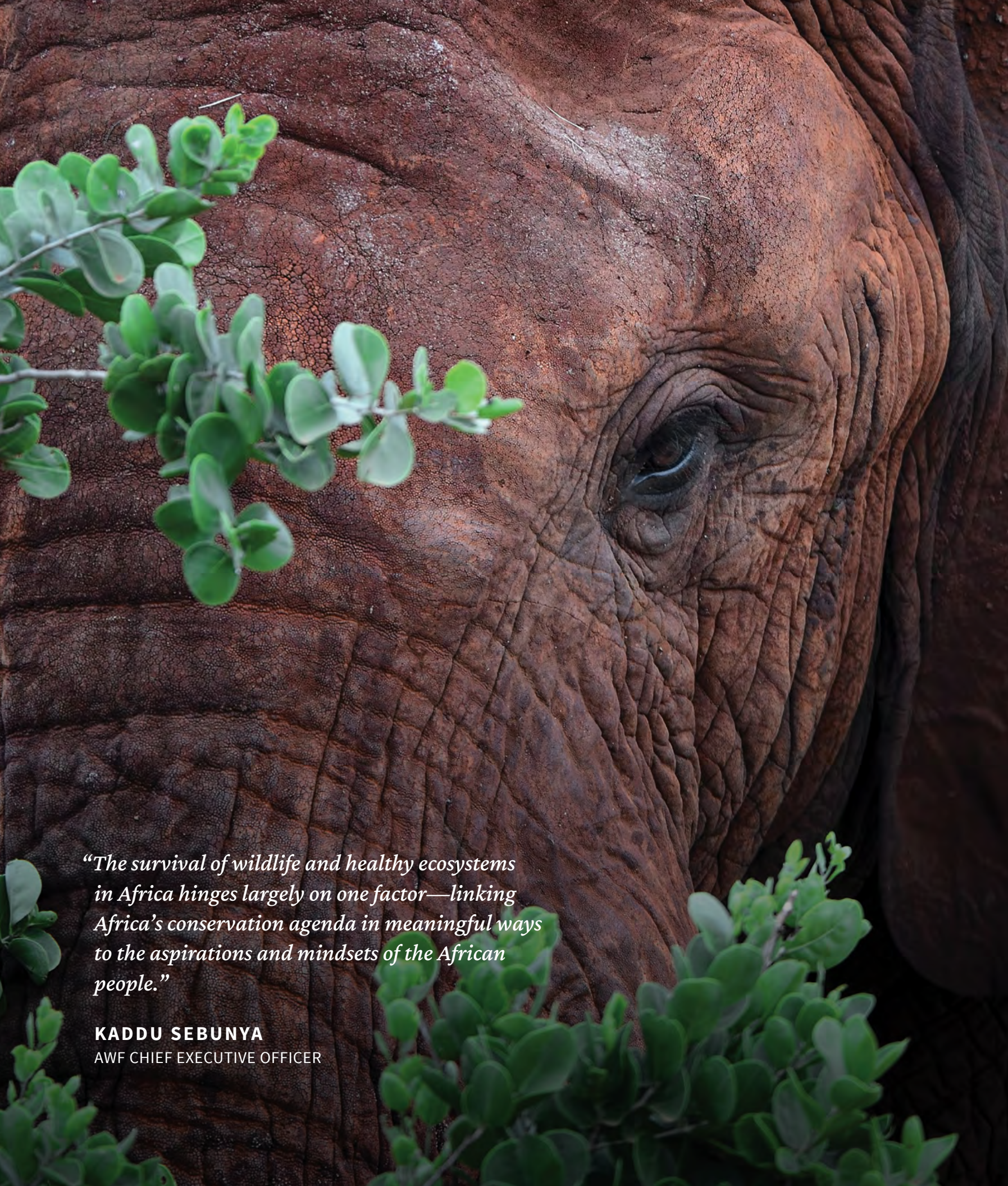




WORKING TO ENSURE THAT  
**WILDLIFE AND WILD LANDS**  
THRIVE IN MODERN AFRICA





# A CITIZEN OF AFRICA

A voice for African-led  
conservation

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As Africa's oldest and largest international conservation organization, the African Wildlife Foundation (AWF) believes protecting wildlife and their habitats is essential to a modern and prosperous Africa. We bring a uniquely African vision that puts people at the center of conservation and delivers sustainable solutions at the intersection of conservation and development. Our strategies bridge science, on-the-ground programs, education, and public policy. Our country and landscape programs focus on specific countries and transboundary areas, while our networks, business development, and policy efforts span the continent.

We recognize that Africa's natural heritage is a global resource. Everyone who values wildlife in Africa—and the resources Africa's ecosystems provide the world—can play a role in supporting a vision for Africa where people and wildlife thrive.

*“The survival of wildlife and healthy ecosystems in Africa hinges largely on one factor—linking Africa’s conservation agenda in meaningful ways to the aspirations and mindsets of the African people.”*

**KADDU SEBUNYA**  
AWF CHIEF EXECUTIVE OFFICER



## OUR MISSION

*To ensure that wildlife and wild lands thrive in modern Africa*

## WHY AWF?

An unwavering commitment to African leadership

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Conservation in Africa will not succeed in the long run if Africans are not at the table as the rights holders and decision-makers when it comes to our natural resources. AWF's emphasis on building and promoting African leadership was our founding principle in 1961, when we were first established as the African Wildlife Leadership Foundation. It differentiates us from other conservation organizations and informs everything we do.

As an Africa-based, African-led global conservation organization, we are uniquely positioned to work effectively at all levels of decision-making to lead and advise from an authentic, trusted perspective. Our repertoire of professional networks, tools, and practical experience, built through partnerships and more than 60 years of implementation, demonstrates how conservation and development can and must be delivered together.



# A FOUNDATION OF TRUST

A track record of investing  
in people and innovative  
solutions

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AWF has championed African conservation leadership for more than six decades. Starting with investments that helped create two wildlife colleges—the College of African Wildlife Management, Mweka (Tanzania) and the Garoua Wildlife College (Cameroon)—we have helped to train generations of conservation leaders, including more than 10,000 African scientists, park managers, and rangers. From those early investments, we added species-specific programs and have built a network of conservation partners across the continent.

Today, we are building on this legacy to spearhead an African-led conservation movement. Leveraging our relationships and networks, we are investing in leaders at all levels to drive progress and decision-making that benefits people and wildlife. We are leading with a rights-based approach to working with local communities. And we are directly supporting protection of 20 iconic species, including large carnivores, elephants, rhinos, giraffes, and great apes.

If these species and the ecosystems they—and we—depend on are to survive for generations to come, we must link conservation to the aspirations of Africans. Our leaders must understand that growth comes not at the expense of wildlife and their habitats, but because of them.

# PORTRAITS OF LEADERSHIP



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## Supporting Wildlife Champions

When Didi Wamukoya was a public prosecutor, she grew frustrated by the barriers to successful and appropriate prosecution of wildlife crimes. Weak laws, token punishments, and officials unfamiliar with applicable law were some of the challenges she faced daily. As AWF’s lead on counter-wildlife-trafficking, Didi has tackled these barriers, leading teams to detect contraband at trafficking hotspots and provide aid in crime investigation and prosecution—training thousands, including judges, prosecutors, and rangers.



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## Investing in Leaders

In 2013, Zimbabwean Edwin Tambara had finished his master’s degree in ecology and conservation when he was selected for the AWF Charles R. Wall Conservation Leadership Management Fellowship. He quickly found himself at the front lines of conservation, developing South Sudan’s first park management plan. By 2021, Tambara was AWF’s director of global leadership for North America, helping to influence conservation policies and sustainable development financing. “My story is not commonplace, and this is what makes AWF unique in promoting emerging African leaders,” he says.



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## Launching New Networks

In 2020, in the midst of the COVID-19 pandemic, Africa’s protected areas faced extreme financial shortfalls. A majority of parks struggled to pay rangers and support essential park operations and services. AWF responded with a COVID-19 relief fund to benefit PAs as well as communities. Working with conservation leaders from across the continent such as Dr. Ibrahim Goni of Nigeria, we came up with a big idea—the Africa Protected Area Directors (APAD) network. Launched in 2021, APAD represents all 54 African countries and drives collective priorities and solutions for the 8,792 protected and conserved areas across Africa.



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## Responding to Crises

A poaching crisis that emerged around 2013 led AWF chief scientist Philip Muruthi to set up an Urgent Response Fund to support the best anti-poaching operations already on the ground. This project ultimately helped protect more than half the continental elephant herd. Today, AWF directly supports 10 specific populations (approximately 42,000, or 13% of all Africa’s elephants), 80% of them stable or expanding.



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## Empowering Women

Edith John is the first woman to ever serve as a community wildlife scout in her district in northern Zimbabwe. Following in her late father’s footsteps, she joined the ranks after an AWF-supported recruitment drive for women scouts in her district. There was initial reluctance among some community members to accept a woman ranger, she says. But now, “they really appreciate what I do as a woman. They express joy and want to be part of what we do.”



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## Creating Economic Opportunity

Florence Louma is one of 181 farmers benefiting from our community development program in Dja, Cameroon. With our technical support, she rehabilitated her 3-hectare cocoa farm to yield a higher grade of cocoa, increasing her annual revenue almost ten-fold. She can now pay school fees for her children and install solar panels to give her home more reliable power.



## WHY NOW?

Africa is at a tipping point that will determine the world's future

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By 2050, one in four young people on the planet will be African. By 2100, according to estimates, many of the world's largest cities will be in Africa, and we will represent more than a third of the world's population. Our continent faces rapidly escalating demands for fresh water and food production. In addition, it is home to essential natural resources the world depends upon. Pressures on our landscapes come both from within and outside Africa.

Decisions made now about where to place dams, build roads, and grow food could decimate our biodiversity and compromise global resilience to climate change. They must be guided by sound science and the recognition that we cannot survive without healthy ecosystems. We must embrace this moment and create African-led pathways where economic opportunity and conservation are complementary.



# MEETING THE CHALLENGE

A strategic approach that puts people at the center of conservation

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We are focused on mainstreaming conservation as an essential part of Africa's future, growing nature-based economies at the local and national levels, and providing resources for wildlife conservation to partners on the ground. We integrate this work across three approaches: **Leading for Wildlife**, **Living with Wildlife**, and **Caring for Wildlife**. Taken together, they represent our emphasis on driving an Africa-led conservation agenda across Africa and the world, creating opportunities for people living on the frontlines of conservation and ensuring wildlife thrive across Africa.

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## Long-Term Organizational Goals

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*African leaders' commitment to conserve and restore wildlife and wild lands is evidenced in the implementation of economic, political, and social agendas as well as development financing across Africa*

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*Africa's ecosystems and the services they provide are conserved and restored*

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*Africa's wildlife is conserved in situ*

[WWW.AWF.ORG](http://WWW.AWF.ORG)

COVER: GABRIELA STAEBLER, BENJAMIN MKAPA AFRICAN WILDLIFE PHOTOGRAPHY AWARDS 2021