

African Wildlife Foundation's AFRICAN LANDSCAPE

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IN THIS ISSUE



New Species Strategy **3**



South Sudan **9**



Conservation Schools **10**

In Africa and Asia, Campaigns to Combat Wildlife Trafficking

Deeply concerned by the unprecedented decimation of Africa's wildlife, especially its elephant and rhino populations, the African Wildlife Foundation (AWF) has launched dual public awareness campaigns aimed at combatting illegal wildlife trafficking from both sides of the supply-and-demand equation. "African Voices for Wildlife" is taking place in Africa; the "Say No" campaign is focused on Asia.

Voice of Africa

AWF's "African Voices for Wildlife" campaign is a multi-year, pan-African public awareness campaign that aims to raise awareness in Africa of the destructive effect that the senseless slaughter of wildlife is having on the ecological, social and economic fabric of the continent. The campaign empowers Africans to stand up and take action to protect their natural heritage.

"We have increasingly seen the international community rallying to protect Africa's wildlife, most recently with U.S. President Obama's announcement against illegal wildlife trafficking when he was visiting our continent," said Daudi Sumba, AWF's vice president for programme development. "While it is encouraging to see such

international support, it is up to us to take the lead in protecting our own natural resources and our natural heritage. Our wildlife is important to us and the future of our continent; we cannot sit back and wait for other people to win this war for us."

The campaign—which will be distributed through advertisements on billboards, at airports, on buses and more—will prominently feature Africans expressing outrage, distress and sorrow about the current poaching epidemic and the impact this could have on them and future generations. It will also educate audiences by reinforcing staggering statistics related to poaching.

"African Voices" will begin with select billboard and airport advertisements in Kenya, Tanzania, Zambia, and South Africa, with the intention of expanding into other countries. The ads will be in a variety of languages, including English, Swahili, and French and will feature a range of cultures and ages, as well as a diversity of wildlife.

Reducing demand

Based on recent seizures of illegal wildlife products, it is clear that the large majority of rhino horn ► *continued on page 8*

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What We Hear, and What We are Doing

More and more, we have been hearing the same troubling news throughout the landscapes in which we work in Africa: that illegal wildlife trafficking has reached even those areas that are well managed and heavily protected.

AWF has implemented a broad range of efforts to counter the poaching crisis, including two new awareness campaigns that will put the spotlight on the issue in both Asia and Africa (see cover story). The campaign in Africa is particularly important to me and my African colleagues. My strong hope is that Africans throughout the continent—both individuals and governmental

more the efforts of the conservation community get out to the world, the better chance we have to stop what is now a global crisis.

While the issue of illegal wildlife trafficking is receiving our utmost attention, AWF is an efficient—and growing—organisation that has continued other important work throughout the continent. This year has been especially productive. We launched a new African Apes Initiative (see pp. 4 – 5) based on our mountain gorilla and bonobo expertise, placed an advisor in Juba to provide technical support on wildlife conservation matters to the new government of South Sudan (see p. 9) and launched our



“The more the efforts of the conservation community get out to the world, the better chance we have to stop what is now a global crisis”

bodies—will encounter our “African Voices for Wildlife” advertisements and realise that they must make their own voices heard.

The recent announcement by American President Barack Obama that the United States will put its power behind the fight against illegal wildlife trafficking is very welcome. We applaud the actions of the U.S. government on this matter and are doubly heartened that former Secretary of State Hillary Clinton has continued her support on this matter even after re-entering private life. AWF CEO Patrick Bergin recently attended a closed meeting with Secretary Clinton and several other conservation groups to discuss what more can be done. The

new programme that links conservation and education (see pp. 10 – 11).

We see these new programmes as complementing our larger vision of large-landscape conservation. We appreciate the support of our funding partners in these efforts, and look forward to more conservation wins in coming months.

Daudi Sumba
Vice president for programme design
and government relations

New Species Strategy

Early in AWF's history, the organisation's wildlife protection efforts centered on applied species research that helped increase the conservation world's knowledge of African wildlife and directed AWF's conservation strategies. After aligning with independent researchers, such as Dian Fossey, Jane Goodall and Cynthia Moss, in the 1970s and 1980s, AWF later developed an internal cadre of up-and-coming African researchers.

In the last few years, however, poaching has dramatically escalated, while an ever-burgeoning human population continues to encroach upon once-pristine natural habitats. The result has been a well-documented and alarming decline of a number of well-known African species.

To address today's realities, AWF recently modified its wildlife conservation strategy and launched the Species Protection Grant Programme. AWF will provide grant funding to stakeholders on the ground who are conducting rigorous, targeted species protection. Grants will fund six primary thematic areas of work that AWF has determined require additional support and that meet AWF's species criteria:

1. Rhinos
2. Elephants
3. African apes
4. Large carnivores
5. Awareness
6. Law enforcement

Large Landscapes

AWF's wildlife conservation is still based on the premise of prioritising large landscapes that have high levels of biodiversity and economic potential.

By focusing on key species through its Species Protection Grants, AWF hopes to address the issues around at-risk wildlife populations while also having a significant economic impact across an ecosystem. "Species cannot be viewed in isolation; they must be viewed as integral parts of a larger and complex landscape," says Philip Muruthi, AWF's senior director of conservation science. ■

For more information on AWF's new Species Protection Grants, contact Philip Muruthi at: pmuruthi@awfke.org

AWF has launched a Species Protection Grant Programme that targets at-risk species.



In Brief

- ▶ AWF recently hosted a visit to the Kazungula landscape by the Clinton Foundation's Chelsea Clinton. Clinton visited Lupani School and the newly opened Machenje Fishing Lodge (see next issue of "African Landscape" for more).
- ▶ African Wildlife Capital recently provided a loan to ecotourism company Jember Ltd. to establish a 30-bed eco-lodge in Ethiopia's Bale Mountains National Park. The investment will help create much-needed tourism infrastructure in the park.
- ▶ Also in Ethiopia, AWF is working closely with the Ethiopian Wildlife Conservation Authority to develop a business plan for Simien Mountain National Park. AWF recently co-sponsored the first Simien Mountain Wildlife Festival to raise awareness around the park.
- ▶ AWF through the USAID/Uganda Tourism for Biodiversity Programme met with landowners around Lake Mburo National Park to present on conservancies. The programme has also outlined a process for creating land-use plans around Kidepo Valley National Park.
- ▶ AWF is a lead sponsor of the Ecotourism and Sustainable Tourism Conference 2013 (ESTC13), taking place 24 – 27 Sept. in Nairobi, Kenya. The annual gathering, hosted by the International Ecotourism Society, provides practical solutions to advance sustainability goals for the tourism industry.
- ▶ In Kilimanjaro, AWF secured an additional 5,000 acres with Maasai landowners through its Conservation Lease program in the critical Kitenden Corridor.

On the Radar

- ▶ A 100,000-acre coal and methane mining project is being proposed in the Gwayi/Hwange area of Zimbabwe. AWF provided comments on the ecological impact assessment, urging Zimbabwe's Environmental Management Authority to require assessments of alternative locations.
- ▶ A proposed Kenya–Ethiopia Electricity Transmission Line has the potential to negatively impact tourism in the Samburu landscape, given its planned route through the area's wildlife-concentrated areas. AWF provided comments requesting consideration of an alternative routing being championed by resident communities and stakeholders.



“The Initiative will identify representative populations of great apes living in critical habitats and work to conserve those ecosystems”

As conservationists well know, Africa's great apes are in decline. Already all four of the great ape species found in Africa are endangered or critically endangered. According to the International Union for Conservation of Nature (IUCN) Species Survival Commission's A.P.E.S. database, there are about 25,000 to 50,000 bonobos; approximately 400,000 chimpanzees; 3,000 to 10,000 eastern gorillas; and up to 150,000 western gorillas in Africa.

AWF has historically enjoyed success with mountain gorilla and bonobo conservation, employing a combination

of tactics, including community engagement, increased species monitoring, coordination between various wildlife authorities and local groups, direct species protection and the establishment of protected areas. AWF is now leveraging this experience to launch a new African Apes Initiative across Central and West Africa.

threat,” explains Jef Dupain, director of AWF's Great Apes Programme. AWF hopes to act as a collaborating force in target ecosystems, bringing together all relevant stakeholders—from researchers to wildlife authorities to local communities and NGOs—to create a strategic plan that ensures the future of particular great ape populations.

3 ecosystems, to start

The African Apes Initiative has launched in three target ecosystems: Niokolo-Koba National Park in Senegal, an endangered UN World Heritage site within the

AWF Expands Ape Conservation Across Central, West Africa

of tactics, including community engagement, increased species monitoring, coordination between various wildlife authorities and local groups, direct species protection and the establishment of protected areas. AWF is now leveraging this experience to launch a new African Apes Initiative across Central and West Africa.

The African Apes Initiative will identify representative populations of great apes living in critical habitats and work to conserve these populations and associated ecosystems. By protecting great ape habitat, great ape populations—as well as other critical fauna and flora found in these landscapes—will stand a much better chance of survival.

With each target population and landscape, AWF will work closely with researchers and local NGOs on the ground to build an integrated, holistic conservation strategy. “AWF will assist in identifying the gaps in conservation support for specific great ape populations that are under

transboundary zone of the Manding Plateau; the Dja Biosphere Reserve, a World Heritage Site located in Cameroon; and the Bili-Uele Protected Area Complex in northern DRC, along the border of the Central African Republic. Seed grants of approximately US\$25,000 have been provided to partners in each of these three landscapes to conduct targeted species monitoring and antipoaching work; these will serve as the foundation for comprehensive conservation strategies that will be tailored to address each location's specific threats.

Only a few hundred chimpanzees live in the 9,130-km² Niokolo-Koba and the southeastern region in Senegal, but, as a specific population of the western chimp that uses both woodland and savanna habitats, “they represent a specific outlier and are a nice example of diversity in chimp behavior,” Dupain explains. The seed grant initially focuses on antipoaching efforts in the eastern sector of the park, a core chimp area. AWF recently led a five-day training



The woodland–savanna chimpanzees of Senegal's Niokolo–Koba National Park represent “a nice example of diversity in chimp behavior,” says AWF's Jef Dupain.



Both lowland gorillas and chimps are found in Dja Biosphere Reserve in Cameroon.



The Bili-Uele Complex represents a sizeable percentage of the eastern chimpanzee, with about 35,000 to 65,000 individuals found here.



to teach park staff to use handheld CyberTracker units, which collect field data complete with GPS coordinates. Park rangers will use the CyberTracker to more accurately determine chimp distribution and numbers. This will help with formulating antipoaching plans for the entire park.

Dja hosts a representative population of both the central chimpanzee and the western lowland gorilla. AWF has already done preliminary scoping in the region's evergreen Cameroonian–Congolese forests and is awaiting a ministry signature to support the protected area authority, Service de Conservation, in supporting antipoaching and ecological monitoring in the core areas.

The Bili-Uele complex comprises a region anchored by four protected areas totaling 55,000 km². Initial faunal surveys have found that, in terms of sheer numbers, this region represents a sizeable percentage of a particular chimpanzee subspecies' population; an estimated 35,000 – 65,000 eastern chimpanzees are said to live here, along with forest elephants, lions, and other wildlife. Security threats are significant in this isolated area, however. There is a lack of law enforcement related to bushmeat hunting and an influx of artisanal miners. AWF has reached an agreement in principle with stakeholders, including the Institut Congolais pour la Conservation de la Nature (ICCN), DRC's wildlife authority, to conduct ecological monitoring.

Time to act

As the African Apes Initiative gets underway, AWF is participating in a number of great ape conservation planning strategies across West and Central Africa. Given the rapid infrastructure changes and population boom across the continent, now is the time to act. A 2012 study published in “Diversity and Distributions” found that the total “suitable environmental conditions” for African apes declined by 208,000 km², or more than 51 million acres, between the 1990s and 2000s.

According to the study, “Much of the remaining African ape range, previously relatively intact, is now rapidly being converted to human-dominated mosaics. In many ape range states, this has created isolated remnants of prime ape habitat, often inside protected areas, within a landscape dominated by agriculture and agro-forestry.”

The growth of industry, such as agro-forestry and mining, will continue to be a challenge for AWF and other conservation NGOs working in Africa. As Dupain notes: “How do you give value to great apes if you face a multimillion or multibillion potential investment of a large industry that wants to transform large habitats into agro-industry or simply wants to exploit the soil and cut down the whole forest?” ■

Does Conservation Enterprise Work?

By **Daudi Sumba** *Vice president for programme design and government relations* and **Brian McBrearity** *Director, conservation enterprise*

One of the key tools in AWF's conservation toolbox has been the strategic use of community-based conservation enterprises. These enterprises have the potential to generate additional income and fuel socioeconomic development for local residents. But we do not undertake these projects simply for the feel-good factor. AWF defines a conservation enterprise as a commercial activity that supports the attainment of a conservation goal: If we develop an enterprise, then benefits from the enterprise must incentivise conservation.

In the past 15 years, AWF has established 12 major tourism enterprises with communities in East and Southern Africa. One key question has always lingered in our minds:

Do enterprises work as a conservation strategy? What impact are these enterprises making toward conservation and community livelihoods? Recently, AWF conducted an in-depth assessment on the impact of the Lodge on the local communities in the Kilimanjaro landscape. The lodge is owned by the Elerai Group Ranch in southern Kenya and managed through a 15-year partnership by a private operator, Southern Cross Safaris.

The impact assessment examined:

- Satao Elerai's commercial performance;
- Its socioeconomic livelihood impact, using AWF's Performance and Impact Assessment process and Wildlife Enterprise and Local Development methodology for socioeconomic analysis; and
- Its conservation impact, as measured through AWF's geospatial laboratory analysis on land-use change and regional wildlife census data.

Background

In the mid-2000s, the demands of livestock and agriculture, combined with increased development, were threatening many of the wildlife corridors that allowed for movement of elephants and other species in and out of Amboseli National Park. Building on existing relationships with the local community around one of the threatened corridors, AWF facilitated a partnership between the Elerai Group Ranch, the local community landowners, and Southern Cross Safaris to develop Satao Elerai Lodge.

Applying funding from the European Union, the Royal Netherlands Embassy and other partners, AWF invested about US\$500,000 in the facility's construction. In return, the

community agreed to set aside 6,000 acres of corridor and dispersal areas to help alleviate some of the wildlife pressures on Amboseli.

The 28-bed Satao Elerai Lodge, which has five chalets and seven luxury tents, opened in 2007. Of the 68 staff at the lodge, 80 percent hail from the group ranch. The upmarket lodge charges an average of US\$300 per night, depending on the season, with a portion of these revenues going to the community, including a conservancy fee per guest.

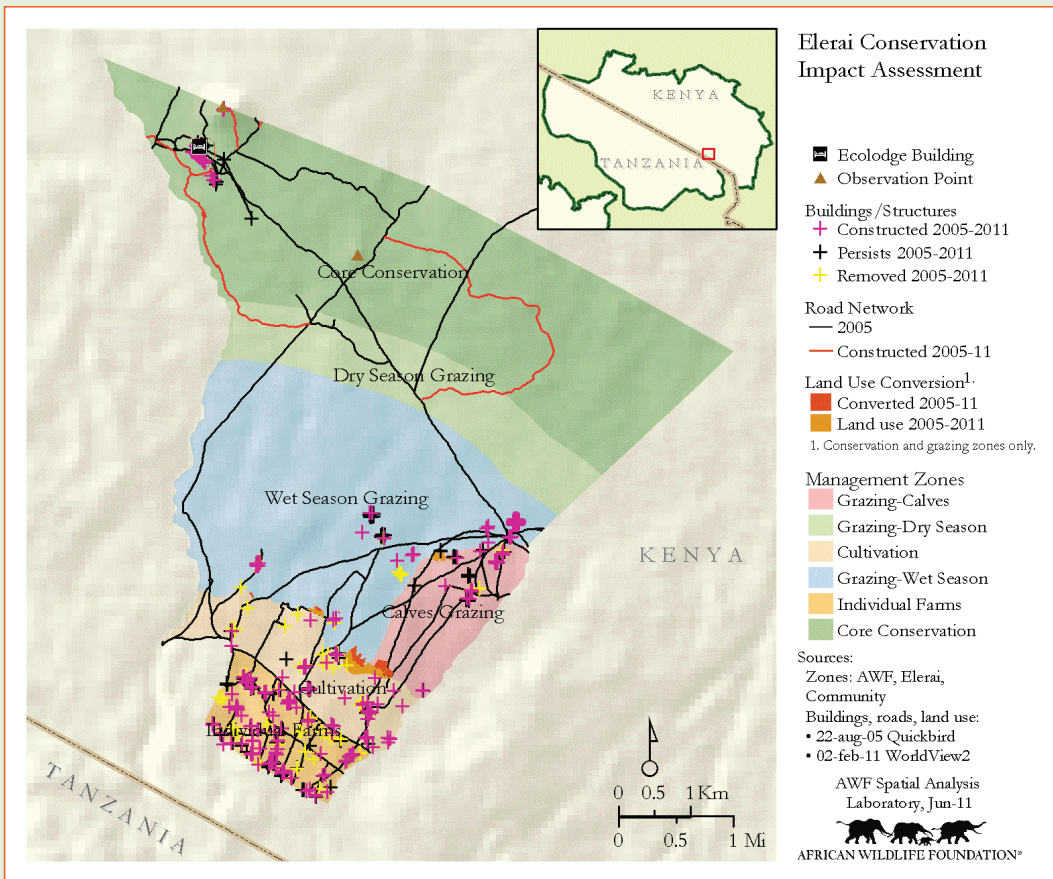
Revenues and income

Satao Elerai's performance has steadily improved since inception. During its first full year of operation, the occupancy rate was just under 10 percent; in 2012, occupancy was at 40 percent. Southern Cross began generating profits in the third year of lodge operations. More importantly, the Elerai Group Ranch has been

“Since inception, the community has received in excess of US\$300,000”

Surveys have found an increase in wildlife numbers in the region.





A 2011 review of the lands around Satao Elerai found that development largely occurred away from planned conservation zones.

receiving income from Satao Elerai since Day One. The group ranch earned US\$24,000 in 2008; by 2012, that number had grown to US\$90,000+. Since inception, the community has received in excess of US\$300,000.

What impact was this money having, if any, on the households?

The majority of the three communities belonging to the group ranch would be considered poor by local terms. Income comes largely from crop and livestock production, and households operate in a consumptive manner with little savings. While household income here has indeed increased since the establishment of Satao Elerai, so, too, have expenditures.

AWF nevertheless found positive changes in household assets. Ownership of motorbikes has increased, for example, and bicycles have declined. There has been a marked change in how community members are living, and a movement away from a traditional lifestyle and toward a more modern one.

Consistent with the literature, the poor in this region try their hand at multiple livelihood opportunities, diversifying as much as possible to survive. The two most profitable livelihoods are employment in the conservation business and crop production (done in zoned areas)—thus direct income from the lodge (in the form of salaries) is critical

for some of the poorest households.

To date, the financial income generated from the tourism operations has paid salaries for the group ranch staff and game scouts, maintained community assets, paid for education and other social support. Almost half of the financial income has gone directly to the landowners within the community.

Conservation results

As part of its agreement with AWF, the Elerai Group Ranch developed a comprehensive land-use plan that provided for a systematic grazing scheme, identifying grazing areas for wet and dry seasons, calving areas and land set aside for both settlement and conservation. With proper land-use planning, the group ranch was able to

provide enough fodder for its livestock, sufficient area for community settlement and set aside land for the wildlife corridor that AWF was focused on securing.

GIS surveys in 2005 and then again in 2011 have shown that, unlike the habitat ecology in other parts of the landscape, development in this area has largely occurred away from designated conservation zones. Further, the majority of the development within marked conservation areas has been the construction of the actual lodge and roads—development necessary to ensure a positive tourism experience for visitors.

Finally, because of our work with the community, the connectivity between Amboseli in Kenya and Mt. Kilimanjaro in Tanzania has been secured for wildlife, giving them a safe haven in this dispersal area. Wildlife surveys have also found an increase in wildlife numbers since the establishment of the conservation area and lodge.

Do conservation enterprises work as a conservation strategy? So far, yes. The area is not without its challenges: Human population continues to grow and more land is falling to cultivation; thus, impact monitoring is key for designing post-deal support. AWF has found, however, that—provided benefits from a conservation lodge are significant, well-managed and distributed in a transparent manner—these arrangements can truly incentivise community conservation. ■

continued from page 1

▶ and elephant ivory are destined for Asian markets, primarily China and Vietnam. Current projections suggest that around 250 million new Chinese urban middle-class consumers will enter that market over the next 10 – 15 years. This group is unaware of the effects that the demand for rhino horn and elephant ivory has on Africa's landscapes, wildlife populations, communities and nations. As indicated in a recent survey by AWF and partner WildAid, 67 percent of surveyed Chinese citizens were unaware that ivory came from poached elephants. The same percentage did not realise that rhino horns came from poached rhinos.

This has prompted the development of the “Say No” campaign, which AWF announced with WildAid and Save the Elephants in Beijing, China, in April. The campaign has the goal of reducing demand for rhino horn and elephant ivory in Asia.

Through a combination of billboards, television ads and online videos in China, the “Say No” campaign features Asian celebrities educating people about the direct links between their demand for wildlife products and the poaching taking place in Africa. Celebrities working on the campaign include former NBA basketball player Yao Ming, action star Jackie Chang, Chinese actress Li Bingbing and Vietnamese–American actress Maggie Q. “Poaching threatens livelihoods, education, and development in ... Africa,” said Yao, who visited Kenya last August. “No one who sees the results firsthand, as I did, would buy ivory or rhino horn. I believe when people in China know what's happening, they will do the right thing and say no to these products.”

Yao's message is already being conveyed to the Chinese public: Some 43 unique stories about the “Say No”

campaign appeared in the Chinese media in the days immediately following the April press conference and prompted another 82 follow-up stories and social media coverage.

Plans are underway to expand the campaign from China to Vietnam later this year. Vietnam is believed to be the largest market for rhino horn in the world, despite having only one fifteenth of China's population.

Global challenge

Both campaigns are a recognition by AWF that this global challenge of illegal wildlife trafficking must be addressed immediately at multiple tiers to fully halt what is now an estimated US\$10 billion industry. AWF has been addressing the poaching and illegal wildlife trafficking epidemic at four different levels, by:

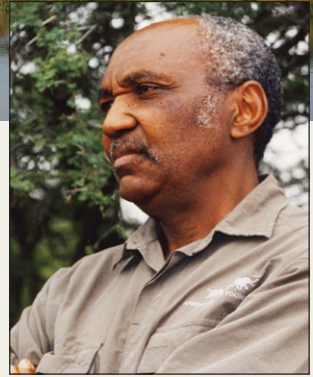
1. Supporting targeted wildlife populations and anti-poaching efforts on the ground;
2. Increasing security and law enforcement;
3. Pushing policy at the international level; and
4. Curbing demand.

Most recently, AWF CEO Patrick Bergin took part in a high-level meeting between former U.S. Secretary of State Hillary Clinton and a dozen or so conservation group representatives about the illegal wildlife trafficking issue. “A loss of wildlife, such as elephants, is a loss to everyone in the world—but doubly so for those of us who are the citizens of the African countries that make up the range states for these iconic species. This is our natural heritage that we are losing on a daily basis, and it is totally unacceptable,” said Philip Muruthi, AWF senior director of conservation science. ■

To see AWF's campaign materials, visit awf.org/saynovideo



One of AWF's awareness campaigns leverages the power of Asian celebrities, such as Yao Ming, to reduce demand for elephant ivory and rhino horn.



James Kahurananga

Advising South Sudan

A new country faces any number of challenges, and for the Republic of South Sudan, that includes determining how best to manage its abundance of natural resources. At the request of the government, AWF is assisting South Sudan in establishing appropriate policies that will help protect its natural resources. Since March, former Maasai Steppe Director James Kahurananga has been working in Juba as the AWF technical advisor for the Ministry of Wildlife Conservation and Tourism.

With more than 10 years working with multidisciplinary teams on wildlife management areas, infrastructure development and community relations and training, Kahurananga has a broad range of experience that will be critical in the next few years of South Sudan's infancy. We asked him about the country's conservation potential.

Q: What is the state of South Sudan's wildlife and ecosystems?

A: Surprisingly, even after two decades of civil war, South Sudan still has a large wildlife population. There is a large-scale migration that rivals that of the Serengeti, numbering about 800,000 white-eared kob, tiang and other ungulates, that occurs between Boma and Bandingilo National Parks, and Gambella National Park in Ethiopia. The country also has the rare giant eland and the shoebill stork.

South Sudan has the largest wetland in Africa, the Sudd, lying along the Nile and covering 30,000 km². It has a rich biodiversity and supports a myriad of livelihoods, including pastoralism, farming and fishing. The Sudd also supports the migratory wildlife during the dry season. A proposal to drain this wetland by the Khartoum government was one of the reasons that sparked the civil war.

Q: What does your role as technical advisor to the Ministry of Wildlife Conservation and Tourism entail?

A: I am providing support in the area of policy, strategy development and planning, and am advising on institutional cohesion and development. At the same time, I am providing linkage to AWF's immense pool of expertise in Nairobi. Examples so far include AWF's advice on a tourism enterprise and the ongoing preparation of a General Management Plan for Nimule National Park. My other work has been to collect information and data on the conservation areas of South Sudan in preparation of an AWF strategy for a broader conservation programme in the country.

Q: In your view, what are the biggest priorities for the Ministry?

A: The biggest priorities are institutional development and training. The Ministry has absorbed about 18,000 former combatants who have no formal training in wildlife whatsoever. Another priority area, as mentioned, is the development of policies and laws to regulate wildlife management and protection.

Q: What are the biggest challenges to conservation in South Sudan?

A: Maintenance of security. There are millions of small arms and a number of ► *continued on page 12*

“South Sudan has the largest wetland in Africa, the Sudd, lying along the Nile and covering 30,000 km²”

On Conservation Discussion, a New Entry Point With Communities

AWF's foray into schools came at the behest of local communities. Several years ago, during discussions with a community in northern Tanzania about conserving a wildlife corridor, the community brought up its desire to improve the nearby primary school. AWF, meanwhile, desired to protect a critical piece of land.



Daniel Wesonga is the new conservation schools director.

AWF agreed to build a school in exchange for the conservation of a wildlife corridor and rebuilt the Manyara Ranch Primary School. A few years later, in return for Zambia's Sekute Chiefdom setting aside 20,000 hectares of land—part of a critical elephant corridor in the Kazungula landscape—AWF agreed to rebuild the community's Lupani primary school.

AWF at the time considered these schools to be one-off projects. The thinking, however, began to shift when AWF found that these schools significantly impacted the lives of local families and of their wildlife neighbors. A clear relationship between schools and conservation emerged. From this experience comes a new programme, AWF Conservation Schools (ACS). All ACS projects will include:

- Architecture and school/campus construction;
- Teacher training;
- Conservation curriculum; and
- Technology.

“In Africa, it has generally been that the best schools are found in urban areas,” says AWF CEO Patrick Bergin. “We want to turn that paradigm on its head and be able to say, ‘If you're a community that lives with wildlife, we'll help you have access to the best educational services.’”

Schools will be located in areas where a conservation tradeoff makes sense; an ACS school will only be established if AWF believes there can be positive results for wildlife and land.

“AWF Conservation Schools allows us to be more specific about how we work with the people of Africa,” explains

Bergin. “It may be through enterprise, or it may be through education. This programme gives us an alternate entry point for working with communities.”

‘Everyone believes in children’

ACS will be overseen by Daniel Wesonga, a former teacher whose CV includes more than 20 years of experience as an educational consultant, researcher, lecturer and trainer. He has worked in school, NGO, and governmental environments in Kenya, Somalia, Rwanda and South Sudan, with organizations such as UN Women, UN Children's Fund (or UNICEF) and Oxfam. His expertise ranges from school curriculum management and teacher training to learning assessments, teacher evaluation, and educational policy. Here is what Wesonga had to say about ACS.

Q: What drew you to AWF and the ACS director position?

A: In my work, I have been trying to engage at the micro and macro levels to target education for the marginalised. I thought this position was exciting, and it directly links to work I'd just done. I had worked with marginalised groups through the Interim Support to Education Programme in Kenya [funded by the UK's Department for International Development], and one of the findings was to build a coalition of schools and build accountability where Kenya Wildlife Service was working. The learning levels are low in rural areas: This is an opportunity to use that evidence to try and do something more for these communities.

Q: Is there a common attitude toward education among rural communities in Africa?

A: Where communities are not lucky to get much of a formal education, they have limited understanding of its value. And where parents are poor or they live in a rural area where the distance to school is far, the priorities are competing. So livestock and survival become a priority over education.

We also have issues of gender. If a family has limited resources and parents have to make a choice between sending their son or daughter to school, cultural values still hold back the daughter and give priority to the son. And this is where we have the unfinished agenda of having every child in school. Because there are these pockets of poverty, hard-to-reach rural areas, where sometimes the schooling conditions are appalling. About 95 percent of all children on the continent go to school. But the 5 percent not in school might make up almost 75 percent of a particular locality. I recently worked on a project with a focus on education for minorities. We came across communities where no single person had gone past Grade 4.



Students at the Manyara Ranch Primary School.

Q: What are your first priorities for ACS?

A: I have a good understanding of AWF's conservation direction. Now we have to figure out the way to move forward: We must carve out an education strategy within the conservation strategy. That has to happen in the first year.

Second, I visited Lupani and Manyara Ranch Schools to get firsthand experience from our current initiatives. We are learning from the challenges with these schools and need to work on the gaps. As we are in the planning process with a school in the Congo, I recently finished a visit there as well. I also believe in more documentation—we have profiles that need to be captured and detailed case studies on the initiatives we've already done so we have institutional memory documents.

We will also work to develop relationships with the educational ministries.

Q: What would you say is the link between conservation and education?

A: Everyone believes in children. If you make an entry point on conservation through children, it's likely to have higher value. With the schools that we have, there's already evidence of adult education taking place there. So communities are more likely to support a school and gains to conservation, because it's a facility they can identify with. And we're more likely to be able to use schools as avenues to conservation.

There are also opportunities for AWF to contribute to the 2015 agenda of Education for All, by the UN Educational, Scientific, and Cultural Organization, or UNESCO. The three priorities of this Global Education First Initiative are to put every child in school, improve the quality of learning and foster global citizenship. We have less than 1,000 days to go but ACS is in a good position to contribute. ■

For more information on ACS, please visit: awf.org/schools

The interplay between habitat, infrastructure

"I think it's pretty evident that for conservation to work, there has to be investment in communities, and part of that is investing in dignified infrastructure to improve lives," says Michael Murphy. Because AWF is in the business of conservation, not architecture, it has partnered with Murphy and his architectural firm, MASS Design Group, to fulfill ACS's infrastructure needs.

According to Amie Shao, research manager for MASS, "There are three ways in which infrastructure can contribute to the mission of wildlife conservation: planning, design, and engagement. In terms of planning, it's appropriately siting schools near communities and not in conflict with wildlife corridors and habitats. With design, it's properly designing schools so they won't impinge on existing habitat and also protect resources that are available. Finally, we really want to engage the community in the planning process and school construction so they understand the mission of AWF and the objectives associated with these schools."

Shao adds that, just as infrastructure can affect a natural environment, so, too, can climate and environment affect infrastructure considerations. In afro-montane ecosystems, for example, temperatures vary greatly, so structures benefit from thick walls and shallow roof overhangs that let sunlight in, to help even out temperature fluctuations throughout the day. Africa's forests, meanwhile, experience high rainfall—as much as 2,500 mm, or more than 98 inches, per year—requiring steep roofs with large gutters, plus above-grade foundations to accommodate potential flooding. In savanna ecosystems, on the other hand, schools would require vented roofs and generous shading from the hot sun, with vents in walls to draw in cooler air.

With proper community engagement and planning, however, it's possible to create an educational campus that, says Shao, "helps the community build stewardship of the environment."

continued from page 9

groups still opposing the government. The most recent example was the conflict in Boma National Park, in which infrastructure, including a training centre, equipment and other items, were destroyed.

More broadly, there is a lack of finance. South Sudan depended on oil for 98 percent of its budget. After the closure of the oil pipeline, there was a severe shortage of funds, leading to an austerity budget that cut off a number of activities. The Ministry of Wildlife Conservation and Tourism is low in priority, and the training program was completely stopped. Fortunately, oil has begun to flow again, but the austerity measures still remain in place.

Q: South Sudan is still such a new country. Why should AWF be involved right now?

A: The country is at the beginning stage, where they need to start on the right footing. Policies and laws are crucial at this infant stage. AWF's experience across the African landscapes in themes of land conservation, enterprise development, conservation science, capacity building, community conservation and recently in the area of climate change adaptation brings lessons learned that will be very



Brian McBrearity

With the Ministry having absorbed some 18,000 former combatants with no wildlife experience, training is now a priority for the South Sudanese government.

applicable to South Sudan. The lessons that AWF has learned over 53 years of work in Africa can have great value to this nation. ■

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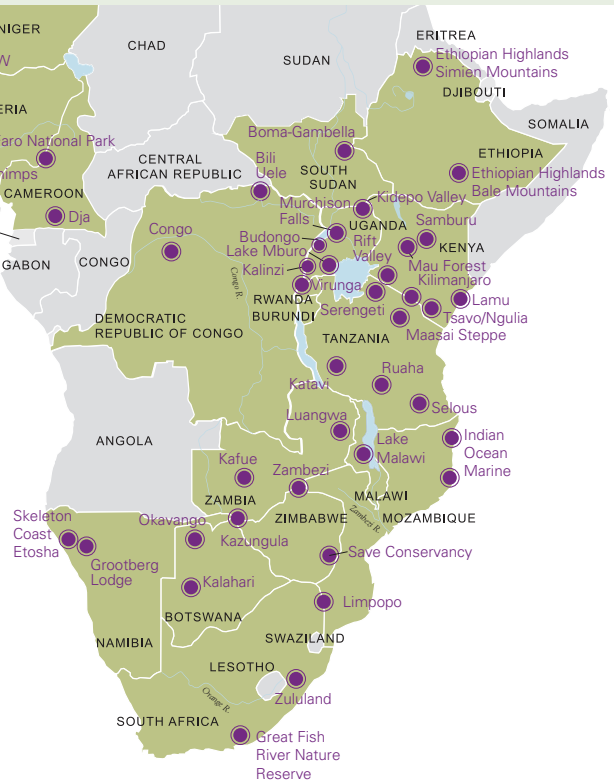
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How AWF Approaches Conservation

AWF achieves conservation impact in Africa by focusing on high-priority, large landscapes that have the potential to conserve viable populations of African wildlife as well as key habitats and ecological systems well into the future.

These landscapes are composed of different land units—national parks, private land and community land—within a single ecosystem ranging in size from 7,000 km² to 95,000 km². Many extend across the borders of multiple countries.

Target landscapes are selected based on a detailed analysis that examines the region's biological, ecological, social and economic opportunities. In each landscape, AWF works closely with partners and stakeholders—



including national and local governments, communities, research organisations, other NGOs and the private sector—to develop priority conservation actions specific to the area. AWF works in the following strategic areas: land conservation, species protection, conservation enterprise, education and capacity building, and climate change. Policy is a cross-cutting theme that underscores all of AWF's programmes. ■