 7,000 Kenyan school children annually. This program is pro bono within our wildlife rescue center and sensitizes children to the importance of wildlife and conservation. Our focus is that wildlife numbers in Kenya are in decline and that we must stop this trend. In addition, wildlife is the predominant driver of the tourism industry in Kenya, and travel and tourism contributed in excess of 13.7% of Kenya's total GDP in 2011. Forecasts indicate a growth of 3.7% annually from 2012 – 2022.



**PICTURE TOP:** A coalition of 3 beautiful lions that have settled in Ol Jogi.  
© J. Gaymer, Ol Jogi Ltd

At Ol Jogi we recognize the importance of partnerships in order to achieve our vision. Within Laikipia we partner closely with county government in order to streamline our objectives. We work alongside the Kenya Wildlife Service to provide the best for the wildlife and the Kenya Police to support local security which is key to our mutual success. Internationally, we work closely with a number of conservation organizations.

We have recently partnered with ICCF whose vision of securing the world's natural wealth for the use of future generations is very much aligned with our own. By working together we are having a positive impact for the wildlife and for the people. Successful models can be replicated and we can face our shared challenges together. It is our mutual prerogative to ensure that our children will one day be able to enjoy that which we have been privileged to witness within our lives.

Growing populations and demand for resources have put the environment in a precarious position. The Ol Jogi conservation model is paramount to the survival of thousands of wild animals as well as the economic opportunities enjoyed by the local community. In addition to the direct economic benefit that they derive from Ol Jogi, we also have an extensive community development program. We provide schools, scholarships and bursaries, local healthcare initiatives, sustainable water management initiatives and more. It should not be forgotten however, that this is only effective whilst we maintain our conservation initiative.



#### **PARTNERS**

Kenya Wildlife Service  
Naibunga

#### **WEBSITE**

[www.oljogi.org](http://www.oljogi.org)

The Oserengoni Wildlife Sanctuary plays a significant role in Kenya's conservation effort by protecting and breeding many endangered species such as Grevy's Zebra, restoring and protecting the natural habitat, and managing human-wildlife conflict to enable both wildlife and communities to prosper. Through work with its various stakeholders in the region, the Sanctuary strives to build a sustainable future for Kenyan wildlife.

Oserengoni Wildlife Sanctuary is located in the central part of the Great Rift Valley, west of the Aberdare ranges and northeast of the Mau escarpment. It borders both Lake Naivasha and Lake Oloidien - the highest lakes along the floor of the Great Rift Valley.

In a world hungry for resources as the human population accelerates from 7 billion to 9 billion by 2050, we urgently need to strike a balance between "People, Planet and Profit" in order to create a sustainable equation for future generations.

The ethos of the Oserian model has always been to farm in harmony with nature but also provide for the needs of people and the wider development of the Kenyan economy and the business itself – this concept of "Conservation through Trade" has seen the likes of the Masai Mara evolve to become global wonders of the world.

With the ever increasing pressures of humanity, we have to "trade more to conserve" if we are to safeguard the precious habitat/home we call mother earth for future generations.

Oserian has, via its trading as a flower farm in the global market, been able to set aside a limited resource in order to conserve significant habitat with the creation and development of the Oserengoni Wildlife Sanctuary.

In order to insure we are able to protect and further enhance the unique habitat that is Oserengoni Wildlife Sanctuary, we need to look towards our neighbouring communities to insure they are sustainable in their farming practices – doing so will create a buffer zone as a result of capacity building in the communities creating positive sentiment towards conservation.

We firmly believe by Oserengoni Wildlife Sanctuary engaging further with her neighbouring communities and providing resources to improve their trading/farming practices, they too will look upon the Sanctuary/conservation in a favorable way and as a result of their increased resources born from enhanced farming practices/trade they too will become champions of conservation and look to support and partner with Oserengoni into the future.

With this in mind we have embarked on a "Farming 4 Conservation" program so as to evaluate/address the current shortcomings in community farm practices, from correcting nutrient imbalance in their soils by conducting detailed soil analysis to addressing genetic shortcomings in livestock by donating animals with enhanced pedigree. Such a program will add real value to our community farmers by providing grassroots farming solutions and will enable them to increase their returns

significantly, which will dilute pressure in the community and create goodwill towards the conservation partner Oserengoni.

In the future in order to protect our "Farming 4 Conservation" community, we believe we will need to generate funds to upgrade our current 45 km sanctuary electric fence in order to stop any traffic of wildlife from the conservancy leading to human-wildlife conflict – as well as to prevent crop/livestock loss in our community; this will also enable us to introduce the required predator force to check the increasing herbivore population and in doing so create a balanced ecosystem into the future.



#### PARTNERS

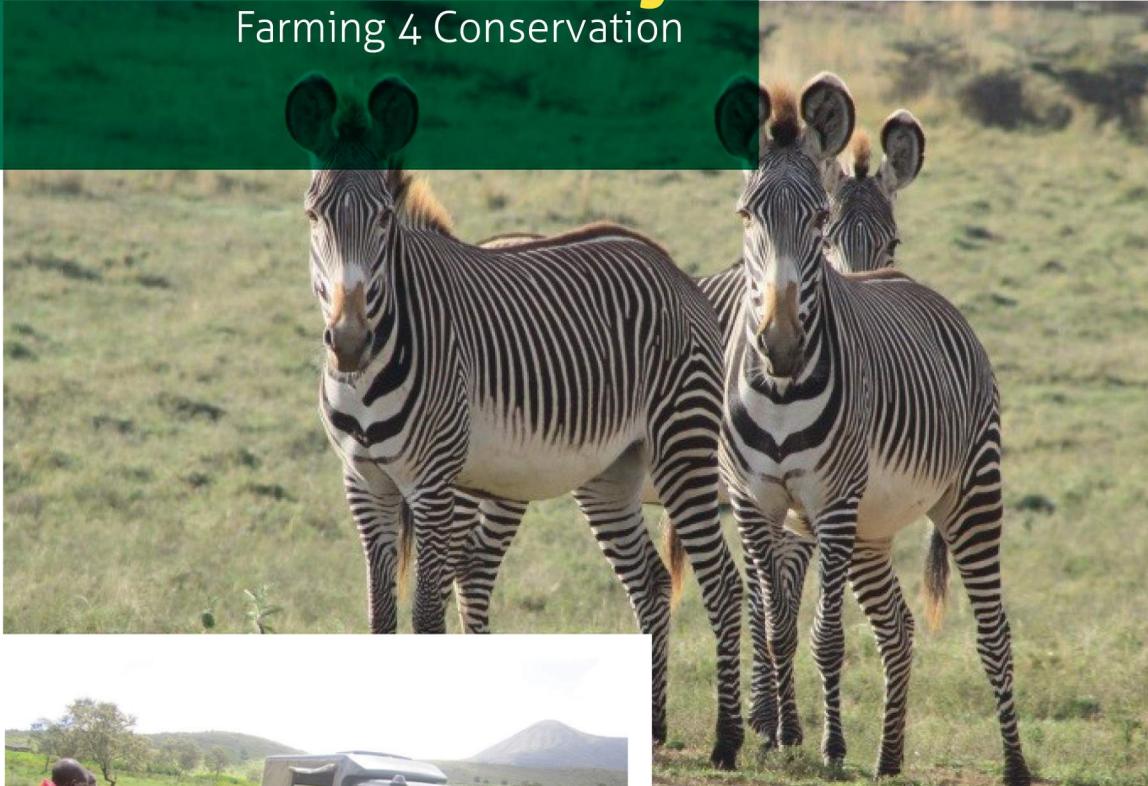
Oserian Development Company  
Kenya Wildlife Service

#### WEBSITE

[www.oserengoniwildlife.com](http://www.oserengoniwildlife.com)

# Oserian/ Oserengoni Wildlife Sanctuary

Farming 4 Conservation



**CLOCKWISE FROM TOP:** Endangered Grevy's Zebra. *Photo Credit John Owles* // Maela Community Dorper sheep donation. *Photo Credit John Ndegwa* // Inkoilienito Dorper sheep donation. *Photo Credit John Ndegwa*

# Pacific Gas and Electric Company

Advancing Sustainable Solutions



**COUNTERCLOCKWISE FROM TOP:** New pollinator habitat including sky lupine, California poppy, and Gilia flowers growing under PG&E transmission lines. *Photo Credit Stu Weiss, Creekside Center for Earth Observation // Bay checkerspot butterflies enjoy their natural habitat at Tulare Hill in the San Jose Area. PG&E, working closely with local partners, is helping to preserve this threatened butterfly.*

**P**acific Gas and Electric Company (PG&E) is one of the nation's largest utilities, delivering energy to nearly 16 million people throughout a 70,000-square-mile service area in Northern and Central California.

PG&E understands that environmental excellence is an integral part of its core business and is also part of its broader commitment to sustainability that 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 managing lands and waters in a responsible and environmentally sensitive manner. For example, PG&E's vast hydroelectric system, with a generating capacity of nearly 4,000 megawatts, has long been a vital source of clean energy for California. In managing this system, PG&E has made it a priority to work collaboratively with stakeholders to protect fisheries and other natural resources. PG&E sees these assets as continuing to be an important part of its power mix for years to come.

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.

To that end, PG&E partners with multiple stakeholders to

ensure that its actions to deliver safe, reliable and affordable service integrate its strong commitment to the environment, its employees, and the customers and communities it serves.

Over time, these and other efforts have earned PG&E hundreds of awards in recognition of its environmental commitment. This includes earning "Wildlife at Work" certification from the nonprofit Wildlife Habitat

PG&E continuously strives to deliver safe, reliable, and affordable natural gas and electric service to its customers by partnering with stakeholders to achieve the right balance between environmental needs, energy reliability, and the well-being and vitality of its employees, and the customers and communities it serves.

Council for five sites and the group's certification for educational programs at an additional site.

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

- **Adopting** voluntary "safe harbor" agreements with the U.S. Fish and Wildlife Service at two sites that enable PG&E crews to safely maintain and operate equipment while enhancing habitat for sensitive species in these areas.
- **Implementing** its Habitat Conservation Plan for the San

Joaquin Valley region—the first in a series of plans that the company is developing for its service area to ensure compliance with the federal and California Endangered Species Acts.

- **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 golden eagles. PG&E's plan is one of the most comprehensive in the nation.
- **Joining** other leading businesses to support the recovery and sustenance of pollinators, such as bees, and their habitat.



#### PARTNERS

Audubon California  
Center for Land-Based Learning  
The Nature Conservancy  
Pollinator Partnership  
Silicon Valley Land Conservancy  
Stewardship Council  
Wildlife Habitat Council

#### PROJECT SITES

California

#### WEBSITE

[pge.com/sustainability](http://pge.com/sustainability)

Pacific Rubiales Energy is an oil and gas company that approaches its corporate social responsibility as a key component to understanding the areas in which it operates and a means of positively influencing communities, economic conditions, and the environment.

The Company believes that the only way to improve the situation in these regions is by being involved and having an open dialogue with all its stakeholders.

Doing so has not been easy, taking into consideration that most of the areas where the company has a presence have been isolated for decades and in most cases had been strongly affected by the violence caused by illegal armed groups. Nevertheless, the company believes that the only way to improve the situation in these regions is by being involved and having an open dialogue with all its stakeholders. This is why Pacific Rubiales is constantly looking for partnerships with government institutions, NGOs and multiple organizations from the civil society to implement development projects that are sustainable and seek to strengthen culture and ancestral traditions.

Currently the company is working hard in the implementation of two projects that seek to improve the economic conditions of the communities in its areas of influence, as well as to strengthen cultural practices: Morichales en sabana and Viveros de plantas medicinales, by their names in Spanish.

Morichales en sabana refers to a traditional way of farming that has been practiced by the Sikvani indigenous group for thousands of years. This practice has not traditionally been environmentally friendly, as it has long involved the burning of tropical forest to farm in those areas since they are the most fertile and covered by the shadow of the trees. The Pacific Rubiales project aims to keep this traditional way of farming by bringing it to the savannah, where farmers there can now



**PICTURE TOP:** Reforestation for environmental compensation with Colombian native species. *Photo Credit Pacific Rubiales*

fertilize their soil with organic products and grow their crops without impacting the forest.

The project Viveros de plantas medicinales (greenhouses for medicinal plants) is an

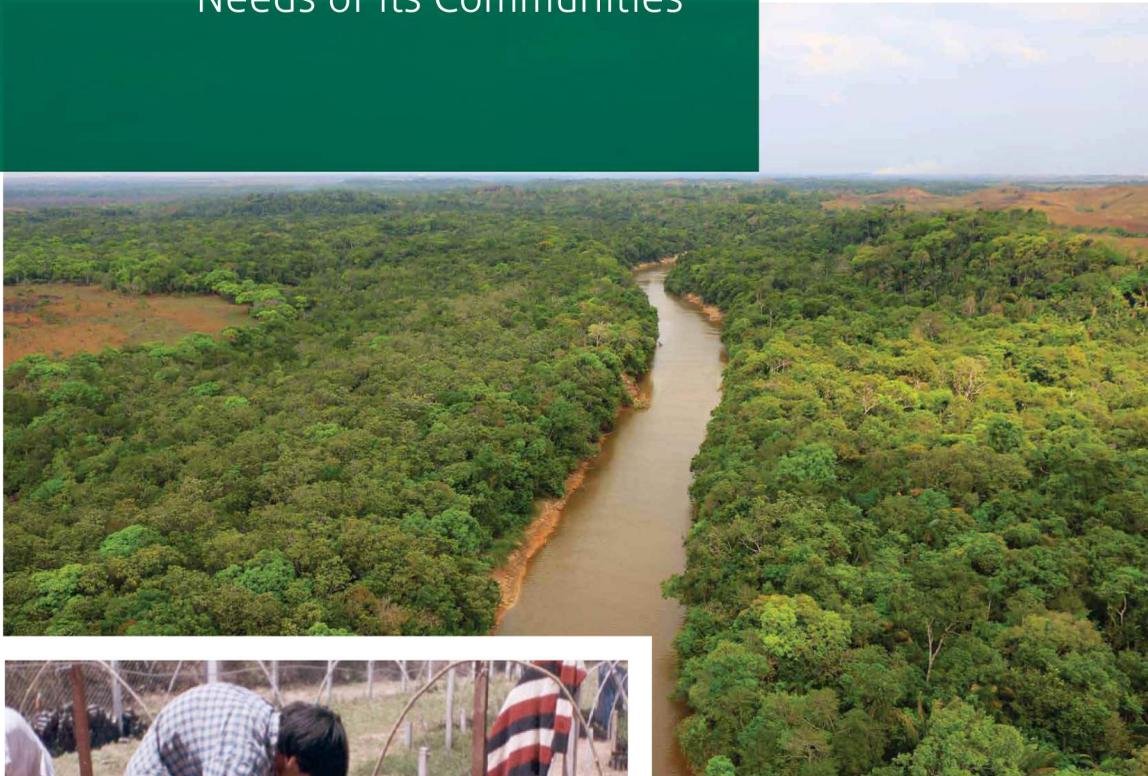
initiative that seeks to recover ancestral traditions related to the medicines of indigenous groups by teaching them how to grow the plants that for centuries had been used to heal them. With this project Pacific Rubiales has achieved the recovery of this practice among the Sikvani group and the rebirth of the indigenous doctor as a figure that is respected and admired.



**WEBSITE**  
[www.pacificrubiales.com/](http://www.pacificrubiales.com/)

# Pacific Rubiales Energy

A Company in Touch with the Needs of its Communities



**CLOCKWISE FROM TOP:** Tillavá River // Containers of cured earth are sown with seeds and then covered with a layer of fine soil and watered.  
*Photo Credit Pacific Rubiales*

As the world's population continues to rise, more and more people are migrating to urban settings. By 2050, it is estimated that up to 70% of the world's population will reside in urban environments. In many cases, city infrastructures today are ill equipped to handle the growing needs of modern and connected citizens. Add in the enormous cost of overhauling public and private infrastructures, and it places greater urgency than ever on cities to implement sustainable platforms to build upon. Thanks to billions invested in low-power, high-performance processing and an expansive ecosystem using standardized communication protocol, Qualcomm is helping to drive innovation in multiple industries. In essence, we're building greater flexibility into how cities can operate and expand.

More and more, cities are emphasizing interdependence among service sectors. The efficiency of government relies on access to open networks of communication and collaboration across sectors. Our focus is working with platforms that promote interoperability between verticals such as lighting, transportation, infrastructure and other critical city functions.

For more than 25 years, Qualcomm ideas and inventions have driven the evolution of digital communications, linking people everywhere more closely to information, entertainment and each other. As the #1 leader

in mobile connectivity, we are helping to usher in a new era of interoperable solutions, building the fabric of the Internet of Everything (IoE). Qualcomm technologies can help empower cities worldwide to provide a scalable ecosystem of smart, efficient and sustainable services, including:



**PICTURE TOP:** Establishing open data platforms enables cities to connect with citizens in meaningful ways. *Photo Credit Qualcomm*

#### **Smart Buildings:**

Merge smart buildings with mobile technologies for new levels of access and control

- Drive local connectivity among all types of devices with Smart Cities framework
- Access security, building automation, integration with the inter-process communication (IPC) connectivity platform
- Manage bandwidth on building networks via Qualcomm Smart Gateway technologies

#### **Smart Infrastructure:**

Heterogeneous connectivity solutions to increase efficiencies, revenues and cost savings

- Smart Water: Detect leakage, system pressure, metering,

contaminants and hazardous chemicals with water system integrators

- Smart Lighting: Reduce power consumption and increase public safety with LED retrofits and small cells for outdoor lighting
- Smart Waste Management: Decrease waste and recycling costs with smart receptacles

#### **Smart Transportation:**

Greater safety and convenience for the next generation of connected vehicles

- Smart Mobility: Enhance safety with dedicated short-range communications that enable vehicle-to-vehicle and vehicle-to-infrastructure connectivity that relays road hazards, traffic and other information
- Smart Charging: Make electric car charging easy and accessible with Qualcomm electric vehicle charging
- Smart Traffic: Enable computing power at the edge of the network via smart traffic cameras or digital signage
- Smart Parking: Monitor parking usage and space patterns to dynamically assist with traffic congestion, adjust pricing and increase revenues

#### **Smart Energy:**

Cost-effective solutions for smart energy applications

- Manage power use with cellular applications and services

# Qualcomm

## Smart Cities—Engineering the Fabric of Citywide Connectivity



**PICTURE TOP:** Qualcomm is helping to make cities smart by connecting citizens, services and technologies. *Photo Credit Qualcomm*

- Monitor and manage energy in real time with smart meters on the Smart Grid
- Increase home intelligence via 3G/4G connectivity to make energy-saving recommendations

As a leader in cellular and short-range connectivity, Qualcomm technologies are uniquely designed for comprehensive

solutions that can scale. Our IoE investments in home, automotive, wearables, industrial automation and now cities form the fabric by which all services and technologies can be intelligently synced. We call it Smart Cities, and it's paving the way for sustainable citywide connectivity and infrastructure implementation.



#### WEBSITE

[www.qualcomm.com/smart-cities](http://www.qualcomm.com/smart-cities)

**A**round the world, more than 7 billion people rely on forests for their most basic needs. Well over 1 billion people carve their livelihoods out of forest landscapes and depend on them for food, fuel and fiber. Because these landscapes are so crucial to so many, they are under extraordinary pressure. Global consumption of natural resources increased by more than 40 percent between 1992 and 2005. Communities that harvest timber and forest goods are no longer doing so to meet only their own needs, but also to supply a global market in forest products that has grown to \$327 billion.

In order to balance the needs for forest conservation, livelihoods and forest products, the Rainforest Alliance trains community and indigenous groups to manage their forestland sustainably, enhance business skills, and access markets. In Latin America, these interventions have resulted in the sustainable management of 3.7 million acres. Over the past five years, more than 80 enterprises have developed 23 new products and market linkages, generated \$18.6 million in sales and attracted \$6.8 million in investment. In Durango, Mexico, training in value-added processing resulted in a 66 percent increase in milling productivity, a nearly 20 percent increase in sale price (per board foot), and a 43 percent reduction in production costs.

Studies have demonstrated that a community-led approach to conservation has a higher rate of success than strict

protection. In the Maya Biosphere Reserve in Guatemala, for instance, deforestation rates are 25 times lower in certified community forests than in the core “protected” area, and local enterprises have generated thousands of jobs and now achieve more than \$4 million in annual sales. Sales of non-timber forest products in the region have increased significantly as a result of training in the sustainable

Communities that harvest timber and forest goods are no longer doing so to meet only their own needs, but also to supply a global market in forest products that has grown to \$327 billion.

harvesting of ornamental palm, as well as the marketing of chicle and ramón nuts. Ramón nuts, also known as Maya nuts or breadnuts, are a highly nutritious food that served as a staple of the ancient Mayan diet.

Sustainable forestry also counterbalances illegal land-use activities. The western border of the Río Plátano Biosphere Reserve in Honduras has one of the highest deforestation rates in the world, driven principally by forest clearance for the establishment of large-scale livestock operation. These operations are often fronts for money laundering related to drug trafficking. Over the past year, 20 cooperatives near the reserve generated \$560,000 in

sales, nearly half of which came from value-added mahogany for musical instruments.

In Madre de Dios, Peru, local deforestation drivers include illegal logging, agricultural expansion and artisanal mining, which has polluted local waterways. In the Tres Islas community, an integrated management strategy that combines sustainable management, value-added processing, financing and access to markets is projected to generate \$115,000 in annual profit. The plan combines sustainable harvesting and/or processing of palm fruit and Brazil nuts and low-intensity timber extraction. Thirty percent of new employment opportunities generated by palm fruit extraction and harvesting are targeted to women.



**Rainforest  
Alliance**

#### **PARTNERS**

Avery Dennison Foundation  
Global Environment Facility  
Inter-American Development Bank  
United States Agency for  
International Development  
*And other private, public and  
implementing partners*

#### **PROJECT SITES**

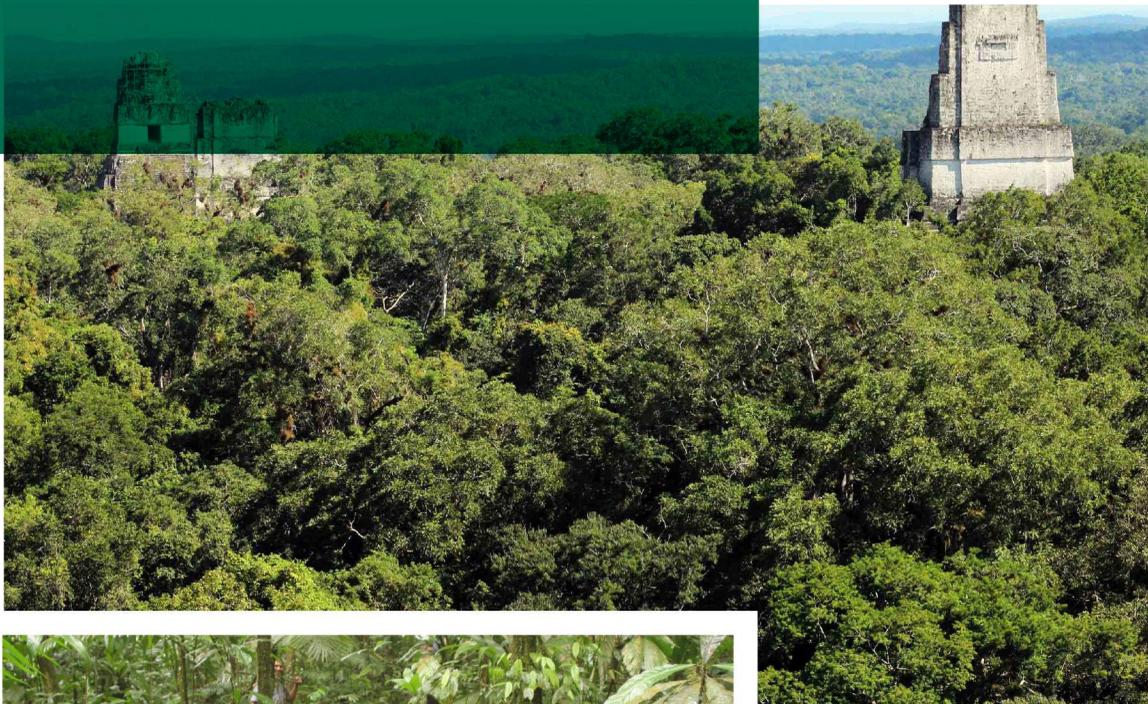
Guatemala, Honduras, Mexico,  
Nicaragua and Peru

#### **WEBSITE**

[www.rainforest-alliance.org](http://www.rainforest-alliance.org)

# Rainforest Alliance

Conserving Forests through Sustainable Development



**CLOCKWISE FROM TOP:** In addition to jaguars and Tikal National Park, which is home to world-famous Mayan ruins, the 5.1 million acre Maya Biosphere Reserve contains non-timber forest products, including ornamental palm, ramón nuts and chicle. *Photo Credit Eugenio Fernández Vázquez, 2011* // Ramón nuts are a super-food—fat free, gluten free and rich in vitamins and anti-oxidants. Their flour can be used in a variety of baked goods, which are then provided to local school children. *Photo Credit Carlos Duarte, 2014* // Mules help to transport sustainably harvested pieces of mahogany from the remote Río Plátano Biosphere Reserve. *Photo Credit Robert Goodier, 2006*

# Rare

Inspiring Change for People  
and Nature



**CLOCKWISE FROM TOP:** Fishers in Pilar, Philippines, replace marine reserve boundary markers after Typhoon Haiyan. // The habitat and survival of the endangered yellow-eared parrot in Colombia are better protected because of watershed conservation efforts. // Rare Fellow Susan Cataylo works with her community in Pilar, Philippines, to help conserve marine resources.

Conservation ultimately comes down to people—their behaviors toward nature, their beliefs about its value, and their ability to protect it without sacrificing basic life needs. Rare has developed a method for motivating behavior change and community support for conservation that has been tested and refined in more than 300 sites in 56 countries: the Pride campaign. These marketing and social change programs build natural resource wealth management™ capacity in local leaders. These campaigns have dramatically reduced human-related threats to important ecosystems from Latin America to Micronesia and from Africa to Asia.

### Rare Resilience and Achievements

With the generous support of USAID, Rare's work in Pilar, Philippines had primed the community to care about their ocean resources, and as a result, within days of the Typhoon Haiyan, fishers organized to rebuild a guardhouse and replace boundary markers to protect their marine reserve. A year later, Rare Fellow Susan Cataylo says these actions created community buzz and appreciation of the oceans as a critical food source. Coral cover was maintained despite the stress of the storm, and fish biomass actually increased. "People themselves realized how important it is to have a well-managed marine protected area," says Susan.

This is all good news for Rare's first global initiative, Fish Forever. Fish Forever aims to

restore near-shore fisheries by empowering coastal communities around the world — starting in Belize, Brazil, Indonesia, Mozambique and the Philippines — to sustainably manage their fisheries. The initiative combines Pride campaigns to boost social cohesion and empower fishers to develop community-based management systems.

Conservation ultimately comes down to people—their behaviors toward nature, their beliefs about its value, and their ability to protect it without sacrificing basic life needs.

- 46 Rare Fellows celebrated the completion of their training with Rare
- 52% average increase in fish biomass recorded in protected reserves across 13 sites in the Philippines where Rare Fellows helped fishers see the benefits of sustainable fishing
- 100% of five Fish Forever countries have joined an informal advisory group for the initiative

Rare and its partners throughout Latin America are also working with local communities to sign and implement innovative reciprocal water agreements for the protection of upstream habitat, which is critical to sustaining regional freshwater sources. Bringing together Pride

campaigns and the agreements has created a culture that respects the role forests and grasslands play in protecting the livelihoods and water supply of the surrounding community.

In fact, the results have been so tremendous that Colombia might take the program nationally. One of the campaigns that Rare helped run in the Valle del Cauca caught the attention of the municipal water authority, which has since asked Rare to work with them to implement the program throughout the state. The other 32 states across the country are watching.

- 25 watershed protection projects completed
- 5 countries—Peru, Ecuador, Colombia, Bolivia and Mexico
- 250 landowners have signed land into conservation
- 17,000+ hectares of critical watershed habitat protected

Good ideas abound. Motivating people to adopt them is Rare.



#### PARTNERS

Environmental Defense Fund  
University of California, Santa Barbara  
Fundación Natura Bolivia  
Corporación Valle del Cauca

#### PROJECT SITES

Worldwide

#### WEBSITE

[www.rare.org](http://www.rare.org)

In Africa, Asia and South America, the Rare Species Fund supports varied grassroots wildlife conservation programs and enlists local people in the development and fulfillment of these projects. Direct involvement provides local communities with jobs and presents a financial incentive which places importance on, and encourages the security and preservation of, their own natural resources.

### India

The Fund is helping to protect wild tigers, while at the same time improving the lives of rural people. By providing solar-powered lighting and new bio-fuel plants to local villagers, there is a marked decrease in illegal firewood collection from protected tiger parks, greatly diminishing human/tiger conflict. This is a self-sustaining project in that a local entrepreneur from each village owns and operates the local solar charging station. A nominal fee for lantern recharging creates local income and finances equipment maintenance.

### Africa

In Uganda, the Fund is helping to maintain the health of one of the world's last remaining populations of mountain gorillas by directly working in community-driven projects along the Bwindi Impenetrable Forest. Because of their biological similarity to humans, mountain gorillas are susceptible to many of the same ailments and diseases, particularly in areas of poverty. In addition to the direct monitoring of health status among individual gorilla families, the RSF is helping to improve hygiene and farming

practices amongst local villagers and their livestock, in particular, by recently helping community leaders attend a month-long international "sustainable-farming" conference in India. Knowledge and practices gained from this program will be taken back to Uganda and implemented to improve the livelihoods of local villagers, while, at the same time, making them more conscious of their environmental impact.

### Indonesia

Working in Borneo, RSF supplies funding to provide alternative forms of income to indigenous people living in wild orangutan territories. In stark contrast to the illicit and illegal log cutting so prevalent in the area, local villagers are employed in the removal of trash, production of local textiles and crafts, and the care and maintenance of hundreds of orphaned orangutans and their care facility. Funding also helps purchase and secure virgin jungle habitat. If left unprotected, this area would most likely be cut down and converted into non-sustainable palm oil plantations.

The education programs presented by RSF introduce millions of people per year to the concepts of conservation. By meeting resident animal ambassadors up close and personal, the public gains a greater understanding, awareness and passion to help save wildlife and the places they come from. These programs also contribute to the U.S. tourism industry while producing significant funding for in-situ wildlife conservation efforts.

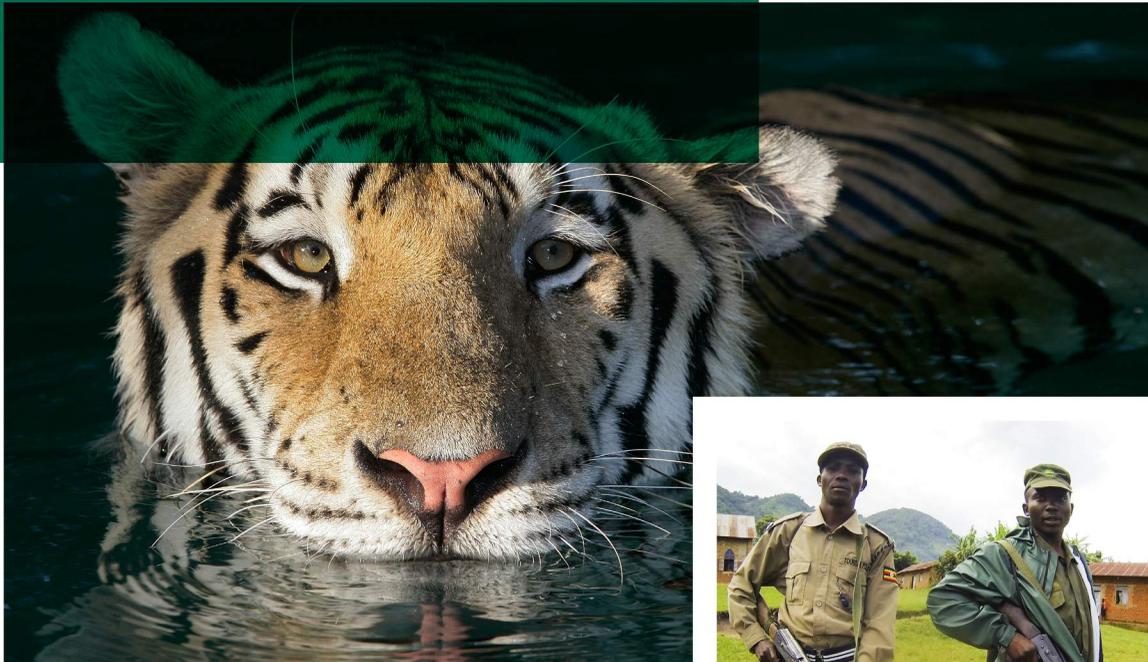
### Projects supported by the Fund

- Funding in Mozambique to conserve one of only five healthy lion populations in Africa.
- Funding for conservation of fishing cat habitat in Thailand, including the protection of mangrove areas.
- Monitoring equipment provided for the observation and protection of reintroduced rhinos in northern Botswana and for vulture census purposes.
- Contributing to the development of Andean mountain cat conservation program in Chile.
- Funding of community-driven anti-poaching patrols in Zimbabwe.
- Sponsoring the strategic planting of spekboom in South Africa, resulting in creation of local jobs, restoration of previously overgrazed farmland, and a positive carbon impact.
- Funding in Borneo for orphaned orangutan rehabilitation, protection of prime orangutan habitat and replanting of decimated forest areas.
- Providing tracking and enclosure equipment to rehabilitate and release sun bears into the jungles of Indonesia.

The Fund focuses on ensuring communities benefit from their wildlife and can draw sustainable financial benefits from secure flows of natural capital. In an era where poor economic opportunities in one part of the world can create challenges to American interests, this work is critical to American and global security.

# Rare Species Fund

Enhancing the Community Benefits of Wildlife Management



**PICTURE TOP:** Animal ambassadors from the RSF engage millions of people per year in the world of wildlife conservation. *Photo Credit Rare Species Fund*  
**PICTURE RIGHT:** Employing locals in wildlife conservation not only helps maintain the integrity of national parks, but also helps support the local economy. *Photo Credit Rare Species Fund*



#### **PARTNERS**

Corbett Foundation  
Conservation Through Public Health  
Victoria Falls Anti Poaching Unit  
Nomad African Trust  
Black Footed Cat Working Group  
Cat Conservation Trust  
Cheetah Outreach  
Endangered Wildlife Trust  
Fishing Cat Research and Conservation Project  
Predator Conservation Trust  
Small Cat Conservation Alliance

#### **PROJECT SITES**

India, Chile, Indonesia, Mozambique, Uganda, Botswana, Zimbabwe, South Africa, Thailand

#### **WEBSITE**

[RareSpeciesFund.org](http://RareSpeciesFund.org)

For 145 years, the Asian elephant has been a treasured symbol of *The Greatest Show On Earth*®. Everyone with *Ringling Bros. and Barnum & Bailey*® is proud of the pioneering work we've done over the years to care for the elephants in our herd, the largest in North America. We are equally as proud of the research and expertise that has been shared around the world, most recently through our partnership with the island nation of Sri Lanka.

It is estimated that there are fewer than 40,000 Asian elephants left on the planet. Over 21 million people live in Sri Lanka, an area about the size of West Virginia. Sri Lanka is also home to almost 6,000 Asian elephants, making it one of the most important range countries for this endangered species. Sadly, as a result of its large populations of people and elephants, Sri Lanka is no stranger to human-elephant conflict (HEC), often with fatal results. This is one area where *Ringling Bros.* has been working with the Sri Lankan Department of Wildlife Conservation (DWC) to reduce the toll on both people and elephants by undertaking both HEC surveys and the first scientific census of its elephant population, giving researchers and local governments better information to help reduce the locations where people and elephants might compete for land and food.

We have also worked with Rajarata University to establish the *Ringling Bros. Center for the Study of Asian Elephants*. This

## Conservation of the endangered Asian elephant is one of the main goals of the *Ringling Bros. and Barnum & Bailey Center for Elephant Conservation*

unique facility offers visiting researchers and lecturers work space and living quarters, all in close proximity to major Asian elephant habitats. Through the *Center Ringling Bros.* is helping support the DWC's Elephant Transit Home and its mission to care for sick and orphaned elephants and to facilitate their return to the wild. We have also helped design and construct fences that effectively keep elephants from entering communities, thereby saving elephants and people.

Conservation of the endangered Asian elephant is one of the main goals of the *Ringling Bros. and Barnum & Bailey Center for Elephant Conservation*, which is located in Central Florida.

### **Fast Facts About Ringling Bros. Center for Elephant Conservation**

- 26 elephants born since 1992. Home to more than two dozen elephants, including one of the oldest know Asian elephants in the world.
- Maintains a Genomic Resource Bank (GRB) for Asian elephants for artificial insemination (AI). This allows breeding to occur across facilities. More

importantly, AI assures genetic diversity in calves born to not only *Ringling Bros.*, but also partner zoos and facilities.

- Founding member of the International Elephant Foundation, which has donated over \$4 million to elephant conservation worldwide.

All of these conservation programs are made possible by the families and fans that come each year to a *Ringling Bros. and Barnum & Bailey* performance, with a portion of each ticket helping to fund these important programs. *Endangered Species? Not if we can help it.* More information on the *Ringling Bros. Center for Elephant Conservation* can be found online at [www.elephantcenter.com](http://www.elephantcenter.com).



### **PARTNERS**

Aaranyak, India Biodiversity and Elephant Conservation Trust  
Department of Wildlife and Conservation, Sri Lanka  
International Elephant Foundation (IEF)  
Tigris Foundation, Russia  
Universities of Peradeniya and Rajarata, Sri Lanka

### **WEBSITE**

[elephantcenter.com](http://elephantcenter.com)  
[Ringling.com](http://Ringling.com)

# Ringling Bros. and Barnum & Bailey®

Focus on the Conservation  
of the Endangered Asian Elephant  
in Sri Lanka and the U.S.



**CLOCKWISE FROM TOP LEFT:** Built on more than 144 years of experience and expertise of working with elephants and exotic animals, the *Ringling Bros. and Barnum & Bailey Center for Elephant Conservation* has become a global focal point for the study of Asian elephants. // Mom Angelica and son Mike, the 26th calf to be born at the *Ringling Bros. Center for Elephant Conservation*, enjoying the Florida sun at the 200-acre, state-of-the-art facility dedicated to the conservation, breeding, and understanding of the Asian elephant. // The Ringling Bros. Elephant Transit Home (ETH) in Sri Lanka helps orphaned and sick elephants so they can be returned to the wild. Every three hours baby elephants come to the Home's feeding station for milk. *Photo Credit for all photos Feld Entertainment*

# Safari Club International Foundation

Wildlife Conservation  
Capacity Building in Africa



**COUNTERCLOCKWISE FROM TOP:** Rhino Rescue: After its mother was poached for her horn, SCIF Foundation relocated this rhino calf to a rehabilitation center. *Photo Credit SCIF // SCIF leadership and top Ethiopian officials meet before the 13th annual AWCF in Hawassa, Ethiopia, November 2014.*

At the most recent meeting in November 2014, distinguished professionals and government representatives from nine African countries gathered at the 13th AWCF in Hawassa, Ethiopia.

Safari Club International Foundation (SCIF) funds and directs wildlife conservation and management projects globally. North America, Africa, and Asia are the core focus of our science-based research programs that promote the sustainable use of wildlife, which in turn ensures the balance and integrity of productive ecosystems.

The African Wildlife Consultative Forum (AWCF) is one of the largest capacity building programs supported by SCIF and is a cornerstone to SCIF's conservation work in Africa. It began more than 12 years ago as a way to help the sub-Saharan African countries meet and collaborate on international wildlife policy and conservation issues. It continues as a forum for collaboration between many nations to help aid in decision-making. Over fifty participants comprise the forum and include wildlife professionals, regulatory officials, and representatives of the hunting industry. As such, SCIF is proud to be the prime catalyst and support base for this invaluable forum as a basis to ensure that sustainable use remains a management priority within each of these countries.

Over the past decade, the AWCF annual meetings have included the major themes in African wildlife management: human-wildlife conflict, wildlife population management, predator-prey interactions, habitat use, hunting regulations, and anti-poaching campaigns.

At the most recent meeting in November 2014, distinguished professionals and government

representatives from nine African countries gathered at the 13th AWCF in Hawassa, Ethiopia. Attendees strategized on the best ways to foster international cooperation and to ensure that the treasured game of Africa would be utilized by and for generations to come. Key topics at the most recent meeting included



**PICTURE TOP:** African lion peering through the grass, *Photo Credit SCIF*

equitable benefits sharing and the economics of sustainable use in Africa. Other discussions focused on lions, elephants, trade in rhino horn, and international wildlife trafficking.

One of the most critical issues addressed by the AWCF was agreeing to organize and support the collection of current lion census data from all of the range state nations. The attending government entities agreed to fully cooperate to address the ambitious deadlines set for the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) Periodic Review of the African Lion. The Periodic Review will use the best science available to determine whether lions are appropriately listed in the CITES Appendices.

The AWCF participants also agreed to form position statements on specific wildlife conservation and management issues important to their governments and organizations. Such an agreement can help communicate a powerful message to a wide number of audiences. SCIF was requested to assist in communicating the unified messages from the body. SCIF is proud to sponsor the AWCF and help promote its conservation mission in Africa directly through interaction with African wildlife officials. The discussions that take place at this meeting help insure that best practices in wildlife management can be shared so that wildlife can be conserved across the continent.



#### **PARTNERS**

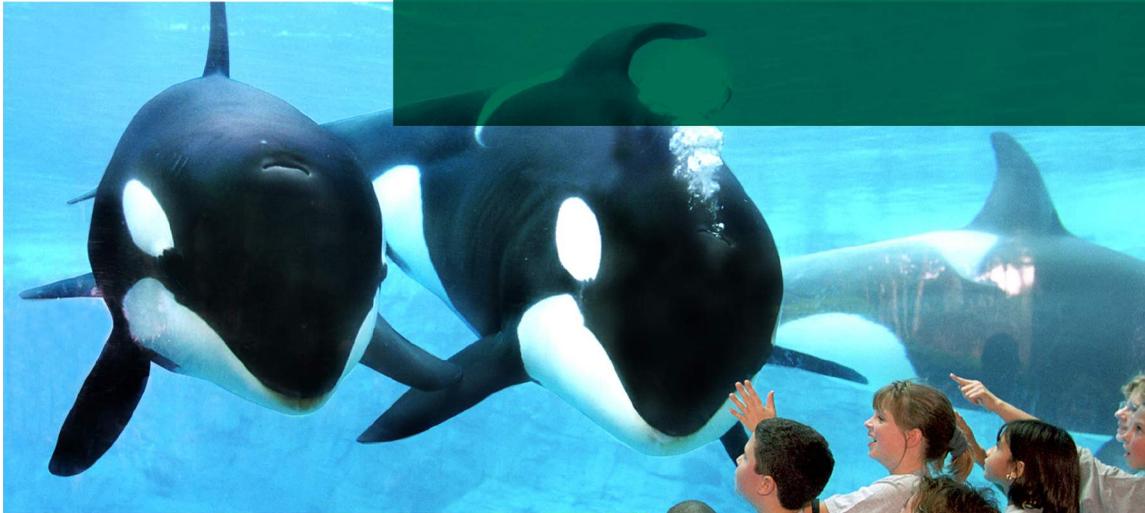
Wildlife management and tourism ministries of African nations  
CITES  
United States Fish & Wildlife Service-Resource Africa  
CAMPFIRE  
TRAFFIC  
IGF  
South African Wildlife College  
Texas A&M University  
Zambia Lion Project  
Safari Club International  
Professional hunter organizations

#### **WEBSITE**

[www.safariclubfoundation.org](http://www.safariclubfoundation.org)

# SeaWorld Parks & Entertainment

Celebrate, Connect and Care



**COUNTERCLOCKWISE FROM TOP:** Thousands of students participate in SeaWorld and Busch Gardens education programs each year. Our mission is to inspire others to celebrate, connect with and care for the world we share. // SeaWorld Parks and Entertainment brings the public face to face with species they would be unlikely to see in the wild.

Altogether, our many educational efforts are designed to collectively help develop the next generation of conservation leaders and encourage youth to spend more time outdoors exploring and connecting with nature.

SeaWorld Parks & Entertainment™ is best known for our 11 U.S. theme parks, attractions that hosted millions of guests in 2014, including the SeaWorld®, Busch Gardens®, and Sesame Place® brands. We are one of the world's foremost zoological organizations and a worldwide leader in animal well-being, training, husbandry, and veterinary care. Through up-close animal encounters, educational experiences and exhibits, and innovative entertainment, our guests leave with a heightened sensitivity to the world around them and an awareness of the plight of animals in the wild. These experiences translate into personal conservation actions outside of our parks.

### **Caring for Animals**

With the legacy of animal rescue spanning more than 40 years and benefitting more than 24,000 animals, responding to wildlife in crisis is a commitment we take to heart. Our goal is to successfully rehabilitate animals for return to the wild. The animals whose injuries are too debilitating to permit release are given lifelong care.

We are often first responders to natural and man-made disasters, and have played key roles in mass strandings and other tragedies impacting wildlife. The commitment to rescue efforts has led to advancement in the science of the care of animals in zoological facilities and wild populations. These advancements are then shared with the worldwide conservation and veterinary science communities.

### **A Legacy of Conservation Partnerships**

SeaWorld Parks & Entertainment is a primary supporter and administrator of the SeaWorld & Busch Gardens Conservation Fund, a non-profit conservation foundation. Since its creation 12 years ago, the Fund has granted more than \$11 million to local, national, and international projects.

In 2014, the fund supported a variety of killer whale conservation and research projects in the Pacific Northwest and California, Mexico, and Australia. These projects varied from evaluating killer whales using aerial photos taken from drones to analyzing hydrophone data to better localize migrating killer whales.

SeaWorld serves as the site for a killer whale energetics study that measures the metabolic rates of killer whales at SeaWorld. This data was then used to estimate energy needs of the whales in the wild and ultimately will be applied to the conservation and protection of wild whales, such as those imperiled along the Pacific Northwest coasts of Washington and British Columbia.

### **The Commitment to Research Continues**

Through the Blue World Project, SeaWorld is committed to conducting non-invasive research to increase understanding and care of killer whales both in its parks and in the wild. Current projects include determining hearing ranges of killer whales and evaluating toxin management in lactating females.

SeaWorld has committed \$10 million in matching grant funds focused on killer whales in the wild, especially the endangered Southern Resident killer whale population. These funds will support researchers asking important questions but facing increasingly limited funds to do their work.

These funds will be in addition to killer whale research conducted by SeaWorld's scientists, which includes killer whale vocalization and reproductive physiology.

### **The Big Picture**

To support animals worldwide, SeaWorld is committed to increasing awareness and action for the health of the world's waterways, seas, and lands. SeaWorld's team members participate in and encourage conservation action through coastal and river cleanups, marine debris removal, and supporting environmentally sound alternative income strategies around the globe.



## SEAWORLD PARKS & ENTERTAINMENT

### **PARTNERS**

American Humane Association  
Flora and Fauna International  
Hubbs SeaWorld Research Institute  
National Audubon Society  
National Science Teachers Association  
World Wildlife Fund  
Vancouver Aquarium

### **PROJECT SITES**

Worldwide

### **WEBSITE**

Swbg-conservationfund.org  
Insideconservation.com  
Seaworldcares.com  
Risingtideconservation.org

**S**oy cultivation is expanding to meet rising demand. In some regions of the world this expansion has been linked to deforestation and loss of biodiversity.

Unilever purchases around 1% of the world's soy. We source it mainly from North America (60-70%) and Latin America (10-15%), the majority from the USA, Brazil, and Argentina. We use soy oil in spreads and mayonnaise and dressings.

**RESPONSIBLE SOY**

We believe the way to make soy cultivation sustainable in the long term is for us to work closely with others—farmer leaders, NGOs, our suppliers, other agri-businesses, and governments—on developing internationally-recognized standards and verification systems. These will ultimately recognize those farmers and suppliers who are continuously improving yield, whilst tackling the big issues associated with soy such as loss of the Cerrado in Brazil or nutrient impacts in the headwaters of the Mississippi in the U.S.

**OUR PERSPECTIVE**

Soy is our third largest agricultural business dependency. In 2012, we joined Field to Market: The Alliance for Sustainable Agriculture. This brings together US producers, agribusinesses, food companies, and conservation organizations to create sustainable outcomes for agriculture. Its Fieldprint Calculator enables growers to analyze how their management choices impact natural resources and operational efficiency.

In late 2012, through our suppliers' support, we completed our mapping of our soy supply.

Worldwide, we now know where 100% of our direct soy oil and bean purchases originate. This enables us to engage directly with the right farmer leaders, agribusinesses, civil society, and regional government partners.

Given this enhanced detail and the fact that we source two-thirds of our soy from North America, including our supplies for Hellmann's from Iowa, we were encouraged to pilot sustainable soy verification in the US in 2013.

**PILOTING SUSTAINABLE SOY IN THE US**

In partnership with ADM, WWF, the United Soy Bean Board (USB), the Iowa Soybean Association, and the Field to Market initiative, we used the Unilever Sustainable Agriculture Code (SAC) as the cornerstone of our approach to develop a pilot using the Code's Scheme Rules.

Complementing this, state and federal laws and regulations covered off parts of the Code for farmers; the USB's Soy Protocol committed farmers to keep their records and legal compliance up to date, and also required completion of a biodiversity questionnaire and use of Field to Market's Fieldprint Calculator. This was critical in reducing bureaucracy for the farmers, and focusing on outcomes which the Fieldprint Calculator and our biodiversity questionnaire delivered.

**THE FIRST TO COMMIT TO SUSTAINABLE SOY IN LATIN AMERICA**

We are the first company to make such a commitment on soy in Latin America and are being recognized for these efforts. For example, Hellmann's has

been commended by Walmart in Brazil for its commitment to sustainable soy as part of Walmart's Sustainability End to End program.

In Latin America we source two soy products - oil for our Hellmann's brand and soy protein for our AdeS brand. Through our soy mapping work, we know the soy used for the oil and beans is produced in the Minas Gerais and Goias states of Brazil.

For both products we are using Round Table on Responsible Soy (RTRS) certification as our verification approach, as the RTRS is particularly strong on labor issues and protecting high conservation value land.

Through the RTRS, we are also exploring how to simplify the bureaucracy for farmers to achieve the new Brazilian Forest Code requirements by taking a municipality approach, as many municipalities in Minas Gerais and Goais already have zero deforestation policies.



**PARTNERS**

- ADM
- WWF
- United Soy Bean Board
- Field to Market
- Round Table on Responsible Soy

**WEBSITE**

[www.unileverusa.com/sustainable-living-2014/](http://www.unileverusa.com/sustainable-living-2014/)

# Unilever

Leading the Way  
on Responsible Soy



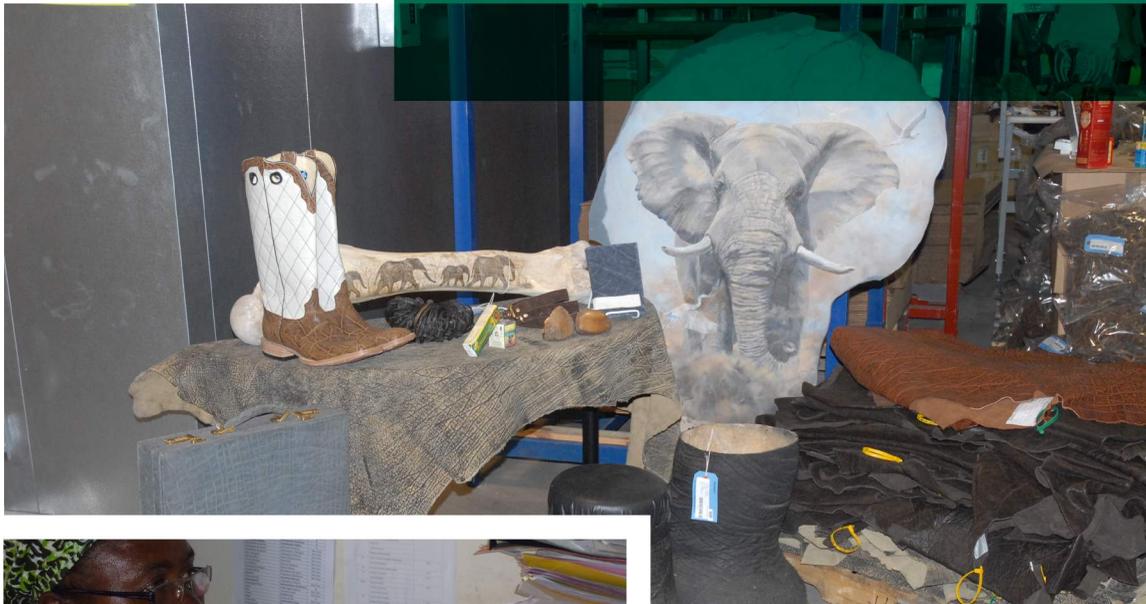
*Photo Credits Steven Gray*

We believe the way to make soy cultivation sustainable in the long term is for us to work closely with others – farmer leaders, NGOs, our suppliers, other agri-businesses, and governments...

# U.S. Fish and Wildlife Service

## International Affairs Program

Working Across Sectors and Around the Globe to Conserve Living Resources



**CLOCKWISE FROM TOP:** Illegal wildlife products seized by USFWS law enforcement officers over the years. *Photo Credit Gavin Shire/USFWS* // American ginseng plant. *Photo Credit Gary Kauffman/ U.S. Forest Service* // The sole staff person who processes permits for Cameroon's Management Authority validates a permit on her typewriter. U.S. Fish & Wildlife Service officials are consulting with the Government of Cameroon to help them build capacity for the implementation of CITES. *Photo Credit Thomas Leuteritz/USFWS*

**W**ildlife trafficking once was predominantly a crime of opportunity committed by individuals or small groups. Today, it is the purview of well-structured, highly organized international criminal cartels capable of illegally moving orders of magnitude more in wildlife and wildlife products. These organized criminal enterprises are a growing threat to wildlife, the world's economy and global security.

The United States is one of the world's largest importers and exporters of wildlife and wildlife products—both legal and illegal—and plays a significant role in the global wildlife trade, currently valued in the billions of dollars annually. The U.S. Fish and Wildlife Service is the primary federal agency responsible for enforcing laws that address wildlife trafficking and protect species from unsustainable trade. We are committed to finding innovative solutions to curb wildlife trafficking that is decimating some of the world's most treasured species, while also facilitating the legal and sustainable trade in plants and animals.

#### **Assisting Other Nations with Protecting their Resources**

With over 40 years of experience implementing the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)—the only global treaty designed to protect plant and animal species that are traded internationally—the Service's International Affairs Program provides expertise and assists other countries with building their own capacity to effectively implement CITES.

- In response to a request from the Governments of Gabon and Cameroon, we are working collaboratively to develop plans of action to help these governments more effectively implement the treaty and conserve CITES-listed species.

- We have contributed expertise, leadership and funding to support workshops bringing together Latin American and Caribbean countries to effectively implement important trade protections for sharks and rays.

#### **Conserving Our Own Native Species**

CITES protects more than 700 animals and almost 500 plants native to the United States and its territories. Some of these species are incredibly important to the U.S. economy, supporting multi-million dollar industries. We're committed to working with state agencies, industry, and other interested parties to effectively manage these economically important species, as their long-term survival depends on such collaboration.

- American alligator: The American alligator was once a species on the brink of extinction. Thanks to a concerted effort by the federal government, state wildlife agencies, and the leather industry, American alligator populations recovered and once again are able to sustain harvest for the leather industry.
- American ginseng: Harvesting American ginseng is a practice that has been passed down through generations and plays an important role in the culture and economy of the United States. Due to an increase in both the price per pound and the harvest volume, the value of American ginseng nearly doubled from 2012 to 2013. Rising prices coupled with the attention generated by reality television series have attracted a new type of harvester to the industry—out to make a quick dollar and unaware of or unconcerned about good stewardship harvesting techniques. We are educating exporters, dealers, and harvesters and promoting good stewardship practices to ensure the future of wild American ginseng and a vital American industry.

- Paddlefish: Sturgeon populations in the Caspian and Black Sea declined rapidly in the early 1990s; however, the demand for their caviar did not. The demise of these once healthy fish stocks presented an opportunity for America's fishermen to expand their export businesses as global demand increased for paddlefish roe. However, without proper management, our native paddlefish could face the same fate as Black and Caspian Sea sturgeon populations. We are working closely with state agencies, experts, and stakeholders to facilitate dialogue and gather the best available scientific and trade information.

We will expand on all of these efforts in 2015, working closely with private citizens, local communities, federal and state agencies, foreign governments, U.S. and international non-governmental organizations, scientific and conservation organizations, industry groups, and other interested parties to find innovative solutions to these multifaceted conservation challenges.



#### **PARTNERS**

Association of Fish & Wildlife Agencies  
CITES Secretariat  
American Herbal Products Association

#### **WEBSITE**

[www.fws.gov/international](http://www.fws.gov/international)  
[www.fishwildlife.org/](http://www.fishwildlife.org/)  
[www.cites.org](http://www.cites.org)  
[www.ahpa.org/](http://www.ahpa.org/)

Volkswagen Group has a deeply embedded commitment to preserving our environment. Sustainability is a corporate objective that we take very seriously.

As one of the world's largest automobile manufacturers, our commitment to the environment extends throughout every aspect of our business in the more than 150 countries in which we operate. As a result of this commitment, we are on our way toward our goal of becoming the world's most sustainable automaker by 2018.

#### Where We Work and Live

In Brazil, where Volkswagen is the 2nd largest automaker, about 80% of the produced energy comes from hydropower. Volkswagen built the Anhanguera small hydropower plant in collaboration with two local partners. It has the capacity to feed around 100 gigawatt-hours of electricity into the national grid each year and covers 18% of the energy used by the four Brazilian Volkswagen plants.

At the Anhanguera small hydro, the impounded water remains in the reservoir for just 24 hours before passing through turbines, eliminating risk of methane formation. Volkswagen do Brasil has installed more than 1,000 manually operated pumps, giving 140,000 people access to drinking water.

In the U.S. Volkswagen has become an official non-profit partner of the National Park Service with a \$10 million gift to

the Trust for the National Mall. This gift will help advance the Trust's efforts to preserve and protect America's most visited national park in Washington D.C.

#### Where We Build Our Cars

We scrutinize every step in manufacturing and transportation, beginning with site choices. We avoid locating new facilities on sites where unique or sensitive ecosystems exist and insist on minimal environmental impact and maximum safety during construction.

Our manufacturing facility in Chattanooga, Tennessee serves as a model for increasing energy efficiency and reducing emissions, water and materials usage, and waste for Volkswagen plants the world over.

Volkswagen Chattanooga received a platinum certification from the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED®) program. The facility is the first and only automotive manufacturing plant in the world to receive the Platinum certification. The plant was built on a brownfield property with no destruction of untouched nature. In building the plant, Volkswagen protected 100-foot-wide creeks and established wetlands to create natural habitats. Water conservation is achieved by limiting waste and recycling through filtration systems. The ultra-clean paint shop alone will save 50 million gallons of water in ten years. Volkswagen Chattanooga added a 9.5 Megawatt solar system to

provide 12.5% of electric energy to the plant while in operation and 100% of the energy needed during non-operating hours.

#### The Cars We Build

Volkswagen is driving progress through better-engineered, efficient vehicles that don't sacrifice performance. We constantly strive to improve the efficiency and economy of our engines, minimize the



**PICTURE TOP:** A Volkswagen Touareg at the National Mall. Photo Credit Volkswagen Group of America

power consumption of electrical components and reduce the weight of our cars.

In 2014, Volkswagen of America entered the world of e-mobility with the launch of the all-electric e-Golf. In 2015 the Audi A3 Sportback e-Tron, a plug-in hybrid vehicle, will come to market.

# Volkswagen Group of America

A responsible partner, on the road and in the community



PICTURE TOP: Garcia River Forest. Photo Credit Volkswagen Group of America  
PICTURE RIGHT: A community water pump in Brazil.



Taking a holistic approach to e-mobility, Volkswagen and Audi have invested in carbon reduction projects to offset emissions created from production, distribution and the driving experience. The organizations have teamed up with 3Degrees, a renewable energy and carbon offset services provider.

Increased mobility creates challenges as well as opportunities. We have an

obligation to protect our consumers and our environment and to provide alternatives to dependence on fossil fuels. As a citizen of the world, we take our responsibilities seriously and welcome the opportunity to make a difference. We're a responsible partner, on the road and in your neighborhood.



- PARTNERS**  
Trust for the National Mall  
Boys and Girls Clubs of Greater Washington  
D.C. SCORES
- WEBSITE**  
[volkswagengroupamerica.com](http://volkswagengroupamerica.com)

# Walmart

Walmart's Commitment to a More Sustainable Food System



Our Climate Smart Agriculture Platform will help drive improvements in agricultural productivity and responsible resource utilization.

**TOP:** Walmart operates over 11,000 stores in 27 countries around the world. We're working toward three aspirational sustainability goals: to be supplied 100% by renewable energy, to create zero waste and to sell products that sustain people and the environment. *Photo Credit Walmart*

Experts estimate that global food production will have to double by 2050 to keep up with population growth and diet trends. Walmart is well aware of this reality, and we're working to address it in multiple ways. We commit to tackle affordability and sustainability at the very root. We will help farmers grow more food, in a way that is sustainable for people and for the planet. As the world's largest grocer, we are in position to make real change when it comes to increasing productivity, reducing greenhouse gas (GHG), and improving water-use practices both in our agricultural sourcing footprint as well as across the industry.

Our Climate Smart Agriculture Platform will help drive improvements in agricultural productivity and responsible resource utilization. Within our supply chain, we expect to gain increasing visibility over the next ten years into key metrics regarding yields, water usage, and GHG in food supply chains. This will drive improved affordability and sustainability in our own food supply chain and the broader food system, while helping to improve farmers' livelihoods.

One example of the enhancements Walmart has already made in the area of sustainable agriculture is through our pilot commodity optimization program. We collaborated with 15 large suppliers—representing 30%

of our food and beverage sales in North America. By providing farmers with data and tools, they're able to develop plans to optimize fertilizer and tilling practices in corn and soy crop rotations. This saves money, reduces GHG and, ultimately,

One example of the enhancements Walmart has already made in the area of sustainable agriculture is through our pilot commodity optimization program. We collaborated with 15 large suppliers—representing 30% of our food and beverage sales in North America.

delivers more sustainable products to our customers. The pilot commodity optimization program includes 2.5 million acres, with the potential to reduce GHG by 2.3 million metric tons (MMT). We will continue to advance this work through Walmart's Climate Smart Agriculture Platform.

"The future of food is absolutely critical for both our society and for our business, which means we have a huge opportunity to make a difference here," said Doug McMillon, President and Chief Executive Officer of Walmart Stores, Inc. "We've learned on our sustainability journey

that we're most successful when our initiatives create social and environmental value and business value at the same time. Food is our number one category worldwide, and we are going to do even more in our grocery business in the years ahead. Paving a sustainable future for food is necessary for society and our business."



#### PARTNERS

Environmental Defense Fund

#### WEBSITE

[corporate.walmart.com/global-responsibility/](http://corporate.walmart.com/global-responsibility/)

# The Walton Family Foundation

Strengthening Gulf Coast  
Communities Through Restoration



**COUNTERCLOCKWISE FROM TOP:** Building oyster reefs in Mobile Bay, AL. *Photo Credit The Nature Conservancy* // Restoration of the Gulf Coast and Mississippi River Delta promises a boost to tourism, recreation, and fishing industries, as well as indirect benefits to economies far beyond the Gulf Coast. *Photo Credit Marine Stewardship Council.*

The Gulf of Mexico is an environmental and cultural treasure. It is also the backbone of our nation's economy. The Walton Family Foundation has made a long-term commitment to the restoration of the Gulf region to ensure that its people, communities, fisheries, wildlife and wetlands are strong and healthy now and for generations to come.

Even before the 2010 oil spill, the region's ecosystems had been weakened by years of degradation from human use

The Walton Family Foundation is leading a coalition to recover the Gulf of Mexico's degraded environmental resources, an effort that can generate tens of thousands of jobs in the coming years and provide a much-needed boost to America's economic recovery.

and natural disasters like Hurricane Katrina. To ensure the environmental and economic health of the Gulf, the foundation convened a unique and broad coalition of economic and environmental organizations—ranging from the National Audubon Society to Greater New Orleans Inc.—to help support restoration in the region. Working together, this coalition helped key decision makers understand the urgency of needed restoration efforts in the Gulf.

In response to national, bipartisan support for restoration of the Gulf Coast and the Mississippi River Delta in

the wake of the 2010 oil spill, Congress enacted the RESTORE Act in July 2012. The Resources and Ecosystems Sustainability, Tourist Opportunity, and Revived Economies of the Gulf States Act will invest fines related to the oil spill into the Gulf region to help rebuild and strengthen the environment and support America's economic recovery. The foundation-convened coalition continues to work on the ground in the region to ensure these funds will support conservation projects that will restore the environmental and economic health of the communities that depend on the Gulf. The coalition brings together environmental and economic development groups and emphasizes collaboration with the private sector in prioritizing restoration projects that will provide the greatest and widest-reaching benefits for the families and businesses that call the Gulf Coast home.

#### **The Gulf Coast: An Engine of the American Economy**

Recovery of the Gulf Coast is a national economic imperative. Many of the nation's key economic resources, and the underpinnings of economic production in states far beyond the Gulf Coast, depend upon the Gulf's fragile and threatened ecosystems. Restoring the Gulf will make the region more resilient, lessen the potential damage from future hurricanes and flooding, and create tens of thousands of jobs. A healthy ecosystem means a healthy economy, both regionally and nationally.

- The nation's seafood industry relies on a healthy Gulf of Mexico. The Gulf produces roughly 40% of all commercial seafood in the lower 48 states.

- Tourism depends on the natural wonders of the Gulf. Restaurant, hotel, and other hospitality workers are part of the Gulf's \$34 billion per year tourism industry.
- Restoring wetlands and other coastal ecosystems will help protect ports, energy facilities and other essential infrastructure from future storms.

Gulf restoration projects will boost our economy. A recent study by Mather Economics found that Gulf restoration could create as many as 57,697 new jobs in the next 10 years. The foundation believes that leveraging the power of markets to address big environmental problems will ensure that restoration will bring lasting, long-term benefits to communities and economies in the Gulf and across the country. In the Gulf and elsewhere, restoring the environment is an essential part of restoring our economy.

*The*  
**WALTON FAMILY**  
FOUNDATION

#### **PARTNERS**

Environmental Defense Fund  
Greater New Orleans, Inc.  
National Audubon Society  
Ocean Conservancy  
Oxfam  
The National Wildlife Federation  
The Nature Conservancy  
Along with dozens of local and regional partner organizations

#### **WEBSITE**

[www.waltonfamilyfoundation.org/](http://www.waltonfamilyfoundation.org/)

# The WILD Foundation

Bringing back the wild  
throughout the world



**CLOCKWISE FROM TOP:** Lionfish are evidence of marine wilderness disturbed by predator-prey imbalance brought on by invasive species. *Photo Credit Antonio Busiello* // WILD Cities rewild and protect nature within and surrounding urban areas. *Photo Credit Mike Houck* // Mali elephants compete with livestock for vital food and water, but local communities can steward a new balance through conservancies that give habitat to both. *Photo Credit Carlton Ward Jr.*

**F**or more than 40 years, The WILD Foundation has collaborated across boundaries, professions, and cultures to protect and connect wilderness, wildlife and people. Its work is guided by Nature Needs Half™—a science-based, practical, and ethical vision of a world where people and nature share the planet equally for the good of all life on earth. When respected by people for what it needs, wilderness provides social and economic benefits to all people, including those in urban areas, indigenous and traditional communities, and nature-based recreation.

WILD's flagship program is the World Wilderness Congress, the world's longest-running, public, international conservation project and forum. Its 38-year practical and inspirational track record includes new global policies, protected areas, funding, community-based programs and more, by working with many partners to achieve targeted outcomes. These outcomes are accomplished through forging consensus and action toward understanding and protecting "wilderness"—healthy, intact habitat rich in native biodiversity—while also addressing the needs of human communities.

Involving government agencies, institutions, businesses, scientists, artists, and local communities, WILD projects enable many stakeholders to collaborate toward a common goal of sustaining and "bringing back" wilderness. By working at all levels of implementation, influence and demographics—in urban centers,

marine and coastal areas, and pastoral lands—WILD makes "wild nature" the core value and goal for a healthy and prosperous human society.

The Mali Elephant Project (MEP) in West Africa equips local communities with the means to establish and enforce protections for migrating desert elephants in a project area larger than Switzerland. This model of wildlife protection also helps communities defend their pastoral livelihoods from fire, impacts of drought, and even armed rebellions by Tuareg pastoralists and the recent jihadist terrorist war waged in the area. MEP is now a war-tested, successful model that



improves security and stability in remote areas while also protecting the elephants.

The Marine Wilderness 10+10 Project is a collaborative partnership that equips site-based stakeholder teams to act as "first line of defense" in 20 places, with each type of stakeholder playing a defined role and with communities as partners. The stakeholders and partners focus on marine biological intactness and its good management by thoroughly monitoring each site, and through professional conservation photography and media that raise the international visibility of their site and the threats to marine wilderness globally.

To address the majority of the world's population that live in urban centers, WILD facilitates an



international collaboration among "WILD City Champions"—NGOs, municipal governments, civic groups and businesses working to make their urban area a place that protects wild nature and connects its benefits to people. A WILD City is characterized by and recognized for the practices, policies, and financing mechanisms deployed to ensure healthy biodiversity, quality habitat for wildlife, and resilience to climate change through green infrastructure. WILD Cities create equal opportunities for nature access by all citizens, through parks, refuges, forests, and open space, as well as through safeguarding nature in the larger land and seascapes of which they are a part.



#### PARTNERS

Deutsche Umwelthilfe e.V.  
International Conservation Fund of Canada  
Mexican National Commission on Natural Protected Areas  
Oceans First Institute  
Parks Canada  
The Tiffany & Co. Foundation  
U.S. Bureau of Land Management  
U.S. Fish & Wildlife Service  
U.S. Forest Service  
U.S. National Park Service  
Wilderness Foundation Africa  
Wilderness Foundation UK

#### WEBSITE

[www.wild.org](http://www.wild.org)

The Wilderness Foundation Africa works in many countries from its base in South Africa to protect wildlife and wilderness in partnership with local communities. Whether it is direct anti-poaching action in the field, large landscape wilderness management, or developing rising young leaders from disadvantaged communities for a career in conservation, the Wilderness Foundation has over 40 years of results.

### SPECIES

Our Forever Wild Conservation Programme was developed in 2011 as a response to the rhino poaching crisis and has been active through the Rhino Protection Initiative. In 2013 the Programme was expanded to include lion, leopard, elephant, gorilla and shark conservation initiatives as they represent key species symptomatic of the challenges facing the environments in which they live.

The initiative primarily provides logistical and operational support for conservation and law enforcement agencies responsible for rhino security. It is also involved in raising public awareness of the rhino poaching crisis and manages a rhino anti-poaching tip-off line. Other activities include the coordination of anti-poaching training, aerial assistance, vehicle support, intelligence gathering and specialist support, as well as a rhino survivor fund, Eastern Cape Rhino DNA and tracking device project and a rhino survivor research project in the Kruger National Park.

“Every debate is important because it keeps the issue alive, & right now that is critical if rhinos are to survive.”

Dr. Ian Player, *Co-founder of Wilderness Foundation*

### SPACES

The conservation projects pioneered, supported, or managed by the Wilderness Foundation under the Conservation programme focus strongly on protected areas. Protected areas play a critical role in supporting biodiversity conservation, and are an essential element in a comprehensive plan for reducing poverty and supporting economic development. The Wilderness Foundation continues to actively expand its existing conservation networks, ensuring that protected areas and reserves are well managed, and provide benefits for their surrounding communities.

### PEOPLE

The Wilderness Foundation’s Vulnerable Youth Development Programme includes various projects which are developed and implemented independently, or in partnership with other projects of the Foundation.

Due to the HIV/AIDS pandemic throughout the continent of Africa, huge numbers of youth are left orphaned and vulnerable, stuck in a cycle of poverty, with little hope of a brighter future. There is a dire need for holistic social intervention programmes which can offer these youth a

chance at becoming successful contributors to society through personal growth and future employment. Through the Wilderness Foundation’s vulnerable youth projects, young people are empowered to become financially independent entrepreneurs and breadwinners for their families.

The Wilderness Foundation has pioneered a number of holistic social intervention projects which draw on the opportunities presented by the growing eco-tourism industry in South Africa. Some of the projects are linked up with the Wilderness Foundation’s Experiential Education programme which helps carry the Foundation’s message of the importance of conservation in the 21st century. The projects have been shown to develop conservation leaders with a strong conservation ethos.

**WILDERNESS**  
FOUNDATION

### PARTNERS

Absa Bank  
Ford Foundation  
ICCF  
Investec  
IUCN  
Mantis Collection  
Oxfam  
Rand Merchant Bank  
Shamwari Group  
SpecSavers  
The WILD Foundation  
Volkswagen South Africa  
Wilderness Foundation UK  
Wilderness Leadership School  
World Economic Forum  
WWC

### WEBSITE

wildernessfoundation.org.za

# Wilderness Foundation Africa

Creating Conservation Sector Employability Skills Among Disadvantaged Youth and Putting Them to Work to Protect Wildlife in Africa



**CLOCKWISE FROM TOP:** Umzi Wethu youth learn conservation leadership skills on trail in the South African wild. *Photo Credit Wilderness Foundation.* // The Forever Wild Rhino Protection Initiative is supplying rangers with the training and equipment that build morale as well as fortification of parks and private game reserves to stop the killing of rhinos. *Photo Credit Wilderness Foundation.* // *Photo Credit Pip Mortlock*

# Wildlife Conservation Society

96 Elephants: Engaging the Public in Support of the Iconic Species



**CLOCKWISE FROM TOP:** African forest elephants face a major challenge due to continuing demand for their tusks. *Photo Credit Julie Larson Maher © WCS* // In 2012, the New York State Department of Environmental Conservation, in conjunction with the U.S. Fish and Wildlife Service and the Office of Manhattan District Attorney Cyrus Vance, Jr. seized \$2 million in illegal elephant ivory in New York City. *Photo Credit Manhattan District Attorney's Office* // The Boy Scouts of America New York Council collaborates with 96 Elephants through a letter writing campaign and other advocacy efforts. *Photo Credit Julie Larsen Maher © WCS*

In 2013, Wildlife Conservation Society conservationists Dr. Fiona Maisels and Dr. Samantha Strindberg published a landmark study that showed just how close African forest elephants are to extinction. Their research, conducted over the course of a decade with dozens of collaborators, was the largest study of its kind and the results were staggering.

Drs. Maisels and Strindberg found that 62 percent of forest elephants vanished from central Africa between 2002 and 2011. Despite restrictions on illegal poaching and trafficking, elephants are being killed for their ivory at a tremendous rate of 35,000 per year, or about 96 elephants every day. Scientists now predict African forest elephants could be extinct in the wild within a decade.

In the wake of that study, WCS pushed to create a unified and amplified voice against the slaughter of elephants and the trafficking of ivory that is causing the decline of one of our most iconic and treasured species. The result is the 96 Elephants campaign, which launched at the September 2013 meeting of the Clinton Global Initiative to support the public commitment made by world leaders at that event to end the crisis facing Africa's elephants.

WCS and 96 Elephants have reached out to a wide range of organizations who wanted to stand against the elephant slaughter and support the development, governance and humanitarian benefits that come with community-focused wildlife conservation. Coalition members

now include more than 175 North American zoos and aquariums, conservation organizations, humanitarian organizations, and corporations.

WCS has outlined the three pillars of preventing the further decline of elephants: stop the killing, stop the trafficking, and stop the demand. The activities of 96 Elephants provide a unified voice for these priorities. On the federal level, the campaign is advocating for a strong National Strategy to Combat Wildlife Trafficking, including a ban on domestic ivory sales. It also pushes for U.S. funding of on-the-ground law enforcement and guard training to secure vulnerable populations of elephants.

The campaign is also active on the state level. Following the lead of local institutions including zoos and aquariums, 96 Elephants is pushing for legislation calling for state bans on ivory trade. New York and New Jersey were the first states to pass such legislation, and momentum is spreading across the country.

The campaign has engaged supporters through electronic organizing and through traditional events and media outreach. Nearly 500,000 advocates sent letters to policymakers during the campaign's first year. WCS's Run For the Wild, an annual 5K through New York City's Bronx Zoo, raised almost a half million dollars for elephant conservation, in addition to online fundraising. On social media, thousands of people decided to "go grey" for elephants on World Elephant Day by wearing grey or posting

an "elphie" of themselves with messages of support.

At its heart, 96 Elephants is a public education and advocacy campaign, and it places a special emphasis on education and children. Groups such as the Boy Scouts of America and DoSomething.org, a social network for youth action, have joined the coalition. After the New York legislature passed legislation on the state's ivory ban, Gov. Cuomo stated that thousands of hand-delivered letters and drawings from New York schoolchildren were especially meaningful as he considered the issue.

African forest elephant populations are truly in danger. The causes and forces behind their decline are numerous and complex, and solving these issues will take the combined efforts of many concerned advocates acting as one. The 96 Elephants campaign brings together these advocates in the hope of saving these beautiful, iconic creatures.



#### PARTNERS

For a full list of partners, visit [www.96elephants.org/partners](http://www.96elephants.org/partners).

#### WEBSITE

[wcs.org](http://wcs.org)  
[96elephants.org](http://96elephants.org)



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