



# AWF WILDLIFE CONSERVATION

*AWF's wildlife conservation efforts are led by our Species Conservation and Science team, headquartered in Nairobi, Kenya. We emphasize work with strategically chosen focal species, with the goals of conserving viable and ecologically functional wildlife populations in their natural environments, reducing key threats, and contributing to the socioeconomic development and human well-being of people living in wildlife areas.*

We currently support protection of **13% of Africa's elephants, 24% of Masai giraffes, and 12% of black rhino, among other species.** Our 2030 target is to increase these figures to 50% of African elephants, 100% of Masai giraffes, and 75% of black rhinos, among other species targets, with a goal of stabilizing or increasing each population. We also respond to crises in species survival with focused efforts such as our **Urgent Relief Fund, which was mobilized to address a sharp decline in elephant populations in 2018.** Through that effort, we helped protect more than half of all elephants in Africa, stabilizing conditions for the continental herd.



## **AWF FOCAL SPECIES**

*Conservation action that protects focal species such as elephants and rhinos also benefits virtually all other wildlife species within the ecosystems.*

### **ELEPHANT**

### **RHINOCEROS**

### **GIRAFFE**

### **GREAT APES:**

**GORILLA**

**CHIMPANZEE**

**BONOBO**

### **LARGE CARNIVORES:**

**LION**

**CHEETAH**

**ETHIOPIAN WOLF**

**AFRICAN WILD**

**OR PAINTED DOG**

## OUR APPROACHES

- Reduce poaching and trafficking, strengthening capacity to fight the illegal wildlife trade
- Establish, manage, and stabilize populations of endangered species in target countries
- Reduce and manage human-wildlife conflict
- Maintain and expand habitats
- Develop and cultivate community capacity for conservation
- Enhance transboundary natural-resource management

AWF supports Africa's wildlife authorities as they detect and deter poaching and other wildlife crime. Our **Counter-Wildlife Trafficking Program** provides rangers and other law enforcement officers with **crime investigation** tools and training, including resources to address the online illegal trade. It also sensitizes **prosecutors** to existing wildlife law and builds capacity to successfully prosecute traffickers. Meanwhile **AWF-trained canine teams** are deployed by authorities in six countries—Botswana, Mozambique, Tanzania, Kenya, Uganda, and Cameroon—and have made 550+ finds of ivory, rhino horn, pangolin scales, lion claws, and other illegal wildlife products. In addition, we provide rangers and protected-area authorities with **critical resources and training to monitor the status and health of wildlife populations in the field and to prevent poaching.**

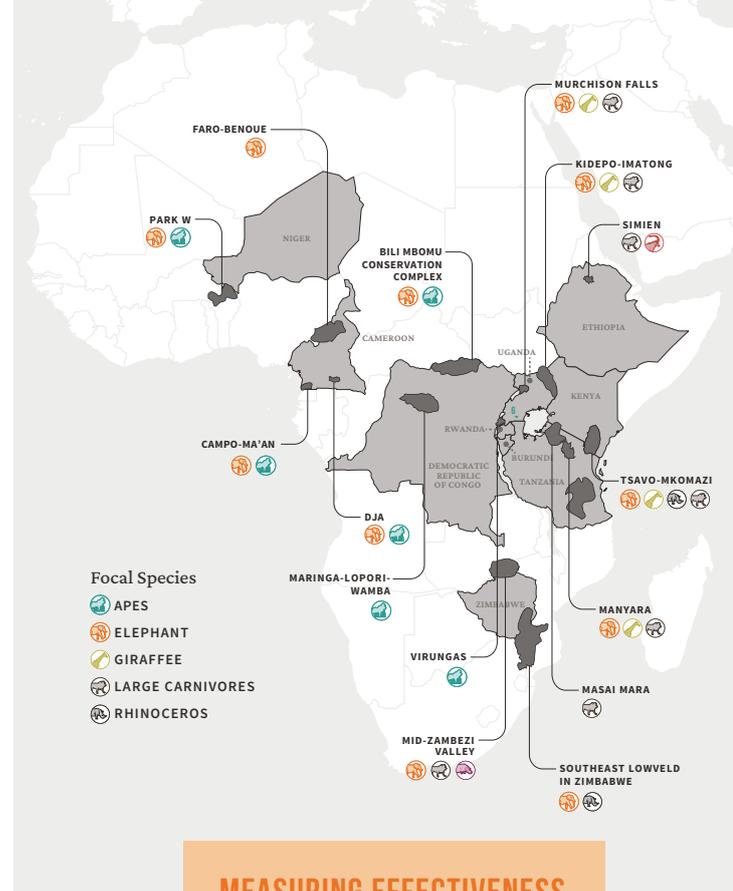
We help our wildlife agency partners use **data-driven analytics and geospatial technology** to maximize the effectiveness of interventions, leveraging big data to identify trends and inform decision-making in parks and other protected areas. We provide tools like the SMART-spatial monitoring and reporting system and the CyberTracker application to help partners easily capture data, access data and gain insights.

At the national level, we support the development of **species' action and recovery plans** and the planning and implementation of national **wildlife censuses** (aerial and ground) that provide critical baseline data for conservation efforts.

**Human-wildlife conflict interventions** range from providing rangers and farmers with tools such as lights and pressure horns that deter approaching animals thus mitigating human wildlife conflict, to community projects that support chili-planting—which not only repels elephants but also improves farmers' incomes.

We partner with governments and communities to **protect or even expand habitat and critical corridors.** For example, in 2013 AWF took over the day-to-day management of **Manyara Ranch** in Tanzania, a wildlife corridor connecting Tarangire and Manyara national parks. We introduced anti-poaching and security operations that significantly reduced poaching incursions, and we worked with area Maasai herders to cut the frequency of illegal livestock grazing on the ranch.

Our partnerships with communities benefit wildlife species through **land-use planning, capacity-building in sustainable agriculture, and sustainable microenterprise development.** Our goal is to create solutions that protect endangered wildlife while improving human communities' quality of life and economic resilience.



## MEASURING EFFECTIVENESS

*We frame all of our work within 10-year targets, using annual performance indicators that allow us to assess the success of our interventions and track the status of wildlife populations (whether increasing, stable, declining, or relocated).*

## CONSERVATION RIGHTS

All of our species conservation work is underpinned by a rights-based conservation policy that stipulates AWF will fully respect and collaborate with local communities and Indigenous peoples in conservation planning and implementation, operating within a framework of partnership and solidarity.



*Building a Future for Africa Where  
People and Wildlife Thrive*

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