



YEARS OF VISIONARY
CONSERVATION
LEADERSHIP



AFRICAN WILDLIFE
FOUNDATION

60TH ANNIVERSARY TOOLKIT

FOR COMMUNICATIONS & MARKETING COMMITTEE



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Brand Overview

MISSION To ensure wildlife and wildlands thrive in modern Africa

VISION An Africa where human development includes thriving wildlife and wild lands as cultural and economic assets for Africa's future generations

UNIQUE VALUE PROPOSITION

- Holistic approach and focus: Multifaceted and pragmatic conservation strategies deliver a positive impact for people, wildlife, and wild lands.
- Deep history in Africa: Six decades on the continent gives AWF expertise in addressing the unique challenges facing the continent as well as the ability to draw on deep relationships with communities, the private sector, and local and national government authorities.
- For Africa, by Africans: Renowned, trusted conservation organization that focuses exclusively on Africa, developing African-owned and led conservation solutions.
- Global Reach: AWF engages key global audiences in Africa's conservation agenda, ensuring global interests in Africa understand and incorporate Africa's conservation and development priorities.

VALUES

- Africans and African Leadership
- Partnership
- Empowerment
- Innovation
- Balance
- Empathy



Brand Overview *(contd.)*

BRAND PROMISE AWF delivers resilient conservation solutions that sustain human well-being, wildlife, and the ecosystems on which we all depend, and are driven by Africans' aspirations for economic, cultural, and social development.

We are authentic and bold, leaning into hard conversations at all levels, giving voice to the perspectives rooted in the lived realities of the people in modern Africa and of the people who live with the consequences of conservation interventions.

ELEVATOR PITCH AWF is Africa's global conservation organization focused solely on African wildlife and wildlands. AWF is African-led, addressing local, national, and global threats like poaching, habitat loss, unsustainable development, and the illegal wildlife trade. We do this at all levels across the continent, developing resilient wildlife economies benefiting communities and contributing to national economies.

BOILERPLATE The African Wildlife Foundation is the primary advocate for the protection of wildlife and wild lands as an essential part of a modern and prosperous Africa. Founded in 1961 to focus on Africa's conservation needs, we articulate a uniquely African vision, bridge science, and public policy, and demonstrate the benefits of conservation to ensure the survival of the continent's wildlife and wild lands.



AWF Key Messages

- AWF was founded to address Africa's unique conservation challenges and opportunities with a focus on building African conservation leadership — because for conservation approaches to be sustainable they must be locally led.
- AWF is a citizen of Africa, and we are committed to promoting, developing, and implementing African-led conservation.
- Whether supporting the education of future conservationists, fighting the illegal wildlife trade, or implementing holistic conservation programs in large landscapes, AWF has continually been a pioneer and innovator in African conservation.
- We are building on that legacy to achieve conservation success amid rapid and profound changes in Africa today.
- The future of Africa's wildlife and wild lands hinges on linking conservation to the aspirations of Africa's people, ensuring they have agency over their natural resources.
- We are fighting to ensure African perspectives and voices are at the table globally to inform their own development and conservation agendas.
- With the reality of ever-increasing pressure on resources, AWF's large landscape conservation approach is becoming even more critical — as is the need to simultaneously engage at the national and global level to keep conservation centered in economic and development agendas.
- The COVID-19 pandemic, while devastating, confirmed the wisdom and foresight of AWF's 10-year strategic vision. Now more than ever, the world is aware of the need to build long-term resilience for people, wildlife, and wild lands, to end mindless exploitation of natural resources, and to ensure that nature is a cornerstone of development planning.
- At all times and irrespective of gender, race, sexual orientation, age, or class, AWF takes a human rights-based conservation approach.



Vision 2020-2030 Talking Points

- **Development and nature, not development or nature.** AWF knows development is inevitable, but we also know that unsustainable development is not. All major threats to wildlife conservation in Africa are ultimately driven by a false choice between the wellbeing of people or of wildlife. AWF's solutions center on a future where nature is integral to human wellbeing, including economically — and our strategic vision will get us there.
- **We build African capacity and leadership.** This strategy includes AWF's core work in training, enterprise development, and capacity building for our relevant target audiences in each landscape.
- **We employ cutting-edge research and thought leadership.** We seek to establish wildlife as competitive land use and use AWF's platform to document what works, what does not, and why.
- **We amplify African voices for conservation.** We will build from AWF's communications, networking, and leadership strengths to amplify African voices.
- **We promote entrepreneurial conservation and innovative technology enterprises.** Through regional private sector, entrepreneurial, or emerging technology partners, we will be able to provide access to or develop projects that support African leadership, community development opportunities, women and youth in conservation enterprises.
- **We invest in children and youth.** Before we can build the next generation of leaders, we need to ensure that children are inspired and engaged in our work. Through Classroom Africa and partnering with existing wildlife clubs we will support the existing education system in bringing wildlife, wildlands, and development knowledge to primary school children.
- **We develop sustainable land-use plans with communities.** Bringing the right people together for mutually beneficial results is core to this strategy. Through engagement with government agencies responsible for development and land use planning, we will offer support and ensure AWF is included in the planning process to bring the best option for wildlife and development.
- **We work with governments and global leaders.** We engage government agencies through bilateral meetings and public sessions to prioritize opportunities, concerns, and challenges in creating revenue and viability from wildlife-based activities.
- **We support protected areas management.** Support conducive policy through technical support to policymakers, develop viable context-specific conservancy models. We assist governments with species-action planning and implementation. This strategy forms the core of our species-specific work and ensures that species plans and strategies are based on the best available science and are integrated with regional development.
- **We are fighting the illegal wildlife trade.** We are dedicated to ending wildlife trade. AWF's strategy is focused on each stage of wildlife trafficking, from decreasing the opportunities for wildlife trafficking through improving detection and increasing prosecutorial capacity, to reducing demand in target countries.



FAQs

This is where we need your help. What questions do you get? What do you need help answering? We'd like to spend some time brainstorming during our meeting.

- ***What is the significance of your 60th year?***

At the current rapid pace of development, we stand to lose Africa's wildlife and wild lands. AWF believes that these next 10 years will determine if conservation on the continent succeeds or fails over the long run, and, because the richness of Africa's biodiversity global systems depend on Africa's success.

However, we know that for conservation to succeed it needs to be done differently — the continent must present a united voice on the global stage.

As we enter our 60th year, in alignment with our vision, we intend to use this anniversary to celebrate past success, as well as, put the spotlight on the severity of current threats and our solutions to protect wildlife and wild lands for the future.

- ***What have you accomplished/learned?***

It is AWF's conviction that the future of wildlife and wild lands in Africa hinges largely on one factor: linking the conservation agenda in meaningful ways to the aspirations and mindsets of the African people. To achieve the synergies and mutual benefits we desire, we must ensure a diversity of African leaders (young and established, official and grassroots, government and private sector, women and men) are at the table to help create an ambitious conservation agenda. We must help ensure a larger proportion of Africans, particularly young people, become passionate about wildlife and wild lands conservation and make decisions which reflect that passion.

- ***What makes AWF different? Why should I support you over WWF, APF, Tusk, etc?***

As an African organization that is truly global in reach, with a long, successful history and a renewed and deepened commitment to African conservation leadership and the development of diverse wildlife economies, AWF is the only organization positioned to lead the way in a post-COVID world and ensure the continent's economic and development goals are sustainable and aligned with the wellbeing of its people and nature. We are becoming a trusted partner to Africa and globally to help define a new path forward for wildlife and people.

- ***African leadership appears to be central to your history and strategic plan moving forward. Why?***

Africa is rapidly growing and transforming, but conservation has not kept up with this growth.

If the development and economic decisions being made at national, regional, and global levels to fuel this growth do not integrate conservation then we stand to lose Africa's rich biodiversity — regardless of the work on the ground. Increasingly,



FAQs (contd.)

African leaders are driving these decisions. So, as is the case on every other continent, it is time Africa's leaders are driving conservation in Africa.

A deep understanding of and connection with the aspirations and mindsets driving change on the continent is essential for conservation success.

AWF is the only organization focused on the continent that is working both on the ground and also unifying African voices at all levels to provide a platform for Africa to thoughtfully conserve our wildlife and wild lands in a manner that sustainably generates value and opportunities for Africa's people, resulting in thriving wildlife populations, secured habitats, and an increased quality of life for people that is embedded in the change dynamics shaping the continent.

- **Who is your CEO?**

Kaddu Sebunya is AWF's CEO and primary spokesperson. He oversees AWF strategy and works with global governments, the African Union, private sector, international organizations, and civil society to raise awareness and understanding of the role of ecosystems, wildlife and wildlands in socio-economic development.

Kaddu is a veteran conservationist with experience in sustainable resource management, government relations, strategy and international development, and he is passionate about inspiring leaders to implement policies that empower communities to create wealth for long-term economic and political stability as well as sustainable development.

- **How can I get involved? Where is investment needed most?**

AWF employs a suite of strategies to ensure the survival of Africa's wildlife and wild lands as part of a thriving, modern Africa — so there's space for you to get involved in a program that best aligns with your philanthropic goals. We work at all levels, from the landscape to the global stage, to protect the continent's natural assets, including deploying boots on the ground to stop poaching, engaging the continent's youth leaders to become advocates for their natural heritage, working with African governments to develop one unified vision and voice to ensure the continent's rapid development integrates nature, raising global awareness of African conservation, and much more. Our priority needs include a diverse set of key programs that will make the most impactful contribution to conservation



60th Themes

AFRICAN LEADERSHIP

- The rapid changes characterizing modern Africa — investments in infrastructure, rapid urbanization, climate change, population growth, shifting demographics, etc. — necessitate new ways of thinking and planning for conservation and development, new partnerships and operating modes, and perhaps above all new leadership models. (Changing the way conservation is done to adapt to a rapidly changing Africa.)
- While there are many indigenous conservation approaches and traditions, conservation in Africa was shaped and led from outside over the last century, often using approaches that alienated people from nature. Historically, Africans realized minimal returns from traditional conservation; thus, many came to regard it as having little value to their lives.
- The development of enduring conservation solutions must have at its core African ownership. Ownership that resides with those who bear conservation's real costs and benefits — communities living with wildlife, youth, protected-area authorities, governments (local, regional, and national), and others with claims to the natural-resource base, especially women.
- We seek to ensure these vested owners have opportunities to voice their interests, helping shape conversations, debates, and policy — especially in the global and development arenas — to help shape financing/strategies that center conservation priorities. In addition, we facilitate partnerships between African leaders (conservation, business, development) and their external counterparts. Because if Africa's leaders don't seek conservation, conservation won't happen.
- African conservation leadership and capacity building was our primary goal 60 years ago as a pioneering conservation group in Africa (AWF in fact, was born amid Africa's independence movements). The focus on conservation leadership is in AWF's DNA. After 60 years, this is what distinguishes AWF in African wildlife conservation: Our pioneering vision of and commitment to building conservation leadership, our longevity, and our responsive and adaptive approach.
- Today, individuals who took advantage of AWF leadership-development opportunities (CLMP, scholarships, etc) are found in every sphere that touches conservation and are our partners in conservation implementation, policy development, and more (See "Individuals" bullet, below.)



60th Themes *(contd.)*

LANDSCAPE CONSERVATION

- AWF pioneered the large-landscape conservation approach in the form of our “Heartlands” program in 1998, a milestone. We target cross-boundary areas of exceptional natural value (OR sociological and ecological systems sufficient to sustain wildlife and people) for integrated interventions that include activities such as land-use planning, sustainable enterprise development, and business engagement to ensure agricultural growth and other development plans are conservation-compatible. (First to recognize the need for building out both ecologically and economically viable landscapes.)
- AWF was unique in the breadth of its criteria for choosing Heartlands. To identify landscapes for our interventions, we not only assess ecological viability, we also assess economic and even cultural factors. Initially we focused on eight landscapes key to sustaining a diversity of species. Today, we work in 16, with priorities linked to focal countries’ conservation strategies.
- This is one of AWF’s major contributions to the conservation sphere: recognizing that there must be a combination of ecological and economic viability over cross-boundary areas of exceptional natural value.
- With the reality of climate change and ever-increasing pressure on resources, this proven approach to managing large landscapes (including dispersal areas and ecosystems where wildlife can adapt) is more critical than ever. Nature can both mitigate climate change effects and provide greater resilience for wildlife and people, but it must be managed as a system.
- Our approach entails supporting protected-area authorities with park management planning and working with communities in intensive, participatory processes to map rational, sustainable land use that encompasses wildlife needs and community well-being including livelihood planning.

COMMUNITY OWNERSHIP AND ENGAGEMENT

- Ownership of conservation must rest with the people who ultimately bear the costs and/or reap the benefits of conservation. These stakeholders include communities living with wildlife, youth — who will inherit the consequences (or rewards) of the continent’s development decisions, and women, who have a special role to play in conservation.
- African indigenous communities have a rich cultural (traditional and historical) connection to nature and an understanding of stewardship practices, which must inform conservation solutions today.



60th Themes *(contd.)*

- AWF prioritizes engagement with youth and women because they are key drivers of change across Africa and make up the majority of the population on the continent. Without the buy-in of this significant demographic, the key decision-makers, and the major consumers on the continent, we will not be successful.
- Engaging rural women in conservation solutions translate to improvements across sectors — increased food supply, improved health and economic security, innovation in forestry, better management of ecosystems. Likewise, when rural women participate in conservation and land-use decision-making, resources are more equitably distributed in communities.
- Partnerships are critical, as new partnerships generate fresh ideas, resources, and energy. AWF was among the first to recognize that engaging with the private sector can be a plus for community-focused conservation. We pioneered co-ownership of luxury eco-lodges, and communities have benefited.
- AWF has always been driven by the needs of communities. In 2020, we formalized this value with a comprehensive human-rights-based policy that is built on the industry gold standard.

SPECIES PROTECTION

- We serve as the primary advocate for Africa's wildlife, ensuring its right to thrive in modern Africa (through a model that emphasizes African leadership, landscape-scale conservation, etc).
- We say it often, but it is always worth repeating: "Conservation versus development" is a superficial argument / false choice, and wildlife plays an integral role in Africa's overall success and well-being.
- Counter-trafficking: AWF's strategy focuses on each stage of wildlife trafficking, from deterring poaching to anti-trafficking through contraband detection and strengthening prosecutorial capacity, to reducing demand in target countries.
- Wildlife can be the center of competitive land use for a variety of activities, linking the well-being of wildlife/ecosystems and communities. (Reference communities section above for examples we can cite.)
- Through the development of conservancies and other wildlife-based activities, communities can diversify their economies and become more resilient to climate change and other challenges. As well, successful co-planning with communities ensures that people and wildlife have safe space to live, mitigating the disastrous — and often life-threatening — effects of human-wildlife conflict. The result: an Africa where wildlife is viewed as one of its most unique and greatest assets.



AWF History at a Glance

Whether supporting the education of future conservationists, fighting the illegal wildlife trade, or partnering with communities to implement holistic conservation programs in cross-boundary landscapes, AWF has continually been an agent of positive change and conservation innovation in Africa.

- **In the 1960s** we were founded (as the African Wildlife Leadership Foundation) to support the education and development of African conservation leaders
Examples: College of African Wildlife Management (Mweka); college scholarships
- **In the 1970s** we supported scientific research to accumulate data that could inform conservation practices and we installed African conservation professionals in Africa's developing national park organizations
Examples: Cynthia Moss elephant and Dian Fossey gorilla studies; Perez Olindo, Kenya's Director of National Parks at age 27)
- **In the 1980s**, AWF battled a continent-wide poaching crisis and lead a campaign to shut it down with a message still used today: "Only elephants should wear ivory"
When AWF (and the world) realized the elephant population had been halved, we stepped up to become a leader in anti-poaching messaging
- **The 1990s** saw a significant shift for AWF, as we crafted an innovative approach to conservation with a goal of achieving ecologically and economically viable large landscapes, through AWF Heartlands
One of our primary contributions was recognizing there must be a combination of ecological and economic viability over cross-boundary areas of exceptional value
- **In the 2000s**, we led the way in community engagement, conservation businesses, and creative community conservancy development
AWF was among the first to recognize that engaging with the private sector can be a plus for conservation. We pioneered community ownership of luxury eco-lodges — communities have benefited.
- **In the 2010s**, we battled a second poaching crisis. Programs included demand reduction efforts in Asia. And we created innovative programs: Classroom Africa, CLMP, Canines for Conservation, and our prosecutorial and judicial training. We also saw AWF grow in stature on the continent, Influencing African conservation policy via involvement with the African Union (technical adviser on conservation matters).
This is when AWF moves beyond Africa to the global stage
- **The 2020s** saw AWF leading with an authentic African voice. We defined a common African vision for protected areas, and we are shaping policy and practice throughout the continent. APAC represents a new level of leadership for AWF
Our vision is being realized under the leadership of an African CEO and a team partly based at Nairobi HQ and draws on the expertise and talents of African conservation practitioners, policy experts, and others.

