AWF on Life on Land

The African Wildlife Foundation (AWF) is an Africa-headquartered international organisation with a mission of ensuring that wildlife and wild lands thrive in modern Africa. With nearly 60 years’ experience working across Africa on conservation and development, AWF’s work aligns strongly with SDG 15 and touches on several other SDGs. AWF supports governments to protect and manage land and habitat, enables communities to benefit from conservation, facilitates businesses to adopt sustainable practices, and invests in impact oriented enterprises that benefit rural African communities and conservation.

AWF views people as integral to conservation in Africa, and sees development as an essential part of the modern Africa narrative. AWF programs are delivered on wildlife conservation, land and habitat protection, community empowerment and economic development simultaneously in priority landscapes critical to wildlife on the continent.

AWF believes that the people of Africa should not have to sacrifice the continent’s unparalleled wildlife resources to prosper. Done well, conservation underpins development that is needed and good for Africa.

The world set an ambitious agenda with the adoption of the Sustainable Development Goals (SDGs) in 2015 with the aim to “leave no one behind” by 2030. In effort to ensure we understand the alignment of AWF’s work with the SDGs and to strive to optimally contribute to the goals, AWF has reviewed programs and priorities against the goals, targets and indicators of the global framework.

AWF’s core contribution is to goal 15 Life on Land as the most closely aligned with AWF’s core mission. Given AWF’s approach to delivering conservation in ways that generate benefits for people and embed economic incentives through enterprise approaches, AWF makes significant additional contribution to goals.

Figure 1. AWF’s contributions to the SDGs. The larger the pie space occupied the greater the impact on the goal
AWF works in partnership across the portfolio. AWF supports private sector engagement in conservation through investments in the protected area systems, collaboration in landscape level conservation work such as through joint scout networks and community work. AWF also collaborates with AU/RECs and international agenda setting/conferences and similar type of engagement.

Life on land is AWF’s core business. With a mission to ensure wildlife and wild lands thrive in modern Africa, AWF advocates for natural resource conservation, mobilizes resources for wildlife and wildland conservation, promotes sustainable use of land resources and management of natural resources, supports legal frameworks for fighting illegal exploitation and trafficking of wildlife, and implements and supports natural resource conservation activities.

AWF empowers communities living near natural resources to sustainably use them and supports policies that advocate for sustainable use, protection and access of natural resources.

Gender equity is essential to project success, and AWF incorporates gender dimensions into activities such as advocating for women’s groups in Maasai communities in Kilimanjaro, MLW and Manyara Ranch. At a cross-site level, the Uganda program has created a leadership group for women in conservation in UWA and there are efforts to support women young professionals in AWF.