



2015

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CONSERVATION
THROUGH DEVELOPMENT



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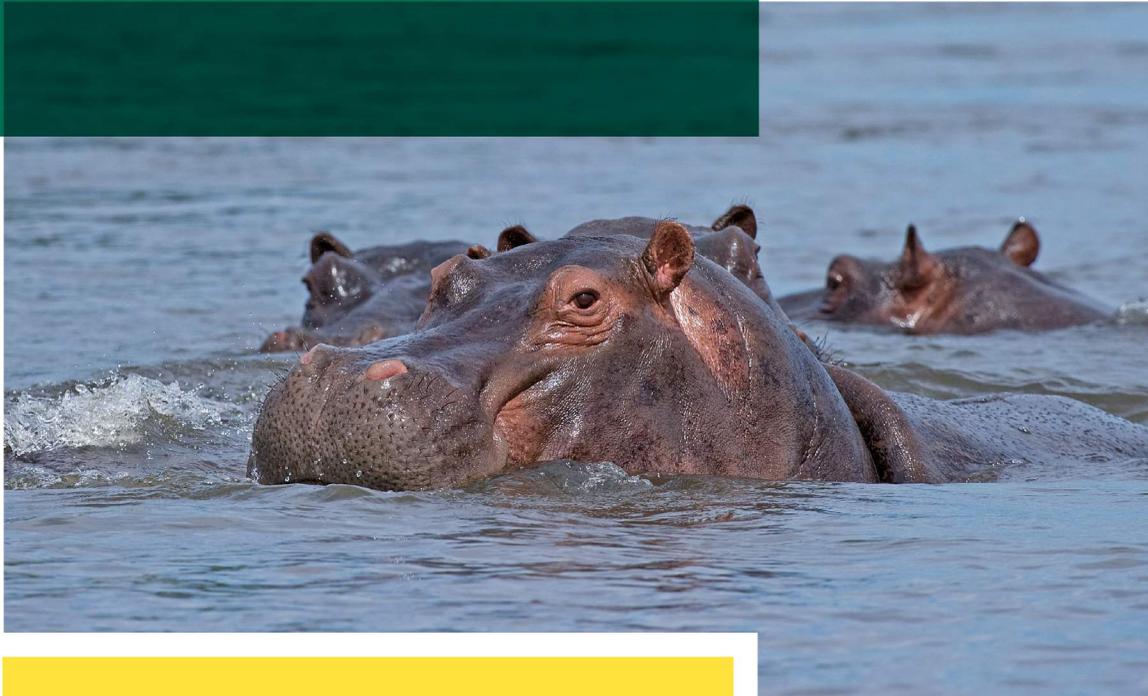
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Abercrombie & Kent Philanthropy

Helping Nature to Thrive
and Cultures to Flourish SM



As the philanthropic arm of A&K, Abercrombie & Kent Philanthropy (AKP) works with local staff to identify conservation, health, education and community development challenges in their respective communities...

CLOCKWISE FROM TOP: Pods of hippo in the Zambezi River attract visitors from around the world to Zambia's Mosi-oa-Tunya National Park. AKP works with communities on the edge of the Park to empower the local people to foster environmental stewardship and increase the benefit they receive from their natural heritage through sustainable tourism. *Photo Credit Abercrombie & Kent Philanthropy* // AKP expanded the small vegetable garden at Nakatindi Community School to create an income stream and supplement the students' diets. The students work to maintain the garden. *Photo Credit Abercrombie & Kent Philanthropy*



Renewable clean energy is a priority for sustainable development, and a 40% increase in energy consumption over the next two decades is forecasted, mostly in developing countries where nearly 2 billion people lack access to electricity and 3 billion people rely on traditional biomass fuels for cooking, heating, and other basic household needs. The use of these traditional energy sources results in forest degradation, impacts negatively on climate, and presents a public health challenge from indoor air pollution.

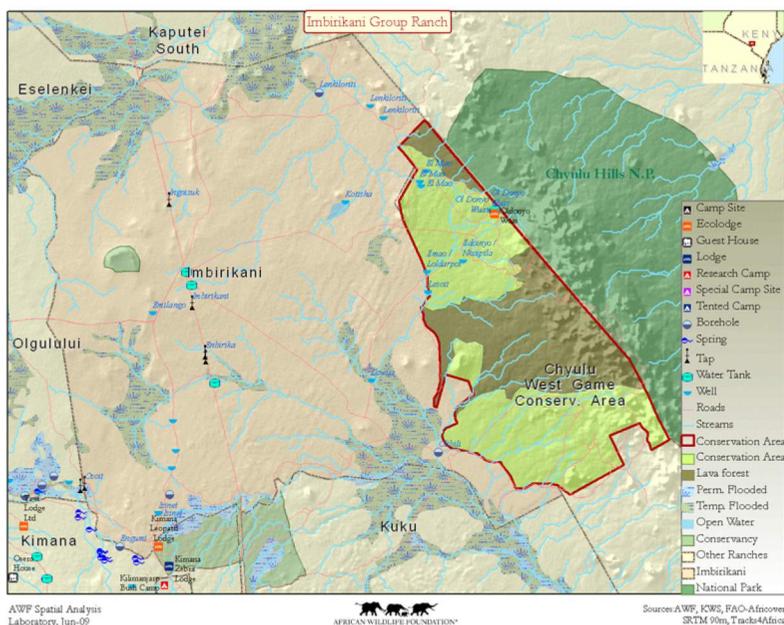
As part of work funded by USAID through the Africa Biodiversity Collaborative Group and the Royal Netherlands Embassy in Kenya, the African Wildlife Foundation (AWF) sought to test recommendations from field assessments done by partner Global Village Energy Partnership (GVEP) International that unraveled the energy options and extent of adoption of fuel-efficient technologies in Mbirikani Group Ranch in southern Kenya. AWF worked with local communities to (i) raise awareness among local communities; (ii) build local capacity to fabricate and install improved cookstoves developed and tested by the Maasai Stove and Solar Project (MSSP); and (iii) create partnerships among organizations and institutions that work on energy technologies to strengthen capacity for scaling up.

Given the increasing demand for fuel wood, AWF recognized the potential for adoption of sustainable energy technologies that would in turn positively impact on forest conservation, improved human health, and contribute to the long-term goals of protecting existing forests through REDD+ mechanisms.

Activities and Results

To raise awareness and introduce the project in Mbirikani, a meeting was held with 42 community leaders.

and Solar Project in Monduli, Tanzania. Comprehensive training skills acquired include technical design, manufacturing process, stove construction, use and maintenance, and village organization. A further 20 local community members were trained in how to fabricate and install improved cookstoves. Thereafter, 36 improved cookstoves were installed by the trained beneficiaries (video link <https://www.youtube.com/watch?v=AbwFYsaTSWI>).



PICTURE TOP: The location of Mbirikani Group Ranch and Chyulu Hills Conservation Area.
Photo by AWF

This was followed up by two community meetings attended by women who were the target beneficiaries. In parallel, three male fabricators participated in a two-week training program on how to make and install the cookstoves at Maasai Stoves

Conclusions and Next Steps

The success of this pilot is already evident through the increasing demand for the cookstoves by many local Maasai women, with husbands generally willing to pay for them. AWF will continue working with other partners

African Wildlife Foundation

Promoting use of improved cookstoves by women's groups in Mbirikani Group Ranch, southern Kenya to enhance conservation and human health



CLOCKWISE FROM TOP: Maasai women on top of the roof installing the chimney. *Photo Credit AWF* // A cookstove installed in a house. *Photo Credit AWF*

to scale up the uptake of the efficient cookstoves across a wider ecosystem to reduce the consumption of fuel wood and hence destruction of wildlife habitat. Follow-on actions will include outreach to national-level decision makers to inform policy formulation on clean energy, as well as promoting networks of local and international organizations active in the space of Clean Energy and Cookstoves.

Acknowledgements

The African Wildlife Foundation acknowledges support from the United States Agency for International Development and the Royal Netherlands Embassy for funding. This project benefited from the technical inputs and guidance of ABCG members, GVEP, Maasai Stoves and Solar Project and the leadership and community members of Mbirikani Group Ranch among others.



AFRICAN WILDLIFE FOUNDATION®

PARTNERS

United States Agency for International Development
Royal Netherlands Embassy
Maasai Stoves and Solar Project
Global Village Energy Partnership (GVEP) International

WEBSITE

awf.org

Building on the concept of Community-Based Natural Resource Management (CBNRM) pioneered by USAID, The Nature Conservancy's Africa program is improving grazing for the cattle of traditional rural people, improving the health of the land, and promoting wildlife in northern Kenya in partnership with the Northern Rangelands Trust (NRT). NRT equips local communities in Kenya to improve their own lands and livelihoods and demonstrates how conservation can provide tangible benefits for people and wildlife.

Northern Kenya is one of the few places on Earth where large predators, prey, and people largely coexist as they have for centuries. The Nature Conservancy and partners have worked with NRT to develop resilient community conservancies that transform lives, secure peace and conserve the region's natural resources, which are threatened by insecurity, poor grazing management, ivory poaching, human-wildlife conflict, limited access to water, poverty, insufficient communal resource tenure and drought.

This work is the opposite of top-down conservation imposed from outside. Instead, NRT is governed by a Council of Elders, and this transition of traditional authority back into the hands of community members has led to tremendous success: 27 community conservancies spanning more than 7.4 million acres of communal land benefitting wildlife and more than 320,000 people

while generating hundreds of thousands of dollars each year through tourism revenue. With NRT's support, local communities have created over 750 jobs. In 2013, they generated more than \$606,000 in tourism revenue and, since 2006, more than \$1.46 million from cattle sales as part of an integrated livestock-to-markets (LTM) program. The LTM program involves trucking cattle to markets where they bring a better price for farmers; the program has paid 2,000 pastoralists, benefited roughly 14,000 people – and it even makes a profit! Amid these favorable trends, ivory poaching is declining in the NRT region and many signature species like giraffe and zebra are visibly recovering.

The NRT model is spreading, driven by the diverse livelihood pursuits of individual conservancies and their members, who are mostly marginalized pastoralists. NRT provides support for communities to cooperatively manage their lands, livestock and wildlife, resolve conflicts, and develop ecotourism and other business enterprises. These in turn fund education, increased access to healthcare, conservation, and community improvement projects. One such project is promoting planned grazing across multiple communities to improve rangeland productivity, reduce soil degradation, and maximize carbon sequestration. This project, supported by USAID through the Africa Biodiversity Collaborative Group (ABCG), is working with NRT to change existing nomadic grazing

practices that will ultimately restore the semi-arid grasslands and put valuable carbon back in the soil.

NRT also boosts security for local people. The presence of the armed conservancy wildlife rangers (who are authorized as reserve Kenyan policemen) means that people can sleep more securely within the NRT region, where before they proverbially slept in their shoes – from fear that they would have to run from cross-border raids. The economic, security and wildlife benefits of the NRT model, taken together, have inspired a movement of community conservation across all of Kenya (there are now over 140 conservancies around the country), and proven that conservation can be a positive force for poverty alleviation and conflict resolution. With 23 applications for new conservancies currently pending, NRT's cumulative conservancy footprint has the potential to stretch across millions of additional acres.



PARTNERS

Northern Rangelands Trust
USAID

WEBSITE

www.nature.org/

The Nature Conservancy

Working with People in Kenya to Improve Lives and Save Wildlife



CLOCKWISE FROM TOP: Samburu and related communities' herdsmen are benefiting from improved grassland management and cattle marketing on more than 700,000 acres in Northern Kenya. *Photo Credit TNC* // Conservation education in Kenya. *Photo Credit Ami Vitale for The Nature Conservancy* // Ivory poaching in the NRT region has declined because of popular support to the conservancies and the work of more than 75 trained and armed rangers. *Photo Credit TNC*

Creating Shared Value

At Nestlé, we have a fundamental conviction that for a company like ours to prosper, we must take a long-term view based on common sense values. Everything we do should create shareholder value, and at the same time, our work must create value for society at large because that is what ensures the long-term sustainability of a company. We believe that for long-term business success, we need sustainable communities in which to operate—employees, families and communities, suppliers, distributors. We call this Creating Shared Value.

We employ more than 333,000 people and have operations in almost every country in the world, and we recognize that this global and local reach in which we take pride brings both opportunities and responsibilities: to do business in compliance with national laws, international standards and our own Nestlé Corporate Business Principles; and in ways that help protect the environment for future generations. Our commitments to compliance and sustainability form the foundations on which we build our actions in Creating Shared Value.

Training and development of farmers

We depend on millions of farmers who grow the raw materials that go into our products. So, their wellbeing, closely linked to rural development, is at the very heart of our company and is one of our three Creating Shared Value focus areas, along with nutrition and water. Nestlé's approach

to rural development aims to ensure thriving farmers and communities while respecting natural capital. We work at both a farm and community level to improve yields, safeguard incomes and make a difference to people's quality of life.

Nestlé trained over 300,000 farmers in 2013 through its capacity-building programmes.

Our approach includes purchasing directly from more than 680,000 farmers. In addition, we work in capacity building and provision of training to farmers in order to encourage sustainable production as well as protect the supply and quality of our raw materials. This engagement—focused mainly on the efficient use and conservation of water, land conservation, access to clean water for farming communities, improving the status of women in rural communities and improving education—leads to greater yields of higher quality and more varied crops for Nestlé, and increased income and higher standards of living for the farmers from whom we source.

We depend on increasingly constrained natural resources, so we're helping protect the environment now and for future generations—improving environmental efficiency in our

own operations, involving our partners to continuously optimize the environmental performance of our products along the value chain, as well as engaging with our employees to train and share best practices.

Our long-term vision

Our ambition is to produce tasty and nutritious food and beverages that also have the best environmental impact, so we strive to continuously improve our operational efficiency and environmental performance over the long term. We're determined to provide leadership within our own sphere of influence; and for the resulting environmental benefits to become an additional reason for people to prefer our products.



Nestlé

Good Food, Good Life

PARTNERS

4C Association
 Conservation International
 Danish Institute for Human Rights
 Fair Labor Association
 Fairtrade
 The Forest Trust (TFT)
 International Cocoa Initiative
 Rainforest Alliance
 Roundtable on Sustainable Palm Oil
 UTZ
 World Cocoa Foundation

Nestlé works in collaboration with many more partners in its other projects and domains.

PROJECT SITES

Worldwide

WEBSITE

nestle.com

Wildlife Conservation Society

96 Elephants: Engaging the Public in Support of the Iconic Species



CLOCKWISE FROM TOP: African forest elephants face a major challenge due to continuing demand for their tusks. *Photo Credit Julie Larson Maher © WCS* // In 2012, the New York State Department of Environmental Conservation, in conjunction with the U.S. Fish and Wildlife Service and the Office of Manhattan District Attorney Cyrus Vance, Jr. seized \$2 million in illegal elephant ivory in New York City. *Photo Credit Manhattan District Attorney's Office* // The Boy Scouts of America New York Council collaborates with 96 Elephants through a letter writing campaign and other advocacy efforts. *Photo Credit Julie Larsen Maher © WCS*

In 2013, Wildlife Conservation Society conservationists Dr. Fiona Maisels and Dr. Samantha Strindberg published a landmark study that showed just how close African forest elephants are to extinction. Their research, conducted over the course of a decade with dozens of collaborators, was the largest study of its kind and the results were staggering.

Drs. Maisels and Strindberg found that 62 percent of forest elephants vanished from central Africa between 2002 and 2011. Despite restrictions on illegal poaching and trafficking, elephants are being killed for their ivory at a tremendous rate of 35,000 per year, or about 96 elephants every day. Scientists now predict African forest elephants could be extinct in the wild within a decade.

In the wake of that study, WCS pushed to create a unified and amplified voice against the slaughter of elephants and the trafficking of ivory that is causing the decline of one of our most iconic and treasured species. The result is the 96 Elephants campaign, which launched at the September 2013 meeting of the Clinton Global Initiative to support the public commitment made by world leaders at that event to end the crisis facing Africa's elephants.

WCS and 96 Elephants have reached out to a wide range of organizations who wanted to stand against the elephant slaughter and support the development, governance and humanitarian benefits that come with community-focused wildlife conservation. Coalition members

now include more than 175 North American zoos and aquariums, conservation organizations, humanitarian organizations, and corporations.

WCS has outlined the three pillars of preventing the further decline of elephants: stop the killing, stop the trafficking, and stop the demand. The activities of 96 Elephants provide a unified voice for these priorities. On the federal level, the campaign is advocating for a strong National Strategy to Combat Wildlife Trafficking, including a ban on domestic ivory sales. It also pushes for U.S. funding of on-the-ground law enforcement and guard training to secure vulnerable populations of elephants.

The campaign is also active on the state level. Following the lead of local institutions including zoos and aquariums, 96 Elephants is pushing for legislation calling for state bans on ivory trade. New York and New Jersey were the first states to pass such legislation, and momentum is spreading across the country.

The campaign has engaged supporters through electronic organizing and through traditional events and media outreach. Nearly 500,000 advocates sent letters to policymakers during the campaign's first year. WCS's Run For the Wild, an annual 5K through New York City's Bronx Zoo, raised almost a half million dollars for elephant conservation, in addition to online fundraising. On social media, thousands of people decided to "go grey" for elephants on World Elephant Day by wearing grey or posting

an "elphie" of themselves with messages of support.

At its heart, 96 Elephants is a public education and advocacy campaign, and it places a special emphasis on education and children. Groups such as the Boy Scouts of America and DoSomething.org, a social network for youth action, have joined the coalition. After the New York legislature passed legislation on the state's ivory ban, Gov. Cuomo stated that thousands of hand-delivered letters and drawings from New York schoolchildren were especially meaningful as he considered the issue.

African forest elephant populations are truly in danger. The causes and forces behind their decline are numerous and complex, and solving these issues will take the combined efforts of many concerned advocates acting as one. The 96 Elephants campaign brings together these advocates in the hope of saving these beautiful, iconic creatures.



PARTNERS

For a full list of partners, visit www.96elephants.org/partners.

WEBSITE

wcs.org
96elephants.org



PARTNERS in CONSERVATION

