



Wildlife in a Modern Africa

2014 Annual Report

African Wildlife Foundation, together

with the **people** of Africa, works to ensure

the **wildlife** and **wild lands**

of Africa will endure **forever.**

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FRONT COVER: With your support and partnership,
we are ensuring a place for wildlife in a modern Africa.

Our Approach to Conservation

One of the greatest challenges that lies ahead for the continent of Africa is navigating the path to modernization with its wildlife and wild lands intact.

But African Wildlife Foundation (AWF) is committed to working with people, countries and other African institutions to fulfill that promise. Our approach, developed over the course of 50-plus years of experience, has three key components: people, wildlife and land.

People. The power to save Africa's wildlife and wild lands lies with its people. That's why so many of our conservation projects center on people—primarily by providing critical access to education and by opening doors to new enterprise opportunities.

Wildlife. Science and pragmatism are the two keys to our wildlife protection programs, allowing us to ensure that the most critical and ecologically important populations of Africa's fauna will survive into the future. We support anti-poaching and ecological monitoring patrols, boost law enforcement efforts, reduce demand for wildlife products and minimize human-wildlife conflict.

Land. The best way to ensure Africa's wildlife survives? Conserve large, biodiverse landscapes and connect isolated pockets of protected areas with protected corridors. AWF assists wildlife authorities in better managing their protected areas and provides incentives for communities to keep habitats intact.

Together with your support, we will secure a bright future for Africa's people, wildlife and wild lands.

AWF's conservation approach makes sure that Africa's elephants and other wildlife have plenty of wild space, food and water—while also making room for sustainable development on the continent.



Wildlife in a MODERN AFRICA

Africa does not have to choose between modernization and wildlife. It is possible for the continent to pursue economic growth without sacrificing its wildlife and other natural resources in the process.

In the past few years, African governments have begun doing more to protect their wildlife and prioritize smart development. Just a few months ago, for example, 42 African nations participated in the Africa Sustainable Transport Forum, a first step in creating a roadmap for sustainable transportation development across the continent.

As governments become more active in building a sustainable future for Africa, what becomes the role of a private conservation organization?

The responsibility for ensuring sustainable development lies with Africans and their governments—but wildlife must have a seat at the table. That's where African Wildlife Foundation (AWF) comes in.

The decisions about Africa's future are being made by the Ministers of Finance, of Planning and of Economic Development. These are the government officials and politicians whose day-to-day responsibilities typically do not revolve around wildlife and wild lands. AWF has the conservation expertise to articulate how a modern Africa might evolve in a way that is friendly to wildlife. We have the relationships—with business leaders as well as with the rural communities that are seeing the most rapid development—to hold realistic discussions on the management of Africa's living and other natural resources. And, thanks to your support, we are putting our expertise to work where it matters most: on the ground, protecting critical wildlife populations and keeping wild lands intact.

Now more than ever, AWF is a critical cog in the wheels of Africa's development. At events such as the World Economic Forum and through connections from the African Leadership Network, we are engaging with the continent's leaders on why wildlife and wild lands are critical to a successful modern Africa. And, we are already providing our input on the African Union's Agenda 2063, which maps out Africa's development over the next 50 years, to ensure that wildlife and wild lands are part of the picture.

With your assistance, we can help Africans realize a prosperous future for themselves—not at the expense of their wildlife and wild lands but because of them.



Patrick Bergin
Patrick J. Bergin, Ph.D.
Chief Executive Officer

Diamonds Won't Be Forever

By Donald Kaberuka

Africa's economic development is closely linked with its abundant natural resources. The continent has the world's largest arable land mass and, with the Congo Basin, its second-largest forest. Its fishery resources support about 30 percent of the continent's population. Africa accounts for about 30 percent of all global minerals reserves, as well as 8 percent and 7 percent of world reserves in oil and gas, respectively.

But it would be an understatement to say that the continent has not fully exploited this opportunity. As starkly pointed out in the 2013 Africa Progress Panel Report, resource-rich countries do worse than non-resource rich countries in human development and poverty reduction outcomes, even for the same levels of income.

With the right policies, will of its leaders and support from the international system, Africa can leverage natural resources to fuel its economic transformation.

Transformation

First, African countries need to ensure **they get a fairer deal** out of concessions and contracts for natural resource use. For example, illegal and unregulated fishery activities cost West Africa alone US\$1.3 billion a year. Meanwhile, lost revenues by the Democratic Republic of Congo from five mining deals amounted to double the country's combined health and education budgets. The African Legal Support Facility, hosted by the African Development Bank, has been pivotal in providing legal support to African governments to improve negotiation outcomes.

Second, **long-term planning for resource use** needs to be embedded into economic policies. This means identifying trade-offs—for example, understanding the impact of mining on water and agriculture, or assessing the true economic cost of oil drilling by including the loss to tourism from depletion of delicate ecosystems. We must also ensure that the next generations will enjoy the same benefits from natural

resources as ours, by implementing counter-depletion policies for renewable resources and investing revenues from finite resources to amass long-term benefit.



Third, use of natural resources needs to deliver **direct benefits to local economies**, through job creation and skills transfer. Local processing in fisheries and forestry can bring enormous value addition to African economies if properly encouraged. McKinsey predicts that Africa will receive up to US\$3 billion of investment in extractive resources over the next 15 years. If the right support is given to local suppliers, an increasing share of that investment can be retained on the continent.

New consensus

To achieve this, it is important to forge a new consensus across African society at large—among the private sector and policymakers—while creating a conducive environment for investment.

The African Development Bank, for its part, is bringing together our significant work with the private sector, portfolio of support

for governments to strengthen those institutions managing natural resources and engagement with civil society to provide an integrated support package. We aim to help African countries turn their natural assets in sustainable wealth for the benefit of its citizens—today and for future generations. ■



Dr. Donald Kaberuka is president of the African Development Bank. The African Natural Resources Center at the African Development Bank provides advice, technical assistance and knowledge generation on natural resource management to member states. Kaberuka shares AWF's vision that sustainable development can coexist with wildlife in a modern Africa.

AN URGENT RESPONSE



Read our Urgent Response Fund Supplement.

100,000 That's the number of African elephants thought to have been killed for their ivory between 2010 and 2012—an average of one elephant every quarter hour for three years straight.

AWF has been battling illegal wildlife trafficking for many years, but early in 2014, we significantly escalated our efforts by launching the Urgent Response Fund. This emergency initiative is a three-year, US\$10 million effort that focuses on stopping the killing, stopping the trafficking and stopping the demand:

STOP THE KILLING

AWF will provide grants to partners protecting the most critical elephant, rhino, large carnivore and great ape populations in Africa (see pages 4 – 5).

STOP THE TRAFFICKING

AWF will devote resources to improving interception of illegally trafficked wildlife products at ports, successfully prosecuting wildlife criminals and enhancing interagency and regional collaboration (see pages 6 – 7).

STOP THE DEMAND

In 2012, we began a public awareness campaign with WildAid and other partners in China, which last year spread to Vietnam. AWF and its partners will soon be expanding this campaign to Hong Kong and Thailand (see page 8).

“Through the Urgent Response Fund, we hope to stop, then reverse, the population declines being experienced by some of Africa's most iconic wildlife,” says Philip Muruthi, AWF's senior director of conservation science. ■

AWF's Urgent Response Fund will devote US\$10 million over the next three years to fight poaching and illegal wildlife trafficking—the same amount of money initially committed by two of the world's largest economies, the United States and China.

STOP THE Killing

AWF has long been supporting anti-poaching efforts on the ground, but is significantly expanding upon that important work with the Urgent Response Fund. Thanks to your generous support, AWF has selected 10 priority populations each of the elephant, rhino, large carnivore and great ape and is providing partners on the ground with much-needed resources to protect these critical species in Africa. This initiative has already made an impact across the African continent.



In the heart of the forest

In charge of ecological monitoring and biodiversity conservation at the Dja Biosphere Reserve in Cameroon, Roger Bruno Tabue Mbobda became an ecoguard because, quite simply, "I wanted to become a renowned environmentalist." It is not an easy job, however, as he explains.

Q: How are patrols conducted?

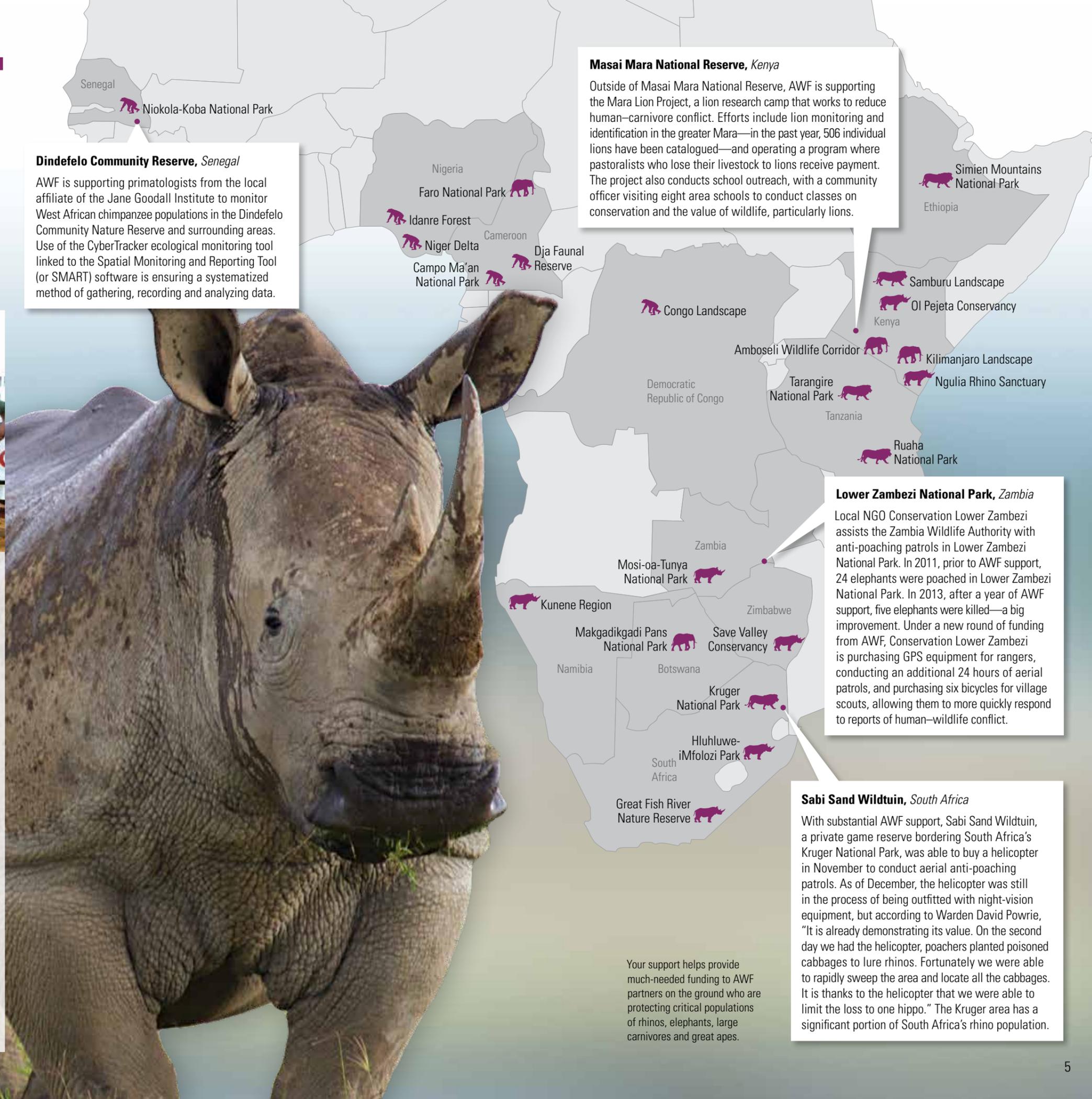
A: Patrols are always in groups of at least three people. For patrols in the forest, the team runs the mission on foot, and we identify and destroy hunting camps and traps, seize hunting equipment and products, and arrest poachers. Data is collected for signs of animal presence. Patrols on the roads in the periphery of the park—where poachers often travel to export bushmeat to the markets—are conducted on a bike or by car. Whether in the forest or on the road, we regularly face resistance, which can result in physical assault, equipment vandalism, even murder.

Q: How has AWF's support impacted your work?

A: AWF's support helps us couple our anti-poaching efforts with ecological monitoring. We have been able to modernize the quality of data collection and management by using CyberTracker, which is now linking up to the Spatial Monitoring and Reporting Tool (or SMART). This tool allows us to put in place a database on the whereabouts of animals and humans. Today, information on wildlife and human activity within the reserve is well known, and quantitative descriptions are readily available. All of this has had a positive impact on wildlife.



Read more of this Q&A.



Dindefelo Community Reserve, Senegal

AWF is supporting primatologists from the local affiliate of the Jane Goodall Institute to monitor West African chimpanzee populations in the Dindefelo Community Nature Reserve and surrounding areas. Use of the CyberTracker ecological monitoring tool linked to the Spatial Monitoring and Reporting Tool (or SMART) software is ensuring a systematized method of gathering, recording and analyzing data.

Masai Mara National Reserve, Kenya

Outside of Masai Mara National Reserve, AWF is supporting the Mara Lion Project, a lion research camp that works to reduce human–carnivore conflict. Efforts include lion monitoring and identification in the greater Mara—in the past year, 506 individual lions have been catalogued—and operating a program where pastoralists who lose their livestock to lions receive payment. The project also conducts school outreach, with a community officer visiting eight area schools to conduct classes on conservation and the value of wildlife, particularly lions.

Lower Zambezi National Park, Zambia

Local NGO Conservation Lower Zambezi assists the Zambia Wildlife Authority with anti-poaching patrols in Lower Zambezi National Park. In 2011, prior to AWF support, 24 elephants were poached in Lower Zambezi National Park. In 2013, after a year of AWF support, five elephants were killed—a big improvement. Under a new round of funding from AWF, Conservation Lower Zambezi is purchasing GPS equipment for rangers, conducting an additional 24 hours of aerial patrols, and purchasing six bicycles for village scouts, allowing them to more quickly respond to reports of human–wildlife conflict.

Sabi Sand Wildtuin, South Africa

With substantial AWF support, Sabi Sand Wildtuin, a private game reserve bordering South Africa's Kruger National Park, was able to buy a helicopter in November to conduct aerial anti-poaching patrols. As of December, the helicopter was still in the process of being outfitted with night-vision equipment, but according to Warden David Powrie, "It is already demonstrating its value. On the second day we had the helicopter, poachers planted poisoned cabbages to lure rhinos. Fortunately we were able to rapidly sweep the area and locate all the cabbages. It is thanks to the helicopter that we were able to limit the loss to one hippo." The Kruger area has a significant portion of South Africa's rhino population.

Your support helps provide much-needed funding to AWF partners on the ground who are protecting critical populations of rhinos, elephants, large carnivores and great apes.

STOP THE **Trafficking**

The illegal wildlife trade has become a sophisticated multibillion-dollar industry with tentacles stretching across the globe. That's why AWF is enhancing detection at border points and working to make sure that poachers and traffickers, when caught, are successfully prosecuted.

After piloting a sniffer dog program with Kenya Wildlife Service in 2012 – 2013, AWF is now rolling out a more comprehensive canine detection program. We have contracted the services of Canine Specialist Services International (CSSI), a specialist dog training company that since 1996 has trained hundreds of dogs to carry out humanitarian and security tasks. AWF will be working with CSSI to train and deploy ivory and rhino horn detection canines and handlers at four border points. The sites will likely be Dar es Salaam, Tanzania; Kinshasa, Democratic Republic of Congo; Mombasa, Kenya; and Addis Ababa, Ethiopia.

To supplement this effort, AWF will be conducting magisterial training at each site to sensitize prosecutors, customs agents, magistrates and others on the legal options available for prosecuting wildlife crime. "What we do not want is for traffickers to be caught at ports or border points, then released when they get to the prosecution stage," explains AWF Senior Director of Conservation Science Philip Muruthi. "Therefore we will be providing magisterial training at the same locations where our sniffer dogs will be deployed, to concentrate our efforts."

AWF provided such magisterial training in 2014 in Kenya's Kilimanjaro landscape, with great success. When a notorious local poacher was caught and arrested by AWF partner Big Life Foundation, he appeared before a magistrate who attended the training. The magistrate sentenced the poacher to seven years in jail, the maximum sentence allowed under Kenyan law. ■



Read more about the results of the Kilimanjaro magisterial training.

The hidden ape trade

Africa's elephants and rhinos are not the only victims of the illegal trade in wildlife. Far less publicized—but no less tragic—is the brutal black market trade of live great apes, many of which are stolen from Central and West Africa and trafficked to private and public zoos and amusement parks in Asia and the Middle East. According to a 2013 report by the Great Apes Survival Partnership (GRASP), at least 3,000 great apes are captured, confiscated, lost or killed each year due to the illegal trade.

Corruption, weak enforcement of existing wildlife laws and a lack of awareness about the problem have all facilitated this trade—but this is slowly changing. In October 2014, AWF Great Apes

Program Director Jef Dupain testified on the issue before the White House Advisory Council on Wildlife Trafficking. AWF has additionally been working with partners in Democratic Republic of Congo to train magistrates and local authorities on wildlife laws. Next year, GRASP will launch a great apes trade database to aid law enforcement around the trade.

"For many years, this trade was under the radar, and there was not a lot of urgency to address it. That is finally changing now," says Dupain.



View AWF's position statement on live great ape trafficking.

True cost of trafficking

Environmental crime is more than ivory and rhino horn trafficking—there's also the illegal trafficking of timber, fish, charcoal, minerals and more. It's a big business, worth between US\$70 billion and US\$213 billion annually, according to a 2014 report by the UN Environment Programme and INTERPOL. The same report adds that these illegal industries have become a source of income for militias and terrorist groups in Africa—Al Shabaab reportedly makes between US\$38 million to US\$56 million each year from taxing charcoal—demonstrating that environmental crime not only impacts ecosystems and the tourism industry but also undermines regional peace and security.

Habitat loss and the bushmeat trade are the primary drivers behind the decline in great ape populations, but the demand for live apes is both widespread and growing.

STOP THE Demand

So long as demand for elephant ivory and rhino horn remains, the poaching crisis in Africa will continue. This is why AWF has expanded our work beyond the African continent, particularly to China and Vietnam, where demand for these types of wildlife products is highest.

Through our demand-reduction campaign with partners WildAid and Save The Elephants, TV public service announcements (PSAs) and billboards—featuring celebrities such as actress Li Bingbing, former NBA star Yao Ming and Vietnamese-American actor Johnny Nguyen—are being shown throughout China and Vietnam. In 2013 alone, the PSAs aired 7,697 times across 22 network channels.

Recognizing the importance not just of reaching out to the masses but also of influencing business and industry leaders, AWF and the Aspen Institute last June also kicked off the China-Africa Dialog, a series of meetings amongst high-level African and Chinese influencers aimed

at moving leaders in government, civil society and private industry to promote—and ultimately incorporate into government and business policies—the protection of Africa’s natural resources and wildlife. AWF has already held two meetings with African business leaders and two with Chinese business leaders. Next up is an introductory meeting between these Chinese and African representatives.

“Mobilizing a group of influential African leaders to sit down and think about these issues, then advocate for conservation-friendly businesses and development is an important first step,” said AWF CEO Patrick Bergin. “Getting their Chinese counterparts to do the same because they understand a sustainable trade relationship with Africa is in their best interests would be a significant win.”

Results

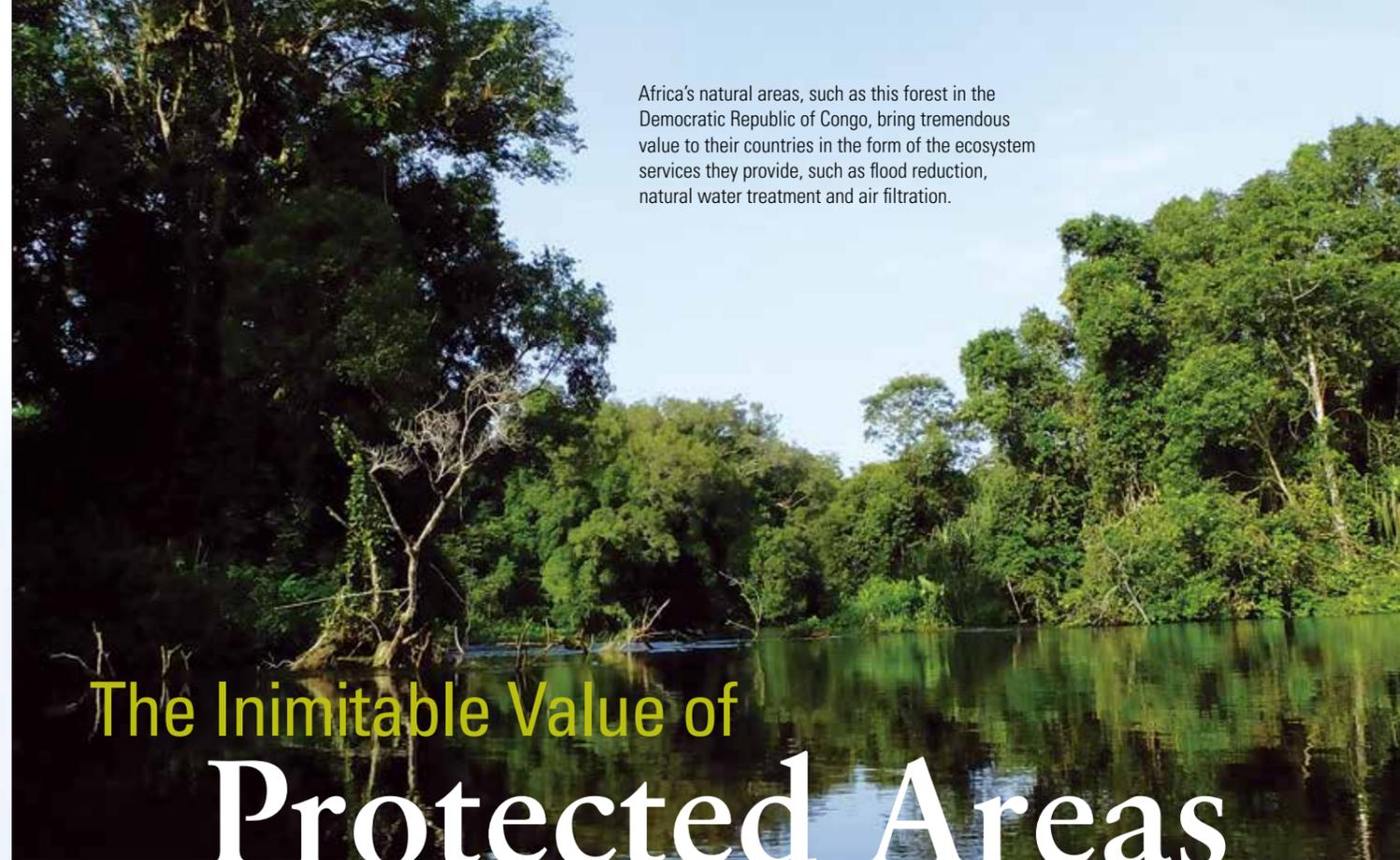
There are already signs of disruption in the ivory market, as three of Hong Kong’s largest ivory retailers have declared an end to their ivory sales and authorities in Hong Kong and Dongguan have destroyed tons of confiscated ivory. On the rhino horn front, AWF, WildAid and Vietnamese NGO CHANGE launched a Vietnam campaign in 2014, enlisting the aid of homegrown celebrities such as musician Quoc Trung and actress Hong Anh. In May, the Vietnamese Ministry of Health confirmed that rhino horn has no medicinal value, while a recent market survey reportedly found a 38 percent reduction in the use of rhino horn between August 2013 and August 2014. ■

Li Bingbing and Jackie Chan are among the latest Asian celebrities to star in AWF’s demand-reduction campaign with WildAid and other partners.

 To view the demand-reduction PSAs, click here.



Beijing’s Forbidden City is a recognizable symbol of China’s rich history.



Africa’s natural areas, such as this forest in the Democratic Republic of Congo, bring tremendous value to their countries in the form of the ecosystem services they provide, such as flood reduction, natural water treatment and air filtration.

The Inimitable Value of Protected Areas

Africa is home to one third of the planet’s biodiversity, an impressive amount of which is under conservation management, thanks to a network of national parks, game reserves and other protected areas. Since 1970, total protected-area coverage on the continent has increased nearly two-fold, comprising 3.06 million sq. km of terrestrial and marine habitat.

“We know the ecological value of these areas, but we also need to demonstrate their economic value.”

In addition to maintaining habitat for threatened species, protected areas help safeguard vital ecosystem services for human societies and are key components in climate change mitigation strategies. “A majority of Africans are

dependent upon natural resources for their livelihoods, and there is increased recognition that protected areas safeguard critical ecosystem services upon which people and wildlife depend,” says Kathleen Fitzgerald, vice president for conservation strategy at AWF. “To get their full benefit, though, they must be well managed and

their protection, prioritized, especially now with so much change taking place in Africa.”

Infrastructure development and the global demand for natural resources pose real threats to protected areas. New roads and railways are threatening to bisect fragile ecosystems, while governments are granting concessions to companies to extract oil, minerals, ores and other natural resources from within protected area borders. French and Chinese oil companies are drilling inside Uganda’s Murchison Falls National Park. If granted the go-ahead by the Zambian government, an Australian mining company will begin operating an open-pit copper mine inside Lower Zambezi National Park in Zambia. Logging concessions on the periphery of Cameroon’s Dja Faunal Reserve, a World Heritage Site, pose a persistent threat to this species-rich rainforest.

“We know the ecological value of these areas, but we also need to demonstrate their economic value,” says Fitzgerald. She adds that the economic value of protected areas goes far beyond park fees—a 2012 UN Environment Programme report found, for example, that the negative economic impact from deforestation and the subsequent loss of forests’ water-regulating services in Kenya was worth US\$40 million annually, nearly three times the cash revenue generated from deforestation. ■

Africa's Land Dichotomy



Building resilient landscapes

Wildlife in Africa is already confronting land-use change and habitat degradation. Add in the effects of climate change, and these problems have the potential to become catastrophic for wildlife.

“In a way, climate change adaptation and mitigation are about protecting the extremes of species’ potential ranges, such as the tops of mountains or along the coast,” says Dave Loubser, technical director for climate change at AWF, explaining that wildlife sometimes moves to new habitat in response to changing climate and ecosystems—but

will eventually end up in “extreme” locations with nowhere else to go. “Take the mountain gorilla. It didn’t historically live at such high altitudes but had to move further up its mountain habitat when humans started moving in. But if climate change alters the habitat on those mountaintops, where will the mountain gorilla go?”

AWF therefore integrates climate change mitigation and adaptation work into all of its conservation work. “We are not simply conserving ecosystems but also building climate-resilient landscapes,” says Loubser.

Lions are among the many species in Africa that require lots of land to live. AWF employs a series of approaches to create and prioritize space for wildlife.

At more than 30 million sq. km, the continent of Africa could accommodate the United States, China, India and Europe and still have room to spare. Open, wild land on the continent is becoming scarcer, however. Natural habitats are being coopted for infrastructure development, while wildlife corridors are being bisected by roads, subdivided by farmers and compromised by industry. We could put an end to the global illegal wildlife trade and still lose Africa’s wildlife if they don’t have enough land to live on.

To address this problem, AWF draws upon a toolbox of innovative approaches designed to create and prioritize space for wildlife. From leasing land for wildlife to creating new protected areas such as community conservancies, we find solutions that benefit wildlife and people alike.

Following is a small sampling of the many ways in which AWF works to increase the amount of land under conservation and improve management of land in Africa.

Land-use planning. In the Congo landscape, AWF has worked with local communities to implement a land-use plan that protects permanent forest and covers 70 percent of the landscape—more than 5.2 million hectares.

Management of protected areas.

AWF is currently managing Manyara Ranch Conservancy, which is part of a corridor connecting Lake Manyara and Tarangire National Parks in Tanzania, and is working with wildlife authorities elsewhere on the continent to help co-manage vulnerable protected areas.

Conservation covenants. Through AWF conservation agreements and AWF’s impact investing subsidiary, African Wildlife Capital (AWC), we have implemented contractual agreements with African businesses that tie AWC financing to the achievement of specific conservation objectives.

REDD+. Through the UN Reducing Emissions from Deforestation and Forest Degradation (REDD+) program, AWF is assisting communities in Kenya’s Chyulu Hills, Tanzania’s Kolo Hills Forests and the Congo landscape to measure and “validate” the carbon from nearby forests for sale on the international carbon market. Income from carbon sales will provide additional incentive for people to conserve forests.

Africa’s remaining trouble spots

Uncertain political climate. Ongoing civil conflict. Lack of infrastructure. Even as Africa experiences positive change and growth, some trouble spots remain. Which means in some parts of the continent, organizations still have their pick of reasons why they choose not to work in a certain country. Unfortunately, from a conservation perspective, this can mean that some of the most biodiverse or threatened landscapes are abandoned—at a time when their protection is most needed.

With your partnership and support, AWF has been able to go into some of these struggling locales and ensure Africa’s most important ecosystems—and their wildlife—are protected.

Senegal. The Ebola epidemic is disrupting work in West Africa—except in southeastern Senegal, where AWF helped kick off a large-scale chimpanzee survey in November. Results from the survey, which is being conducted outside of protected areas, will feed into a countrywide chimpanzee conservation plan.

South Sudan. In December 2013, conflict erupted violently in the capital city of Juba, requiring AWF to evacuate technical advisor James Kahurananga. Unrest continues, but Kahurananga has gone back to counseling the Ministry of Wildlife, Conservation and Tourism. AWF meanwhile has launched a watershed improvement project in the Imatong Mountains (see page 13).

Zimbabwe. A politically charged environment has led to the decline of Zimbabwe’s wildlife tourism industry. AWF is working in a number of locations in Zimbabwe, including Hwange National Park, where we are finalizing a general management plan in partnership with the Zimbabwe Parks and Wildlife Management Authority and other stakeholders (see page 21) and working with a community to establish the first locally owned conservancy in the country.



A NEW LOGIC FOR Food Security

Traditional logic suggests that to achieve food security, there must be a conservation tradeoff. Certainly, population growth, coupled with poor land planning and agricultural production systems, is resulting in extensive land degradation and conversion across Africa. Forests and wetlands in particular are being converted at rapid rates, placing whole watersheds in ecological jeopardy.

Now, however, both conservation groups such as AWF and governments are beginning to craft a new logic—one that reconciles agriculture and conservation and has sustainability at its heart.



The southern highlands of Tanzania include the Kitulo Plateau, which boasts 350 species of vascular plants, including 45 varieties of terrestrial orchid. AWF is working with smallholder farmers and agricultural businesses in this area to promote sustainable agriculture.

Agriculture vs. conservation?

The southern highlands of Tanzania, one of AWF's newest program sites, are a case in point. They constitute a region of rich soils, high rainfall and therefore high agricultural potential. This region is also one of the most biodiverse on the continent, hosting exceptional levels of endemism and species richness within a complex of forests and montane grasslands, including the continent's second-largest elephant population. Kitulo Plateau, the centerpiece of this complex, is referred to by locals as *Bustani ya Mungu*—the Garden of God.

The southern highlands have been designated part of an agricultural growth corridor, the Southern Agricultural Growth Corridor of Tanzania (SAGCOT). SAGCOT aims to attract approximately US\$3.4 billion in largely private investment, engage tens of thousands of smallholder farmers in irrigated commercial agriculture, provide more than 420,000 new jobs in the agricultural value chain and lift more than 2 million people out of poverty.

SAGCOT's Greenprint initiative presents a framework for achieving

these outcomes in a way that protects the region's ecological services. AWF, too, believes that long-term economic growth can be sustainably achieved here, provided that agricultural systems are well planned, production systems and resource use are efficient and conservation initiatives are strengthened in the region.

In 2011, AWF's impact investment subsidiary, African Wildlife Capital, invested in Rungwe Avocado Company, a private company in the southern highlands, in return for its adhering to certain conservation covenants—guidelines that promote on- and off-farm conservation by the company as well as its 3,500 outgrower farmers. The investment is intended to achieve conservation outcomes while securing the financial prospects of smallholder farmers going forward.

AWF is refining this model and will soon apply it to a second agricultural enterprise in the region. The program team is also carrying out macro and village-level land-use planning in partnership with local government.

Initiatives such as these will shift agriculture and conservation from mutually exclusive to mutually supportive concerns in the region—a must if Africa is to reach its full potential. ■

The Trickle-Down Effects of Water

Where water is plentiful, life flourishes. Where it's lacking, conflict—between people, as well as between people and wildlife—is not far behind. Unfortunately, water is lacking in many places around the world. According to the UN Department of Economic and Social Affairs, one fifth of the global population lives in areas where water is in scarce supply. Sub-Saharan Africa reportedly has the largest number of water-stressed countries of any region in the world, but some wild landscapes are prime water catchment areas that, if protected, will ensure water for people and wildlife alike.

The Chyulu Hills and their high-altitude forests, for example, supply water to an estimated 6 million downstream users in Kenya, including the port city of Mombasa. An AWF-funded study found that more than 1,000 mm of rain falls on the Chyulus each year—compared to 350 mm to 700 mm in the nearby savannas.

To ensure that the Chyulu forests remain protected, then, AWF has been working on a Reducing Emissions from Deforestation and Forest Degradation (REDD+) project with several partners. Once validated, the carbon emissions reductions will be sold by the community on the voluntary carbon market, with revenues to be re-invested back into additional water catchment protection projects.

Abundant future

South Sudan's Imatong Mountains act as a critical water tower for most of eastern Equatoria State and neighboring Jonglei State. The mountains provide water for multiple rivers, including the Kinyeti River, which connects the Imatongs and the Kud wetlands. The mountain range—part of a transboundary landscape that spans from Kidepo Valley National Park in Uganda into South Sudan—also serves as habitat for a diversity of bird- and wildlife, some of which are endemic to the Imatongs. AWF in 2014 began a five-year project with the Royal Netherlands Embassy to protect the Imatong Mountains watershed.

After conducting baseline surveys to assess the ecosystem, agricultural value chain and the socioeconomic standards of the local population, AWF has begun land-use planning with local communities. Ranger training, to ensure wildlife rangers know how to conduct ecological monitoring, is also in the cards, as well as livelihood improvement programs.

Such work will have significant trickle-down effects, securing livelihoods, forests, water and, perhaps most importantly, an abundant future for millions of people in Africa.

The Imatong Mountains act as a critical water tower for the southern part of South Sudan.

On Africa's most powerful river

On Africa's most powerful river, a young Congolese man with an AWF t-shirt, an orange life vest and an overgrown beard has been on the waterway for nearly four months. His watchful eyes survey all those on board the *MB Moise*: a crew of 10, a group of merchants and the goods they are accompanying. His name is Dodo Moke, and this is his third year assisting in overseeing AWF's Congo Shipping Project.

Under Dodo's guidance, the *MB Moise's* 250-horsepower tugboat (originally supplied by USAID) will soon be pulling

three barges loaded with agricultural products—including maize, oil, peanuts and manioc, the root of the cassava plant—into a port in Kinshasa. The merchants from along the shipping project's 1,540-km path, from Befori to Kinshasa, will then be able to trade and make a profit. City markets offer much higher selling prices than local rural markets.

"Access to markets for these folks is a big deal," Dodo says, noting that timing the trip with harvesting periods is essential. "Typically, a plane ticket from Befori would

cost around US\$500. By boat, however, it's only US\$50."

While locals are often hard-pressed to explain just what AWF does, AWF's impact is evident. "Before we started working with the communities, people were confusing bonobos for *mokombos*, the valley chimpanzee," observes Dodo, who admits that he, too, is learning more than he expected about conservation. He puts it into his own perspective. "I am the grandson of a customary chief," he says. "Respecting the land is part of my heritage."

If wealth were measured in biodiversity, the forests of the Congo Basin would be rich indeed. Wildlife from the endangered bonobo to the Congo peacock can be found in this ecosystem, not to mention more than 600 species of trees (and that's just the tree species that are known).

Unfortunately, within AWF's Congo landscape in northern Democratic Republic of Congo (DRC), the people living in and relying on the forests are among the poorest in the country. To survive, they have resorted to bushmeat hunting, cutting down trees to make charcoal and burning parts of the forest to clear agricultural plots—activities that have threatened the Basin's wildlife and led to its deforestation.

But thanks to a great working partnership between AWF, local communities and the U.S. Agency for International Development (USAID), we have made significant advances in conserving the wealth of Congo's forests over the past decade. Through this partnership, AWF has:

- Designed a land-use plan covering some 5.2 million hectares—approximately 70 percent of the landscape—and collaborated with community members to designate specific parts of the forest as permanent and non-permanent;
- Created two protected areas with high concentrations of target species, Lomako–

Yokokala Faunal Reserve and Iyondji Bonobo Community Reserve; and

- Increased the productivity of local farmers' crops in agricultural zones and expanded down-stream market access for products produced in these agricultural zones.

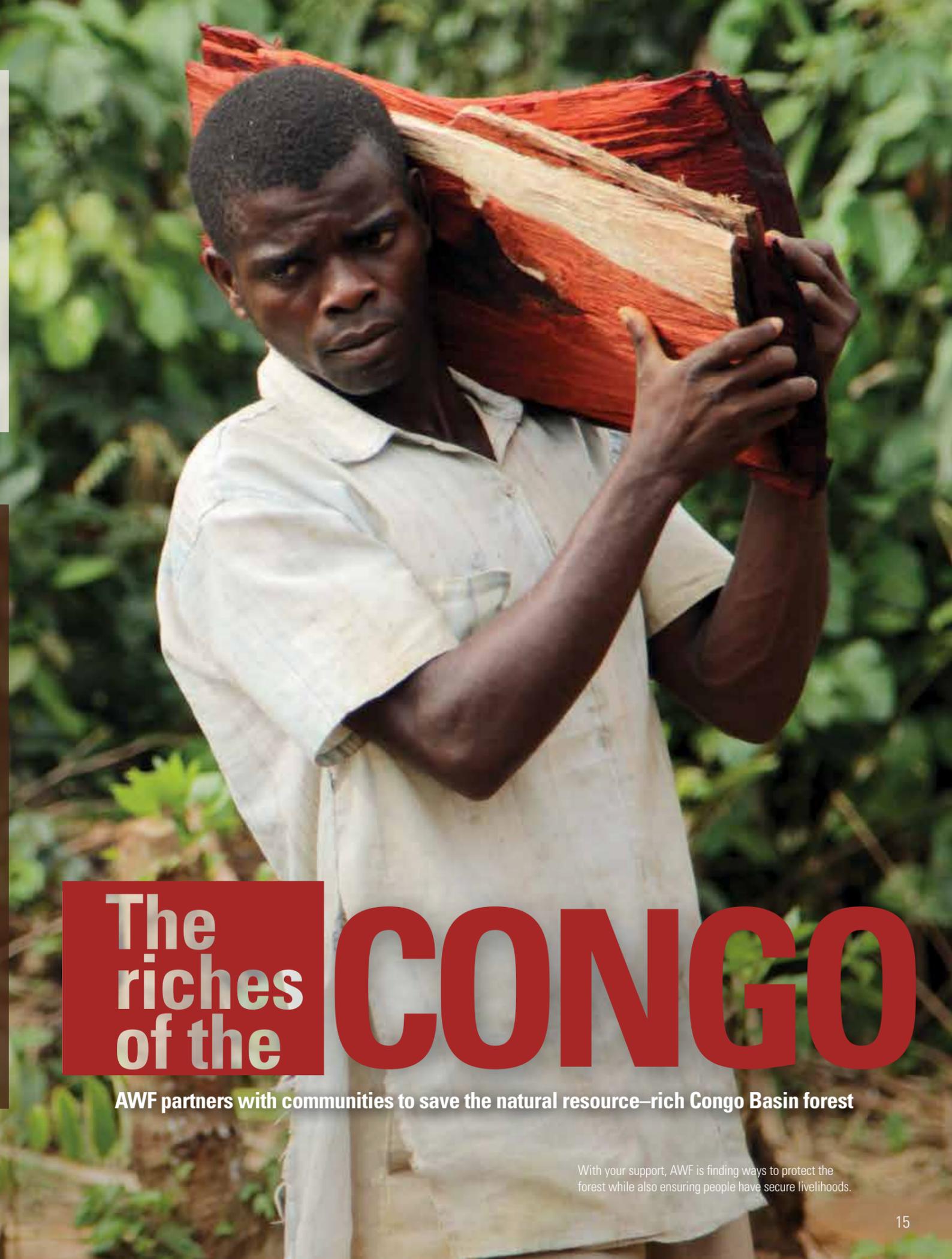
AWF recently began another round of projects in the landscape in collaboration with USAID and communities. From a bird's-eye view, what we're now working toward can modestly be summed up as mapping an area, training personnel and negotiating alternative land uses.

Up close, however, these are much-needed conservation efforts that will help establish more community reserves to create a contiguous protected corridor rather than just islands of protected areas; reduce bushmeat hunting by sensitizing hunters, market sellers and customers about the risks of consuming bushmeat and its effects on wildlife; and transform the Lomako research center into a facility of excellence dedicated to training for anti-poaching and ecological monitoring.

Given AWF's strong partnerships in the landscape, we're banking on success.



Stay up to date on the wealth of activities we're implementing in the Congo.



The riches of the

CONGO

AWF partners with communities to save the natural resource-rich Congo Basin forest

With your support, AWF is finding ways to protect the forest while also ensuring people have secure livelihoods.



Building Tourism From the Ground Up

LEFT: Bale Mountain Lodge is arguably one of the first high-end ecolodges in Ethiopia's national park system. The boutique hotel received financing from AWF subsidiary, African Wildlife Capital.

RIGHT: Longtime trekker guide Shiferaw Asrat owns his own trekking business and is now co-owner of Limalimo Lodge, a high-end conservation lodge being built in the Simien Mountains.

An Ethiopian trekker guide does his share to show off the beauty of the Simien Mountains

In the mountains of ETHIOPIA

Shiferaw Asrat began his career as a trekker guide in Ethiopia's Simien Mountains National Park. He is also one of the business partners of Limalimo Lodge, a high-end ecolodge being built in the park with financing from AWF subsidiary African Wildlife Capital. Shiferaw describes the challenges, rewards and early mornings that come with the job.

These days if tourists come to Ethiopia, they tend to visit for the country's exceptional historical and cultural sites. Ethiopia, after all, boasts no less than eight cultural UN World Heritage Sites, including the ancient city of Axum and the rock-hewn churches of Lalibela.

But it just so happens that Africa's oldest independent country also has its share of endowments from Mother Nature. From stunning scenery, afforded by the steep escarpments in Simien Mountains National Park, to more than 30 endemic mammal species—including the Ethiopian wolf, one of the rarest canids in the world—Ethiopia just oozes wildlife tourism potential.

Start of nature-based tourism

Until recently, a lack of resources and limited capacity at the Ethiopian Wildlife Conservation Authority had constrained wildlife tourism here. Threats to parks have escalated, while high-end tourism facilities—the backbone of the classic African safari—were rare.

This is starting to change, for AWF has been working with the country's conservation authority to build Ethiopia's wildlife tourism industry, from the ground up.

AWF developed a tourism plan for Simien Mountains National Park and

last year provided training for more than 60 guides on how to improve the trekking experience for tourists. With financing from AWF subsidiary African Wildlife Capital, three very different lodge products are also underway in the country.

The Bale Mountain Lodge opened in 2014. Arguably the first high-end ecolodge in Ethiopia's national park system, the eight-room boutique hotel is located in Bale Mountains National Park, said to be Africa's largest remaining tract of Afro-alpine moorland, cloud forest and grasslands. The lodge is designed to be low-impact, with its own hydropower generator, and is sited in a location ideal for wildlife sightings. Already the lodge's resident naturalist has discovered what may be a brand-new snake species.

Currently under construction is Limalimo Lodge in Simien Mountains National Park. Ground broke on construction in mid-2014, with local residents being employed for the construction process. Locals will also be employed once the lodge opens, sometime in 2015. As with Bale, Limalimo is situated to offer stunning views and wildlife sightings unique to Ethiopia, such as the Gelada monkey.

“Bale Mountain Lodge and Limalimo Lodge mark the start of nature-based

tourism in Ethiopia,” says Giles Davies, investment manager for AWC.

Limalimo is co-owned by Ethiopian Shiferaw Asrat (see sidebar) and a partner, and financed by AWC, with AWF as an equity holder. When revenue begins to flow from the lodge, AWF will be able to reinvest it back into the local population and support a new AWF conservation school—thereby extending the lodge's conservation impact.

Outside of Simiens, the company Village Ways will soon be developing a village-based trekking experience, involving as many as six local villages, for travelers. The project is being supported by both AWC and AWF. These are community-owned sites designed in a way to mimic the village experience for tourists wanting to immerse themselves more fully in the culture. They are run entirely by local communities.

Besides offering new job and income opportunities for locals, these efforts have the added benefit of enhancing conservation. “Tourism is very visible,” explains Davies. “It's a continual reminder for communities that wildlife can produce income for them, giving them another incentive to support conservation.” ■



How is Limalimo Lodge impacting the local community? Find out here.

What is African Wildlife Capital?



A subsidiary of AWF, African Wildlife Capital (AWC) is Africa's first investment vehicle for conservation enterprise. AWC provides development financing to small and midsize African enterprises in the tourism, agriculture and energy sectors.

AWC only invests in enterprises that meet strict criteria on conservation potential—such as direct linkage to priority wildlife populations or lands—and ability to provide socioeconomic benefits for local communities. Capital outlays from AWC are tied to investees' ability to meet specific conservation targets, which we call “conservation covenants.”

Q: Describe your average day.

A: When I am guiding the day starts at dawn, which is not even as early as the cooks on trek. I have breakfast with the group, brief them for the day and answer any questions. At around 8 a.m., we set off trekking. The path often looks easy, but with the elevation, people quickly start to get out of breath. When we reach camp, I make sure everyone is happy and has everything they need. I eat dinner with the group, giving more background on the Simiens and answering questions.

Q: What are the challenges and rewards of this work?

A: The biggest challenge is catering to everyone's needs. This often includes regulating the speeds at which people walk and determining what their interests are. Sometimes there will be keen birdwatchers that want to know everything about the birds, whilst others prefer the flora and others who just want to admire the views in silence. Balancing these needs and seeing that everyone is enjoying themselves is the greatest reward.

Q: What did you learn from the AWF-funded trekker training?

A: The training was great because it allowed us to learn from people who had abundant experience in guiding. It was also important that we got the chance to learn about other national parks and how they compare to our own. I think many people working in the park would benefit from learning and seeing what other national parks do.



Read the full Q&A with Shiferaw Asrat.

Changing Minds

For conservation to work long term, community commitment is critical. To show communities the economic benefits of protecting wildlife and attracting tourism, AWF has conceived and negotiated a number of conservation lodges linking communities and experienced private operators. Typically, the community owns the land and lodge and the operator is responsible for running it, with a percentage of revenues accruing to the community.

While we can track the income paid out to communities—upwards of US\$13 million

over the past five years across all of AWF's conservation enterprises—it's not always easy to determine whether these lodges have successfully changed attitudes about wildlife. In 2014, AWF worked with Dr. Rosemary Black of Charles Sturt University in Australia to examine the impacts of these lodges on local communities. Following are two stories she encountered while talking with local communities at Ngoma Safari Lodge in Botswana and Sabyinyo Silverback Lodge in Rwanda.

Important to conserve

Keza is 60. A farmer with three children, she lives in Kinigi village near Sabyinyo Silverback Lodge. Keza and her family live in a mud-brick house with a corrugated tin roof. They use candles for lighting and firewood for cooking; water is collected from a borehole 10 minutes away.

Keza thinks the lodge is good because it creates jobs, brings tourists into the area, helps protect animals and plants and also helps the local community. "The Sabyinyo Community Livelihoods Association is doing a great job in helping local people improve their lives with projects like electrification of the village, providing scholarships for school children and local employment," she says, referring to the community trust that manages the community's revenues from the lodge.

Though she has problems with buffalo eating her crops, Keza says it's important to conserve animals and plants for the tourism. "I'd love to visit the national park to see the gorillas and golden monkeys," she says.



Supervisory position

Paul, 23, was originally employed to help construct Ngoma Safari Lodge in 2009. He has now progressed into a supervisory role working at the lodge. "The lodge is a good project. It's helping young people in the local villages by providing casual employment that can lead to more permanent positions," he says. "Staff are trained and encouraged to work in a range of different departments at the lodge." The lodge also makes donations to the local school.

Paul thinks it's important to conserve animals and plants as they attract tourists and produce oxygen for breathing and water for animals. His village does experience its share of human-wildlife conflict, however—especially with lions, elephants and hyenas.

Rwanda's gorilla tourism industry offers a successful example of how wildlife tourism can generate income and employment for local communities—which then helps change people's attitudes toward wildlife and conservation.



In the rural communities of Tanzania's Kondo District, AWF has fostered opportunities for women to take the lead on business—and conservation.

Women Take Charge

Without buy-in from people, conservation efforts rarely work. Which was why, when AWF launched a Reducing Emissions from Deforestation and Forest Degradation (REDD+) project in north-central Tanzania with the Norwegian Embassy a few years ago, one of our main goals was to introduce residents to sustainable livelihood activities that would reduce their reliance on the forests.

Through its work with 18 villages around the Kolo Hills forests, AWF has successfully reduced encroachment into these forests, which serve as water catchments for the Tarangire River. (The Tarangire River flows north to the Tarangire-Manyara ecosystem in the Maasai Steppe landscape, which is habitat for significant wildlife populations.) Even better, however, is the leadership that our interventions have fostered.

Take Hawa Ibrahim Chora. A married mother of four, Hawa was chosen to be one of 120 demonstration farmers through AWF's REDD+ project. After receiving improved seeds and learning new techniques from AWF-facilitated training, Hawa more than doubled her yield. "When I harvested nine bags of maize from a half-acre, all the community members came and celebrated at my house," she recounts, smiling shyly. The breadwinner for her family, Hawa now farms on 1.5 acres. She is an active member of the new farmer's

network that AWF launched (with funding support from the European Union), teaching others new agricultural techniques. And, through her work on the Kolo Village environmental committee, Hawa educates her neighbors about the importance of conservation.

Changing community mentality

In the next town over, Kudra Shamroi is another leader amongst her peers. Kudra is the chairwoman of the Subira Group, a women's tree nursery group. AWF initially provided Subira Group with 30,000 seedlings and business training. The women's collective began growing and selling seedlings to community members and area institutions, eventually making enough profit to build a brand-new office building.

When asked why Subira Group has been so successful, Kudra shows just what a savvy businesswoman she is. "Rather than distributing the money from seedling sales to each member, we instead think of how to maximize our profits," she says, alluding to the notion of reinvesting in one's business. "Accountability and transparency are also important."

Kudra adds: "We want to change the community mentality that women can't do anything." ■



Find out what lessons AWF has learned from REDD+ projects.



General management plans for parks such as Nimule National Park in South Sudan outline ways in which wildlife authorities can generate income from these protected areas.

Boosting National Parks

Designating boundaries is not sufficient to safeguard protected areas. National parks are being exploited by extraction companies, while other protected areas have become the hunting grounds of poachers. The growing diversity of stakeholders seeking access to protected areas, which have limited financial resources, further increases their management complexities.

That is where the general management plan comes in.

As its name implies, a general management plan is a document that outlines how a protected area is to be managed. It sets out the decision-making framework, objectives to be met, resources to be applied and actions to be implemented over a given period of time. While it may appear inconsequential, the general management plan is in fact incredibly valuable to wildlife authorities and other stakeholders, for it ensures consistency in how a protected area is managed and provides direction, from a day-to-day, operational level all the way up to the ministerial level.

The park management plans that are developed with AWF support also always incorporate a business plan, outlining the ways in which

a protected area can generate income, such as through park entry fees or other tourism efforts—thereby ensuring long-term sustainability for these sites.

Revenue expectations

At the request of South Sudan's Ministry of Tourism and Wildlife Conservation, AWF helped develop such a plan for Nimule National Park and its buffer zone. Nimule is a picturesque park bordered by the Nile River to its east and marked by hills and streams. It is the only park in South Sudan where elephants are easily seen. As of a few years ago, however, fewer than 200 tourists were coming to Nimule.

In November, AWF and the Ministry celebrated the government's signing of the Nimule general management plan—the first-ever management plan signed in South Sudan. Now comes fundraising to enable implementation, which includes training, providing equipment and building scout outposts. As political tensions ease in the country and the management plan is fully implemented, Nimule hopes to generate enough revenue in several years' time to support park operations and provide benefits to the surrounding communities.

AWF is similarly working with the Zimbabwe Parks and Wildlife Management Authority to develop a new general management plan for Hwange National Park, one of Zimbabwe's most important parks. The park is famous for its large populations of elephants and large carnivores, which attract a significant number of visitors each year.

Economic decline over the past decade had resulted in a revenue deficit for Zimbabwe's parks authority. Like Nimule's management plan, wildlife-based revenue-generating ideas will be incorporated into the plan for Hwange, allowing the parks authority to maximize revenues from this ecologically important park and realize returns from investment in conservation and sound park management.

Our commitment to planning has seen the development of management plans for numerous other protected areas across the continent. This will go a long way in circumventing long-term problems in protected area management—while at the same time helping to achieve our broad conservation goals. ■

New School, New Skills...



This is not your parents' schoolhouse.

Nor is this elegant structure, with its gently curved roof and sweeping lines, the kind of building you'd typically find in the middle of a tropical rainforest. But that's exactly where the brand-new Ilima Conservation Primary School is located: in a remote part of Democratic Republic of Congo within the Congo Basin forest, the second-largest tropical rainforest in the world.

The Ilima community was one of the first in the Congo landscape to adopt and implement a formal land-use plan to safeguard the permanent forest. AWF built the new conservation school to reinforce the positive results that come from engaging in conservation, while also opening up new opportunities for future generations through education.

Built with the hot and humid climate in mind, the school features a suspended roof with shingles cut from a local hardwood and brick walls that only go up two-thirds of the way to ensure steady airflow. Classroom doors have screens that provide acoustic separation while permitting light and providing air circulation. Six classrooms open out onto the forest beyond, reinforcing the school's conservation tie-in.

Already the new school is making a difference in a myriad of ways. "In the old building, when it rained, we would immediately stop and release the children because we couldn't finish our lessons that way," says Dieudonné Lokuli, a grade 6 teacher who has been at Ilima for eight years. "Now rain is not a problem." Enrollment is up 40 percent over the old Ilima school, with more than 300 students aged 5 to 14 taking classroom instruction.

And in a country where the average citizen has just over three years of formal education, a new attitude toward education is taking root at Ilima. Says Joed, a shy grade 2 student who likes science and math: "I will carry on school until I am big." ■

ABOVE: Designed as a comfortable learning environment for students, Ilima is intended to also function as a community center after-hours.

BOTTOM: The new Ilima School comprises two gently curving blocks that house the six classrooms, separated by an open-ended corridor that allows air, traffic and light to flow through.

See more photos on page 24.



The school is sited in a location that bridges both untouched forest and agricultural areas, reinforcing the importance of the land and natural resources.



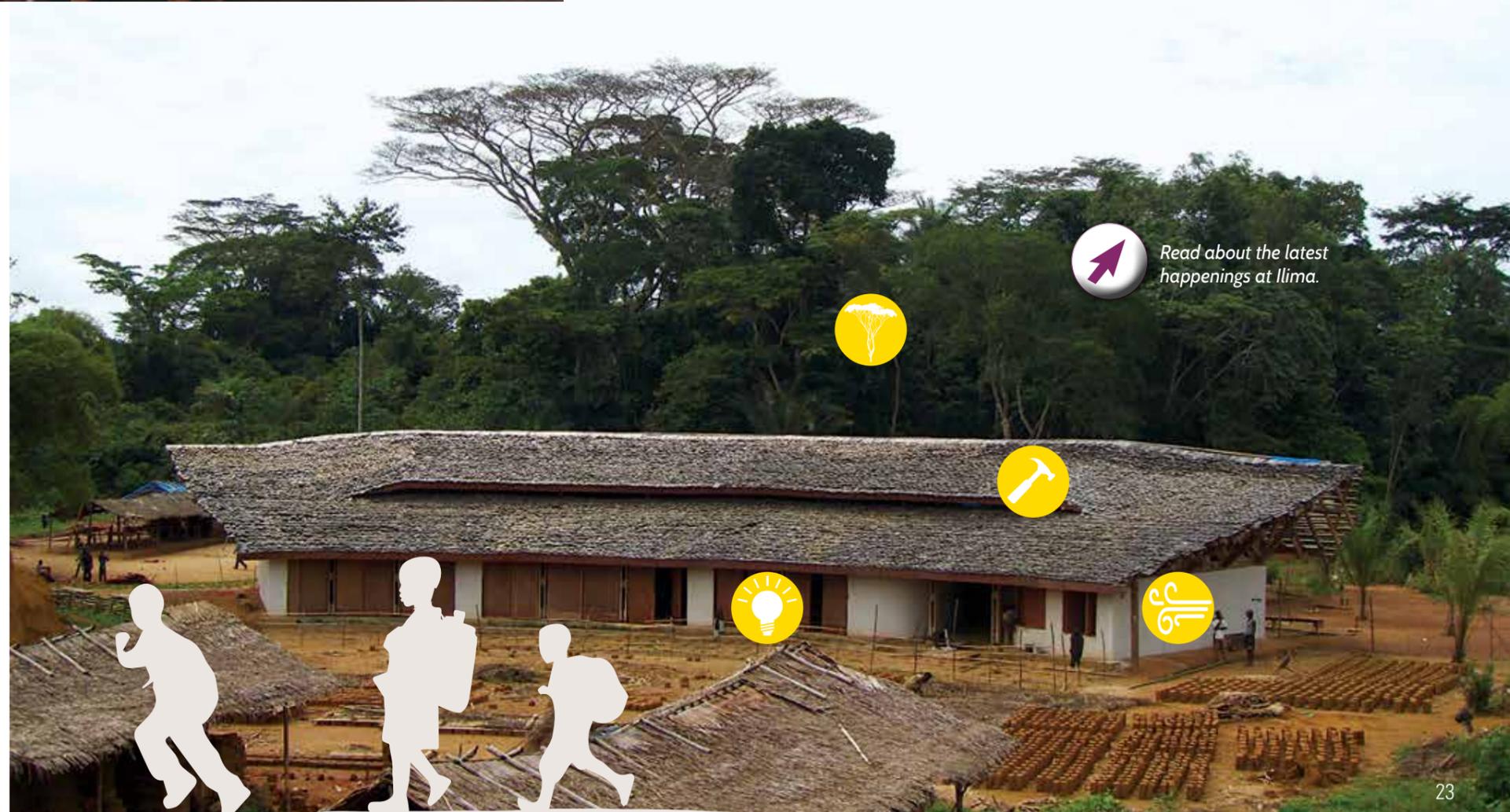
Many elements of the school were built by local hands using local materials. Community members, for example, were trained in how to make and install roof shingles from a local hardwood—a skill that they can then use for future maintenance.



Elements of the school are beautifully designed and utilitarian: Classroom doors have screens that provide acoustic separation while letting in light and air; similarly, screens around the latrine provide privacy while also allowing for cross-ventilation.



The building was designed with the humid tropical climes in mind, with brick walls that go up two-thirds of the way to the ceiling to allow for unrestricted airflow.



Read about the latest happenings at Ilima.



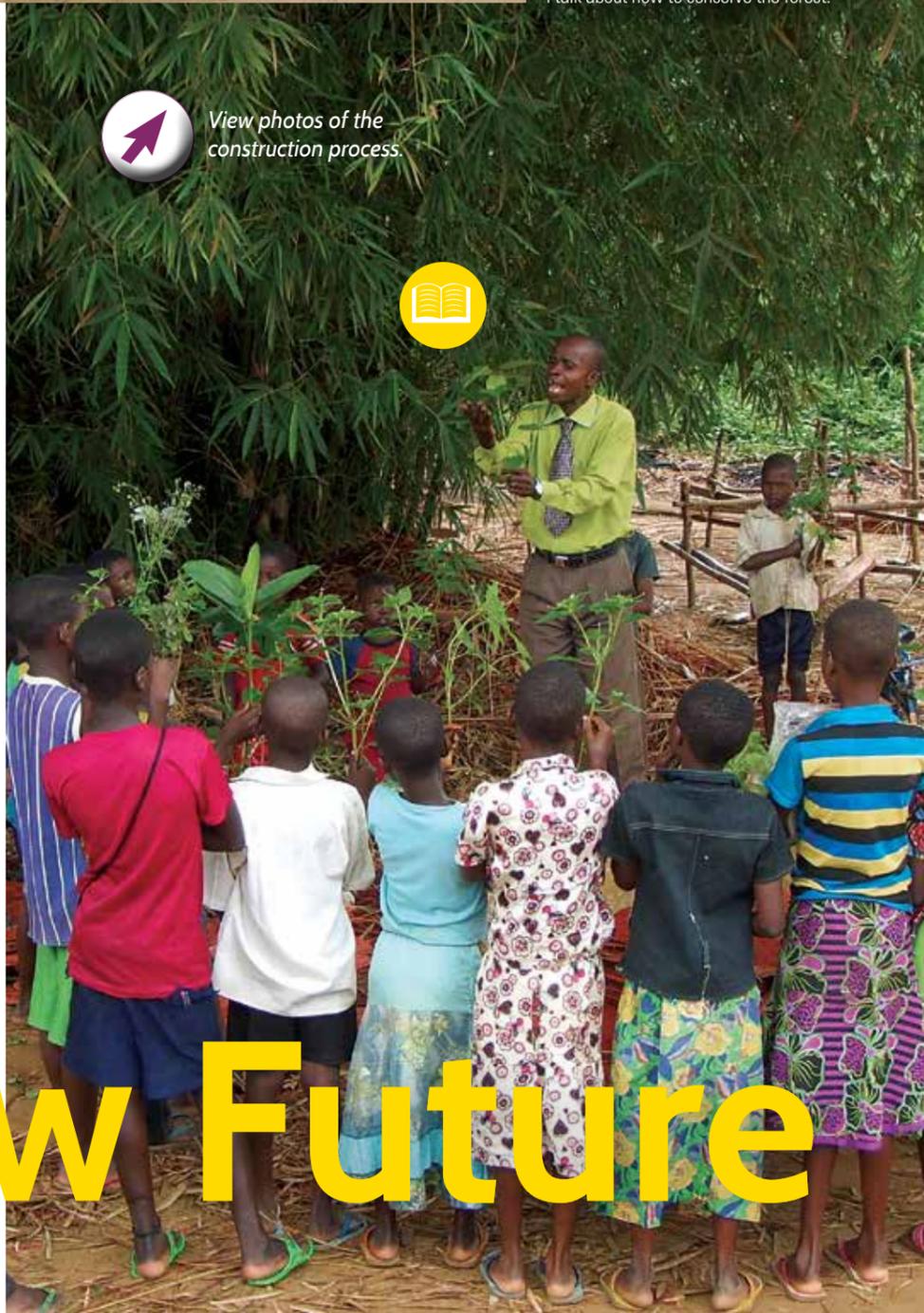
LEFT: Workers have gained new construction skills, which has the dual benefit of providing new sustainable livelihood opportunities for them and ensuring their ability to maintain the building structures.

BOTTOM LEFT: From the endangered bonobo to the shaggy-coated sitatunga, the Congo Basin forest, where the Ilima School is located, is teeming with fauna and more than 600 species of trees.

BELOW: "The joy we get from the school gives us courage to further take care of our children," says Dieudonné Lokuli, who has 43 students. "In my science class, when I teach zoology, I talk about how to conserve the forest."



 View photos of the construction process.



More than 13,000 adobe bricks were fabricated for the school construction, and the project purchased 1,500 local palm panels from the community.



Every AWF conservation school incorporates conservation education, through teacher-led instruction or afterschool wildlife clubs.

New Future

On Africa's Future, by Africa's Future

If the passionate professionals who make up AWF's Conservation Management Training Program (CMTMP) are the future of conservation, then Africa is in good hands. Kenya's Robina Abuya, Sylvia Wasige and Eric Reson; Cameroon's Muyang Achah and Henriatha Che; and Nigeria's Elizabeth Babalola started in July 2014 as the newest class of AWF's rigorous mentoring program for African conservationists. Below, some of the new trainees, along with trainees Sarah Chiles and Edwin Tambara from the previous class, discussed their outlook on conservation.

What prompted you to choose a career in conservation?

Robina: One person who really motivated me was Wangari Maathai. I ended up buying most of her books and reading a lot about her. When she was given the Nobel Peace Prize, I thought, "I want to be like her."

Elizabeth: For me, it was seeing pictures on TV of people's farmlands completely drenched in oil [from the oil spills in the Niger Delta]. I asked myself, "What were we doing that let that happen?"

Sylvia: When I was growing up I'd see the Kenya Wildlife Service rangers all dressed up in jungle outfits—[LAUGHTER]—and that was something for me! At university, I [pursued a degree in] wildlife management. My uncle said to me, "Wildlife, what is there to manage?" Because I come from Bungoma, where actually there's no wildlife left.

I thought, if this is my uncle and he has that kind of view about wildlife, what about other people who've not had a chance to experience it? That's where I got the passion.

Is it unreasonable to expect struggling local communities to prioritize wildlife protection?

Sarah: My sense is that communities are not anti-wildlife conservation per se. It's really that things like overpopulation and [human] migration have affected the way communities are structured. Amongst the Maasai, for instance, there was a communal sense of ownership around cattle. Now there's more of

an independent sense of ownership, so now each man would like cattle. And that has a number of consequences.

How do we address that?

Eric: We all accept as conservationists that it's really challenging to conserve wildlife and natural resources. But the best way we can go about it is—we have a saying in my country, "Knowledge troubles." If you have knowledge about something, then you'll be troubled [and do something about it]. We need to educate people, to trouble them.



You are helping to ensure that the next generation of African conservation leaders are well-prepared. Pictured are: (front row, l-r) Sylvia Wasige, Robina Abuya and Henriatha Che; (back row) Elizabeth Babalola, Sarah Chiles, Eric Reson and Muyang Achah.

What are you hoping to get from CMTMP?

Elizabeth: I am hoping for an Africa-wide experience. I really want to learn what is working and what isn't working in other African countries.

Robina: You experience barriers in subject areas where you've trained. So I'm hoping to uninstall—[LAUGHTER]—what I already have in my hard drive and install new information.

Edwin: Or maybe just a system update. [LAUGHTER]

Sylvia: So far, most of my life has only been academic—I know things on paper. Now I really want an opportunity to see [what I've learned] in practice.

From the old CMTMP guys, any words of wisdom or advice for the new class?

Edwin: CMTMP is quite an opportunity. You are interacting with people who are at the highest levels in conservation. You get to hear about where the future of conservation is going.

Sometimes, they might be throwing you into the deep end because they will have recognized your capabilities. So you'll get tested. But, I'm already in a position where I can influence conservation decisions in South Sudan, in Uganda, in Tanzania. I don't think many people have that opportunity to be able to contribute to conservation at that level so early in their career. ■



Read the full roundtable discussion.

AWF thanks our funding partners for their support and commitment:



World Heritage designation in Botswana's Okavango Delta offers conservation protection for wildlife such as the lechwe—but the majority of World Heritage Sites in Danger are in Africa.

When World Heritage IS NOT ENOUGH

Among protected areas, World Heritage Sites enjoy particular status. As their name implies, these sites—cultural, natural or mixed—are deemed to be of significant collective global heritage. They are considered to have “outstanding universal value,” judged on strict criteria, according to the UN Educational, Scientific and Cultural Organization (or UNESCO), which oversees the World Heritage nomination process and subsequent monitoring of listed sites. A World Heritage designation confers not only legal protection to a particular site but also provides management and reporting systems, technical assistance, public awareness and a powerful brand.

In response, AWF, with several conservation organizations, is creating an informal NGO network that will collaborate on supporting Natural World Heritage Sites in Africa. Such a coalition will provide for better monitoring of conservation status, enhance collaboration and the sharing of best practices in management of these sites, help catalyze new resources to address cross-cutting priority issues and provide a stronger, more unified “voice” of civil society in the World Heritage designation process.

The African World Heritage NGO Network currently includes the International Union for Conservation of Nature, the designated advisory body for Natural World Heritage sites; AWF; Wildlife Conservation Society; The Nature Conservancy; Birdlife International; Frankfurt Zoological Society; Zoological Society of London and World Wide Fund for Nature. Already AWF has worked with our partners to issue a statement during the decadal World Parks Congress to urge that World Heritage Sites remain free of extraction activities. AWF is also actively working to protect various World Heritage Sites across the continent (see below).

World Heritage designation alone, however, is not enough to ensure that these sites remain intact and unharmed. The placement this year of the Selous Game Reserve in Tanzania onto the list of World Heritage Sites in Danger—due to the recent onslaught of elephant poaching—underscored this point. A disproportionate number of African sites, in fact, are on the list of World Heritage Sites in Danger. Of the approximately 200 Natural World Heritage sites globally, 20 are on the Danger List. Of these, more than 50 percent—12—are located in Africa. This raises major concerns.

Achieving designation as a Natural World Heritage Site is remarkable recognition of a site's unmatched natural beauty, ecological processes or other values. Given the vast challenges facing African World Heritage Sites, however, designation cannot be the end goal. We must remain vigilant and involved in protecting Africa's natural World Heritage.

Karen Ross is senior program director for AWF. She was instrumental in the Okavango Delta's 2014 designation as the 1,000th World Heritage Site.

AWF: At the Forefront of Conservation

AWF continues to provide leadership within and beyond the continent of Africa on critical conservation issues. For example:

- Through his post as a member of the White House Advisory Council on Wildlife Trafficking, AWF CEO Dr. Patrick Bergin has provided input into the development of the U.S. National Strategy for Combating Wildlife Trafficking and is giving insight into areas of concern with regard to wildlife trafficking in Africa.
- AWF, with support from the Arcus Foundation and the Great Apes Survival Partnership, convened protected area authorities, park wardens and other great ape conservationists from Cameroon, Senegal and the Democratic Republic of Congo last April to coordinate great ape protection efforts.
- During the World Parks Congress, a decadal event that took place in November, AWF joined with several other conservation NGOs to call for a mining ban in World Heritage Sites.

Kondoa Irandi Rock-Art Sites, Tanzania

While AWF is not directly involved in protecting the unique rock-art found in the Kolo Hills, we are implementing several projects to protect the forests where these Cultural World Heritage Sites are located. AWF has conducted land-use planning with area villages, is supporting about 72 village forest scouts to patrol the Kolo Hills forests in Kondoa District and is providing training on a number of women-led sustainable livelihood projects (see “Women Take Charge” on page 20).

Dja Faunal Reserve, Cameroon

Dja is a World Heritage Site at risk of being put on the Sites in Danger list. AWF is working in and around Dja with various partners to ensure this doesn't happen. We have brought in new technology to improve anti-poaching strategies and ecological monitoring, training ecoguards in the use of CyberTracker and linking it to the Spatial Monitoring and Reporting Tool (or SMART) to enhance law enforcement and the monitoring of great ape and forest elephant populations (see “In the Heart of the Forest” on page 4).

Simien Mountains National Park, Ethiopia

AWF has partnered with the Ethiopian Wildlife Conservation Authority to enhance management of this World Heritage Site in Danger. In addition to working to improve the park's tourism facilities (see “Building Tourism, From the Ground Up” on pages 16 – 17) and other community outreach programs, AWF has received a grant from the World Heritage Center to develop a grazing reduction strategy—which will address one of the park's biggest threats.

Governments Must Do More

by Benjamin W. Mkapa

Living and other natural resources play a critical role in Africa. They are important for local subsistence, providing food, shelter and employment for rural and urban populations. They comprise the raw materials that support industrial development and serve as the engine for economic growth. (Imagine the African safari and Africa's wildlife tourism industry without its wildlife!) Ecologically, natural resources are the building blocks for biodiversity and contribute to climate change mitigation in a variety of ways.

Without prioritization of wildlife and other natural resource conservation, however, there will come a time when these resources will disappear. In Africa, more than 70 percent of the population depends on natural resources for their livelihood. African governments must take radical action to protect our natural resources, and soon.

Integrate into policy

Most African governments have begun to address challenges to mineral, water, wildlife and biodiversity conservation. But too often biodiversity conservation has remained a separate conversation from other policy decisions. The continent's leaders must recognize and protect biodiversity as a

global public use and integrate it into policies and decision frameworks across multiple facets of government.

It is absolutely possible for countries to develop infrastructure and encourage industry without destroying the natural environment. Through proper industrial

policy, land planning and environmental conservation policy, a government can ensure the integrity of the natural habitat outside protected areas while still accounting for community interests.

Yes, some hard decisions are required. At a time when development is so critical for our people, we must ensure that the rate of extraction remains within the limits of sustainability. We must avoid tarmac road construction through protected areas, even though it would meet certain needs. Despite constrained budgets, we must make sure to adequately finance conservation planning.

A clear responsibility for conserving a country's basic resources rests with governments. Let us make the political commitment required to make sure that our natural resources remain protected. Africa's future depends on it.



Increasingly, governments are addressing conservation issues, such as when Kenyan President Uhuru Kenyatta's administration burned 15 tonnes of Kenya's ivory stockpile on March 3, 2015. Governments must, however, integrate biodiversity conservation into policies and decision frameworks across multiple facets of government.

H.E. Benjamin W. Mkapa was the third president of Tanzania. He is vice chair of AWF's Board of Trustees.



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AWF's annual report production team gives our sincere thanks to everyone who assisted in helping to produce this annual report. Special thanks to Felix Otieno for his help.

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YOUR IMPACT, BY THE NUMBERS

Together, we have been able to make a significant positive impact on wildlife and wild lands on the African continent. Here is what your generous support and partnership have accomplished this past fiscal year:

107 National parks, reserves and community lands conserved

19.7 Million Acres of land under improved conservation management

27 Species research and conservation projects

25 Wildlife corridors conserved

\$1.7 Million Direct financial benefits disbursed to communities

23 New enterprise projects opening for business

\$13.3 Million Financial benefits dispursed to communities over past 5 years

THANK YOU FOR YOUR SUPPORT!

We thank our many generous supporters for your commitment to Africa's wildlife and wild lands.

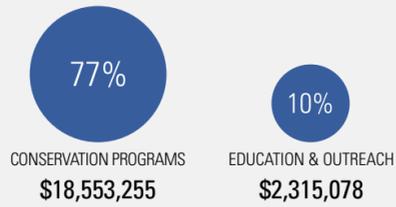
Fiscal Responsibility

AWF uses your gifts responsibly and efficiently, with as much going toward programs on the ground as possible. The result is a picture of fiscal responsibility.

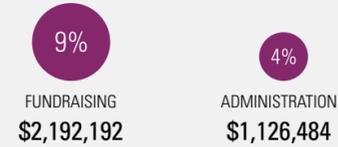
Total Operating Expenses

\$24,187,009

Program Expenses

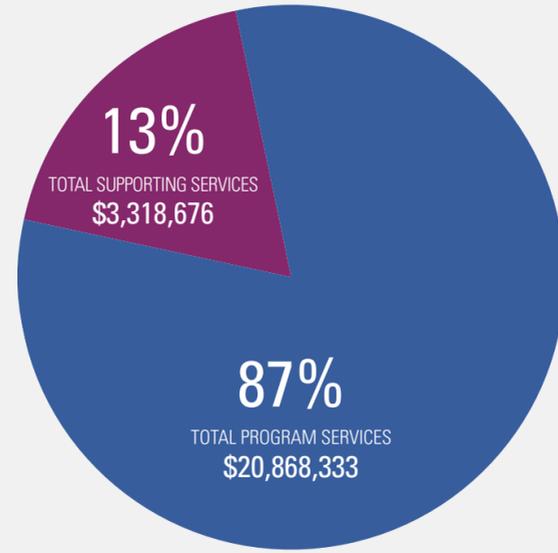


Supporting Service



Total Program Expense Ratio

Of every dollar donated, almost 90 cents goes toward conservation efforts on the ground.



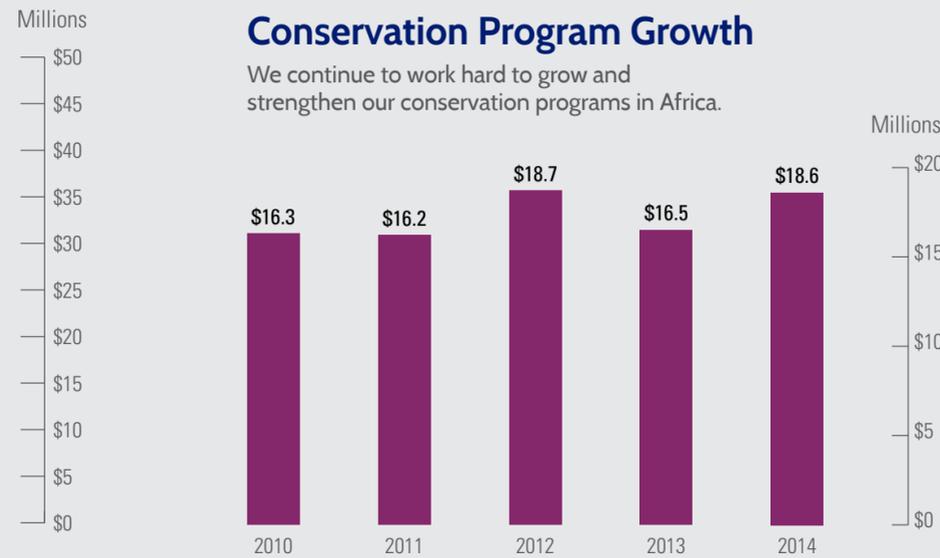
Growth in Financial Position

AWF is in a strong financial position to carry on our conservation work over the long term, as well as respond to conservation emergencies in Africa.



Conservation Program Growth

We continue to work hard to grow and strengthen our conservation programs in Africa.



Total Operating Revenues

Thanks to your generosity, annual revenues increased by nearly 29% this year—meaning more impact on the ground for Africa's wildlife and wild lands.



Note: All data is for the fiscal year ended June 30, 2014.

Be an Architect for Change

Africa is changing rapidly, but you can help make sure those changes are positive for Africa's people and wildlife alike. There are many ways to lend your support:

MAKE A LEADERSHIP GIFT

Show your commitment to Africa's wildlife and people with a leadership gift, one of the most generous investments you can make. As a member of our giving circles, you'll receive a number of benefits, including a free subscription to *Travel Africa* magazine, the option to join an AWF-led safari and more. awf.org/leadershipgifts

DONATE ONLINE

Make an instant impact by donating online. It's a quick, simple and secure way of making a difference. awf.org/donate

Double your impact! For American employees, check to see if your work has a matching gift program before you donate. You can easily double, even triple, your support. **Workplace Giving/CFC: #11219**

MAKE A LEGACY GIFT

Leave a lasting legacy by protecting Africa's wildlife for future generations. awf.org/legacy

GIFTS OF APPRECIATED SECURITIES

Consider using your assets—from stocks and bonds to mutual funds—to protect Africa's wildlife and wild lands. Depending on where you live, you can even receive a charitable tax deduction for their full market value and pay no capital gains tax. AWF also accepts gifts of property. awf.org/stock

CONTACT US TO LEARN HOW YOU CAN SUPPORT AFRICAN CONSERVATION

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Your donation is helping to secure a brighter future for Africa's wildlife and wild lands. Thank you.

