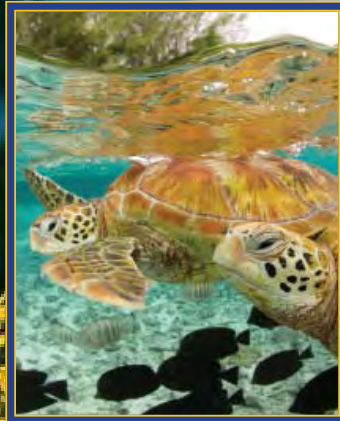




**ICCF**

INTERNATIONAL  
CONSERVATION  
CAUCUS FOUNDATION



**ICCF Partners in Conservation**

*To waste, destroy, our natural resources, to skin and exhaust the land instead of using it as to its usefulness, will result in undermining in the days of our children the very prosperity which we ought by right to hand down to them amplified and developed.*

— Teddy Roosevelt



## ICCF Partners in Conservation

	International Conservation Caucus Foundation
4 Forging Conservation Partnerships	
6 U.S. Congressional International Conservation Caucus	
8 Putting the Landscape Back Together in Maasai Steppe, Tanzania	African Wildlife Foundation
10 The Alliance to Combat Illegal Logging	American Forest & Paper Association
12 Building a Better Future Through Partnerships	American Petroleum Institute
14 Anheuser-Busch Companies	Anheuser-Busch Companies
16 Reversing Habitat Loss in Namibia	Cheetah Conservation Fund
18 Forest Restoration for Climate, Community and Biodiversity	Conservation International
20 Tiger Conservation Partnership	ExxonMobil
22 Mobile Education Unit Conservation Education Programme	Friends of Conservation (Abercrombie & Kent)
24 Karukinka Nature Reserve, Tierra del Fuego, Chile	Goldman Sachs
26 Sustainable Forestry Partnership	International Paper
28 Healthy Communities, Healthy Ecosystems Program	Johnson & Johnson
30 Sustainability Principles for International Financial Investments	JPMorgan Chase
32 Community Conservation Around Important Bird Areas	National Audubon Society/ BirdLife International
34 National Geographic Explorers	National Geographic Society
36 Harnessing Market Forces for Communities and the Environment	Rainforest Alliance
38 Asian Elephant Conservation Partnership	Ringling Bros. and Barnum & Bailey
40 Incentives for Investments in Environmental Sustainability	Schering-Plough
42 Micronesia Challenge: Cornerstone of a Global Island Partnership	The Nature Conservancy
44 The Mali Elephants Project	The WILD Foundation
46 Siuslaw-Sakhalin Restoration Partnership	The Wild Salmon Center
48 Singita Grumeti Reserves	Tudor Investment Corporation
50 Global Impact	Wal-Mart
52 Global Avian Influenza Network for Surveillance of Wild Birds	Wildlife Conservation Society
54 Global Alliance: Sustainable Forest Products Global Alliance	World Wildlife Fund



#### BOARD OF DIRECTORS

Honorable Bill Archer  
*Chairman*  
David H. Barron  
*President*  
Mrs. Sharon Archer  
Honorable Sonny Callahan  
Honorable Tony P. Hall  
Honorable E. Clay Shaw, Jr.  
Honorable Lindsay Thomas

#### ADVISORY BOARD

Honorable Beryl Anthony  
Honorable Lindy Boggs  
Donald G. Carlson  
Honorable Butler Derrick  
Honorable Bill Dickinson  
Mr. and Mrs. Robert Duvall  
Steven Munro Elkman  
Honorable Thomas W. Ewing  
Dr. Michael Fay  
Honorable Jack M. Fields, Jr.  
Honorable James Greenwood  
Honorable Rick Lazio  
Honorable Bill McCollum  
Honorable Dick Schulze  
Honorable Bob Smith  
Honorable Charles Stenholm  
Honorable Don Sundquist  
Mrs. Nancy Thurmond

#### ADVISORY COUNCIL

Conservation International  
The Nature Conservancy  
Wildlife Conservation Society  
World Wildlife Fund

#### CONSERVATION COUNCIL

African Wildlife Foundation  
American Forest & Paper Assn.  
American Petroleum Institute  
Anheuser-Busch Companies  
BP  
Carlson Destination Marketing  
Cheetah Conservation Fund  
ExxonMobil  
Friends of Conservation  
(Abercrombie & Kent)  
Goldman Sachs  
International Paper  
Johnson & Johnson  
JPMorgan Chase  
National Audubon Society/  
BirdLife International  
National Geographic Society  
Rainforest Alliance  
Ringling Bros. and  
Barnum & Bailey  
Schering-Plough  
The WILD Foundation  
The Wild Salmon Center  
Tudor Investment Corporation  
Wal-Mart



Dear Friends:

It is our great pleasure to present the first issue of the *ICCF Partners in Conservation* portfolio. It is a compendium of projects put forth by our Conservation Council members as examples of the best international conservation work conducted in partnership. Most reflect the strength of unions forged between public and private sectors – U.S. and foreign governments, corporations, and non-governmental organizations. Funding, expertise, and access are leveraged through these partnerships to generate innovative solutions to some of the world's most pressing conservation needs.

The *ICCF Partners in Conservation* portfolio is being distributed widely as an educational tool for International Conservation Caucus (ICC) Members and other Members of Congress, Administration personnel, foreign government officials, and a variety of leaders who have the ability to contribute to our base of support for international conservation policy initiatives. The ICCF portfolio will also serve as encouragement to potential new partners who can learn from these Conservation Council examples about the benefits of innovative collaboration for the good of all nations as well as a true “return on investment” for themselves. An electronic version of the portfolio will be regularly updated and available on the ICCF website for public viewing.

In the year ahead, ICCF will be working with its Conservation Council to make natural resource management a priority in all aspects of U.S. foreign policy and foreign assistance. In particular, we will emphasize support for developing countries that do not possess conservation

infrastructure – where new democracies and emerging economies are struggling with very limited financial resources and often nascent conservation expertise. We believe that it is in America's national security interest as well as a moral obligation to help preempt the devastation of the natural resources that underlie long-term sustainability in these countries.

While uniting to deliver conservation solutions, we will help raise the standard of living of poor people whose well-being is most directly connected to the local services nature provides to meet basic needs – clean water, good soil for food production, wood for cooking, medicinal plants, and a variety of other things that a sound ecosystem with healthy biodiversity offers. We will also help secure biodiversity and habitat by protecting keystone wildlife species at the center of ecosystems.

We will continue to encourage private investments in conservation to leverage federal commitments to international conservation policies, starting with our own core of Conservation Council members. As exemplified in the portfolio, such investments protect biodiversity, conserve tropical forests providing critical habitat and mitigating climate change, promote sustainable agriculture and fishery practices, and safeguard the ecosystem services of our lands and seas.

A dynamic part of the ICCF tool kit, the *ICCF Partners in Conservation* portfolio will continue to evolve as new Conservation Council members join ICCF to give all of our conservation partners' methodologies an opportunity to be showcased. Please savor the stories and photos, and share them with your family, friends, and colleagues. Be inspired as I am to put your faith in public-private solutions to the most important conservation problems we face today. We can do so much more by leveraging our talents and resources. As partners, a true team, we can make history together.

Thank you and best wishes.

David H. Barron  
*President*

## International Conservation Caucus Foundation

was founded with the mission of establishing a new vision for sound management of natural resources globally, one that incorporates good stewardship of natural resources into all aspects of U.S. foreign policy and U.S. assistance policy. To achieve this goal, ICCF provides the leadership of the U.S.

It is our belief that as America has exported freedom, democracy, and free enterprise, we have the ability and the interest to see that America also exports good natural resource management. ICCF firmly believes that conservation is integral to sustainable

good management of land, water, and biodiversity. It is especially important that we work to prevent the mismanagement of natural resources in the developing world that contributes to political instability.

ICCF brings international conservation issues to the attention of U.S. leaders and educates, inspires, and assists them in addressing the challenges of conservation throughout the world. We have organized and are expanding an ICCF Conservation

- ❑ Organizing Congressional Staff Briefings and Policy Briefings for Members of Congress to highlight successful international conservation programs and potential projects;
- ❑ Providing a dependable flow of information on timely issues involving international conservation to Members of Congress, key staff, and other U.S. leaders – information that we collect and synthesize from our global base of NGO and corporate partners. The ICCF maintains a website at [www.iccfoundation.us](http://www.iccfoundation.us) and provides timely electronic updates to a growing network of policymakers and opinion leaders in the U.S. Capitol and around the world;
- ❑ Educating U.S. presidential candidates with good science and facts to equip them with the tools to build strong planks on international conservation into their presidential platforms;
- ❑ Reaching an emerging generation of political leadership across the country through an educational video series using its “direct from Washington and in front of Congress” Capitol Hill briefings programs and e-news service on international conservation issues;



**ICCF firmly believes that conservation is integral to of natural resources is fundamental to poverty alleviation,**

**sustainable development and that sound stewardship conflict avoidance and regional security.**



Congressional International Conservation Caucuses (ICCs) and other Members of Congress, policymakers, and opinion leaders with the resources they need to develop bold and innovative new conservation policies, assuring America’s leadership in public/private conservation partnerships worldwide.

development and that sound stewardship of natural resources is fundamental to poverty alleviation, conflict avoidance and regional security. We are convinced that it is in America’s national interest to expand its leadership in the world to promote sound long-term policies of

Council to unite leading international conservation organizations with the best corporate conservation leaders in an effort to ensure that conservation issues are properly addressed by U.S. policymakers.

- ❑ Deriving commitment through education in the field, coordinating and leading timely Congressional field missions for Members and high-level Congressional Staff to experience first hand the challenges and opportunities associated with conservation programs on the ground;
- ❑ Encouraging and supporting the development of ICCs in parliaments and congresses around the world through ICC mentoring, building multi-national, multi-partisan coalitions that support the integration of natural resource management into the respective policies and programs of other governments.

Top Row, l-r Rob Walton, Paul Tudor Jones, II, Sharon Archer, Virginia M. Busch, H.E. Jakaya Mrisho Kikwete,

Robert Duvall, Rob Portman, Magalen O. Bryant, Bill Archer, Harrison Ford, Mike Fay

**SENATE CO-CHAIRS**

Sam Brownback (R-KS)  
Dick Durbin (D-IL)

**HOUSE CO-CHAIRS**

Rep. Hal Rogers (R-KY)  
Rep. John Tanner (D-TN)  
Rep. Ed Royce (R-CA)  
Rep. Tom Udall (D-NM)

**MEMBERS OF THE HOUSE**

Rep. Neil Abercrombie (D-HI)  
Rep. Spencer Bachus (R-AL)  
Rep. Brian Baird (D-WA)  
Rep. Tammy Baldwin (D-WI)  
Rep. Gresham Barrett (R-SC)  
Rep. Joe Barton (R-TX)  
Rep. Marion Berry (D-AR)  
Rep. Sanford Bishop (D-GA)  
Rep. Marsha Blackburn (R-TN)  
Rep. Earl Blumenauer (D-OR)  
Rep. Jo Bonner (R-AL)  
Rep. Mary Bono (R-CA)  
Rep. John Boozman (R-AR)  
Rep. Madeleine Bordallo (D-GU)  
Rep. F. Allen Boyd, Jr. (D-FL)  
Rep. Kevin Brady (R-TX)  
Rep. Henry Brown (R-SC)  
Rep. Dan Burton (R-IN)  
Rep. G.K. Butterfield (D-NC)  
Rep. Ken Calvert (R-CA)  
Rep. Dave Camp (R-MI)  
Rep. Dennis Cardoza (D-CA)  
Rep. Russ Carnahan (D-MO)  
Rep. John Carter (R-TX)  
Rep. Ben Chandler (D-KY)  
Rep. Donna Christensen (D-VI)  
Rep. James Clyburn (D-SC)  
Rep. Howard Coble (R-NC)  
Rep. Steve Cohen (D-TN)  
Rep. Mike Conaway (R-TX)  
Rep. Jim Costa (D-CA)  
Rep. Robert Cramer (D-AL)  
Rep. Ander Crenshaw (R-FL)  
Rep. Barbara Cubin (R-WY)  
Rep. Jo Ann S. Davis (R-VA)  
Rep. Lincoln Davis (D-TN)  
Rep. Susan Davis (D-CA)  
Rep. Norman Dicks (D-WA)  
Rep. Peter DeFazio (D-OR)  
Rep. Lloyd Doggett (D-TX)  
Rep. John T. Doolittle (R-CA)  
Rep. John J. Duncan, Jr. (R-TN)  
Rep. Vernon Ehlers (R-MI)  
Rep. Rahm Emanuel (D-IL)  
Rep. Eliot Engel (D-NY)  
Rep. Philip S. English (R-PA)

Rep. Terry Everett (R-AL)  
Rep. Sam Farr (D-CA)  
Rep. Tom Feeney (R-FL)  
Rep. Jeff Fortenberry (R-NE)  
Rep. Wayne Gilchrest (R-MD)  
Rep. Luis Gutierrez (D-IL)  
Rep. Louie Gohmert (R-TX)  
Rep. Jane Harman (D-CA)  
Rep. Alcee Hastings (D-FL)  
Rep. Maurice Hinchey (D-NY)  
Rep. Bob Inglis (R-SC)  
Rep. Jay Inslee (D-WA)  
Rep. Sam Johnson (R-TX)  
Rep. Timothy V. Johnson (R-IL)  
Rep. Patrick Kennedy (D-RI)  
Rep. Dale Kildee (D-MI)  
Rep. Ron Kind (D-WI)  
Rep. Jack Kingston (R-GA)  
Rep. Mark Kirk (R-IL)  
Rep. Joseph Knollenberg (R-MI)  
Rep. Doug Lamborn (R-CO)  
Rep. Barbara Lee (D-CA)  
Rep. Jerry Lewis (R-CA)  
Rep. John Lewis (D-GA)  
Rep. Dan Lipinski (D-IL)  
Rep. Nita Lowey (D-NY)  
Rep. Connie Mack (R-FL)  
Rep. Carolyn B. Maloney (D-NY)  
Rep. Donald Manzullo (R-IL)  
Rep. Edward Markey (D-MA)  
Rep. Charlie Melancon (D-LA)  
Rep. Carolyn McCarthy (D-NY)  
Rep. Betty McCollum (D-MN)  
Rep. Thaddeus McCotter (R-MI)  
Rep. Jim McDermott (D-WA)  
Rep. John McHugh (R-NY)  
Rep. Mike McIntyre (D-NC)  
Rep. Michael R. McNulty (D-NY)  
Rep. Gregory W. Meeks (D-NY)  
Rep. Michael Michaud (D-ME)  
Rep. Brad Miller (D-NC)  
Rep. Candice Miller (R-MI)  
Rep. George Miller (D-CA)  
Rep. Jeff Miller (R-FL)  
Rep. James P. Moran (D-VA)  
Rep. Sue Myrick (R-NC)  
Rep. Grace Napolitano (D-CA)  
Rep. James Oberstar (D-MN)  
Rep. John Olver (D-MA)  
Rep. Frank Pallone (D-NJ)  
Rep. Ed Pastor (D-AZ)  
Rep. Donald Payne (D-NJ)  
Rep. Mike Pence (R-IN)  
Rep. David Price (D-NC)  
Rep. Adam Putnam (R-FL)  
Rep. Nick Rahall (D-WV)

Rep. Jim Ramstad (R-MN)  
Rep. Charles B. Rangel (D-NY)  
Rep. Ralph Regula (R-OH)  
Rep. Dennis Rehberg (R-MT)  
Rep. Dana Rohrabacher (R-CA)  
Rep. Ileana Ros-Lehtinen (R-FL)  
Rep. Mike Ross (D-AR)  
Rep. Paul D. Ryan (R-WI)  
Rep. Tim Ryan (D-OH)  
Rep. Linda Sanchez (D-CA)  
Rep. Jim Saxton (R-NJ)  
Rep. James Sensenbrenner, Jr. (R-WI)  
Rep. Jose Serrano (D-NY)  
Rep. Christopher Shays (R-CT)  
Rep. Bill Shuster (R-PA)  
Rep. Christopher Smith (R-NJ)  
Rep. Mark Souder (R-IN)  
Rep. John Spratt (D-SC)  
Rep. Fortney Stark (D-CA)  
Rep. Thomas Tancredo (R-CO)  
Rep. Ellen Tauscher (D-CA)  
Rep. Ed Towns (D-NY)  
Rep. Fred Upton (R-MI)  
Rep. Chris Van Hollen (D-MD)  
Rep. Tim Walberg (R-MI)  
Rep. James Walsh (R-NY)  
Rep. Zach Wamp (R-TN)  
Rep. Melvin L. Watt (D-NC)  
Rep. Henry Waxman (D-CA)  
Rep. Robert I. Wexler (D-FL)  
Rep. Roger Wicker (R-MS)  
Rep. Joe Wilson (R-SC)  
Rep. Frank R. Wolf (R-VA)  
Rep. C.W. Bill Young (R-FL)  
Rep. Don Young (R-AK)

**EMERITUS**

Rep. Bill Archer (R-TX)  
Rep. Charles Bass (R-NH)  
Rep. Mike Bilirakis (R-FL)  
Rep. Sherwood Boehlert (R-NY)  
Rep. Henry Bonilla (R-TX)  
Rep. Harold E. Ford, Jr. (D-TN)  
Rep. Jim Greenwood (R-PA)  
Rep. Amo Houghton (R-NY)  
Rep. Nancy Johnson (R-CT)  
Rep. Major Owens (D-NY)  
Rep. Richard Pombo (R-CA)  
Rep. Rob Portman (R-OH)  
Rep. Clay Shaw (R-FL) *Co-Founder*  
Rep. John Sweeney (R-NY)  
Rep. Charles H. Taylor (R-NC)  
Rep. Curt Weldon (R-PA)

**IN MEMORIAM**

Rep. Paul E. Gillmor (R-OH)  
Rep. Juanita Millender-McDonald (D-CA)

# U.S. CONGRESSIONAL INTERNATIONAL CONSERVATION CAUCUS

The Members of the International Conservation Caucus share a conviction that the United States of America has the opportunity, the obligation and the interests to advance the conservation of natural resources for this and future generations. The mission of the Caucus is to act on this conviction by providing the strong U.S. leadership necessary to conserve the world's most biologically rich and diverse places.



**Senate Co-Chairs**  
Sam Brownback (R-KS)  
Dick Durbin (D-IL)



**House Co-Chairs**  
Rep. Hal Rogers (R-KY)  
Rep. John Tanner (D-TN)  
Rep. Ed Royce (R-CA)  
Rep. Tom Udall (D-NM)



Representative Ed Royce  
(Republican-California)  
Representative Tom Udall  
(Democrat-New Mexico)

"We must change the way we view environmental challenges and look for the opportunities such challenges can provide."

Senator Sam Brownback  
(Republican-Kansas)

"Responsible stewardship of the earth and its assets is something we owe to our children as well as to ourselves."

Senator Richard Durbin  
(Democrat-Illinois)

"The United States has the interest and the opportunity to protect natural resources and, protecting the world's natural resources and natural environment is essential to all of us and everything."

Representative Hal Rogers  
(Republican-Kentucky)

"There is no lack of a challenge here. But there is one thing for sure and that is that this earth is finite, there is only so much land, so much air, so much water. The more we degrade the less we have in terms of human existence on the earth."

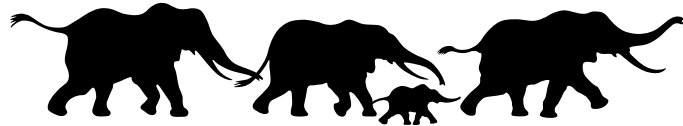
Representative John Tanner  
(Democrat-Tennessee)

"It's a force multiplier in terms of being engaged around the planet on these important issues-it works."

Representative Ed Royce  
(Republican-California)

"If we don't bring them to the table and have them bring their resources then we're not going to get done what we need to get done in international conservation."

Representative Tom Udall  
(Democrat-New Mexico)



# AFRICAN WILDLIFE FOUNDATION®

## Putting the Landscape Back Together in Maasai Steppe, Tanzania

**PARTNERS:**

- Government of Tanzania
- The Maasai Community
- US Agency for International Development
- US Fish and Wildlife Services
- US Department of the Interior – International Technical Assistance Program



African Wildlife Foundation has developed a comprehensive conservation plan for Manyara Ranch, which will maintain this important wildlife habitat while also improving the livelihoods of the Maasai who live here.

**PROJECT SITES:**

- Maasai Steppe
- Tanzania

### The Maasai Steppe Landscape, Tanzania

Over the past decade, the African Wildlife Foundation (AWF) and its partners invested about \$8 million and leveraged key land units necessary to piece together the Maasai Steppe landscape in Tanzania.

Tarangire and Lake Manyara National Parks became anchors of conservation of the landscape, which was becoming increasingly fragmented because of population growth and demand for land for settlement and cultivation. Underfunded, these parks faced challenges such as a lack of planning, poor roads, and inadequate staff and visitor facilities.

AWF worked with Tanzania National Parks (TANAPA), district councils and local communities to develop park management plans. With USAID funding, AWF provided equipment to improve road networks and vehicles for transport.



With USAID funding, African Wildlife Foundation provided vehicles for Tanzania National Parks (TANAPA) to support improved park management.



The baobab-studded Tarangire ecosystem is vital to the seasonal movements of elephants.

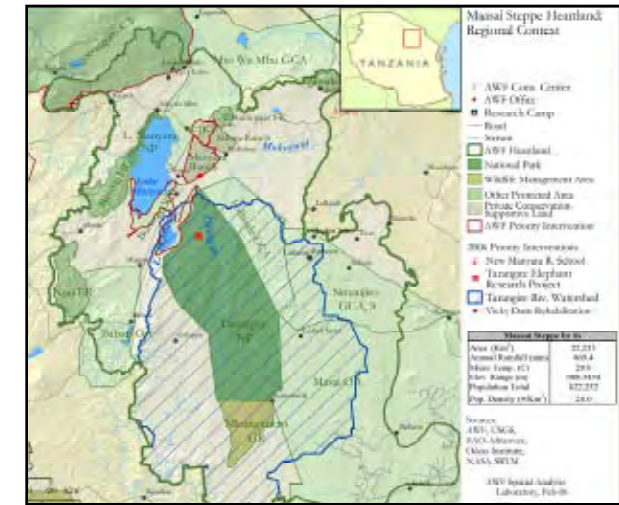
USFWS-funded elephant and predator research projects and historical migratory wildlife data identified areas critical to habitat connectivity. With the U.S. Department of Interior, AWF trained staff in park and visitor management, law enforcement, ecological monitoring and environmental impact assessments.

### A challenge arose to secure lands under different forms of tenure, namely:

- (1) Manyara Ranch, a key wildlife corridor between the two parks;
- (2) the Simanjiro plains, critical to facilitating Tarangire wet season wildlife dispersal and breeding, especially wildebeest and zebra; and
- (3) Marang Forest, an important water catchment area for underground springs from the escarpment into Lake Manyara National Park.

Ultimately, AWF and its partners formed the Tanzania Land Conservation Trust, acquiring the 45,000-acre Manyara Ranch for conservation and community use. AWF worked with district authorities and communities on zoning to protect the Simanjiro Plains for livestock use and wildlife dispersal. AWF also worked with TANAPA to annex the Marang Forest Reserve to Lake Manyara National Park.

Over the course of AWF's work in the Maasai Steppe, tourists visiting increased 36% – from 112,000 in 1998 to 152,000 in 2005 – generating a revenue increase of 19%, from \$2.7 million to \$3.2 million.



AWF's Maasai Steppe Heartland combines national parks and local villages, government and private lands into a large, cohesive conservation landscape.

## Immense tourism potential supports continued efforts to set aside land for conservation in the Maasai Steppe Heartland.

Challenges may arise if these lands do not generate sufficient economic returns in comparison to competing community uses, but immense tourism potential supports continued efforts to set aside land for conservation.

AF&PA<sup>®</sup>



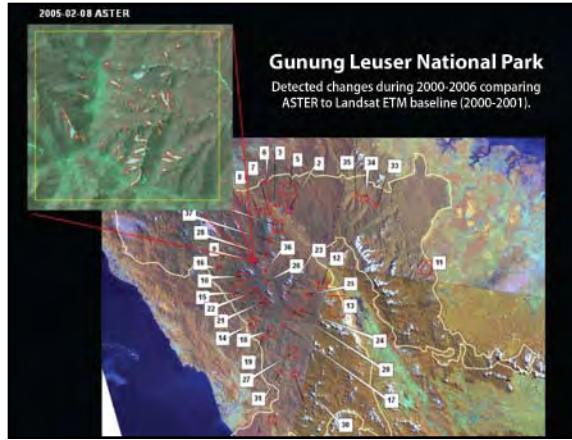
## The Alliance to Combat Illegal Logging

**PARTNERS:**

American Forest & Paper Association  
Indonesia's Ministry of Forestry  
Conservation International

**PROJECT SITES:**

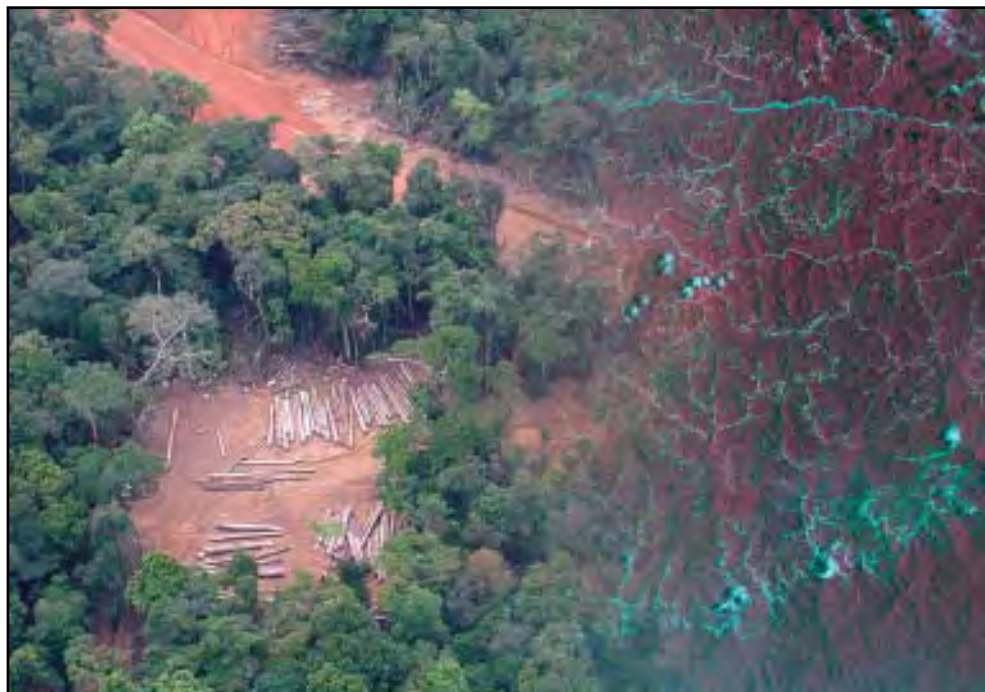
Provinces of Aceh and North Sumatra  
Indonesia



Satellite-based evidence showing vast areas of Gunung Leuser National Park where illegal logging was detected.

### Gunung Leuser National Park, Indonesia and National Parks and Protected Areas Worldwide

The American Forest & Paper Association (AF&PA) is the national trade association of the forest, pulp, paper, paperboard and wood products industry, representing more than 200 companies and related associations. In March 2005, AF&PA formed the Alliance to Combat Illegal Logging in partnership with Conservation International (CI) and Indonesia's Ministry of Forestry. The Alliance supports priorities of the U.S. President's Initiative Against Illegal Logging (PIAIL), and has received funding from AF&PA, CI, and the U.S. State Department.



In addition to clearings, logging ponds and access roads can be seen in the satellite imagery.

Extreme threats to high-biodiversity wilderness areas from illegal logging of forests, combined with the impacts of illegal timber in the global marketplace, generate increased attention and a demand for transparency in the forest sector. The rapid detection and dissemination of satellite-based evidence of illegal logging activity to government, industry and civil society support improved forest management worldwide.

The Alliance has chosen to focus first on Gunung Leuser National Park, which encompasses over 1 million hectares in the provinces of Aceh and North Sumatra in a UNESCO Biosphere Reserve. It is one of the three parks that form the UNESCO Tropical Rainforest Heritage of Sumatra. It is estimated to contain 45% of the 100,000 species of plants recorded in the West Indo-Malayan region, as well as over 300 bird and 170 mammal species. It is the only Indonesian park where the Sumatran tiger and rhino, orangutan, and elephant are all found.

Illegal logging and wildlife poaching are common. Demand for wood and thus pressure to harvest timber illegally has increased in the post-tsunami reconstruction effort. The northeast of the park was previously deforested to establish oil palm and rubber plantations.

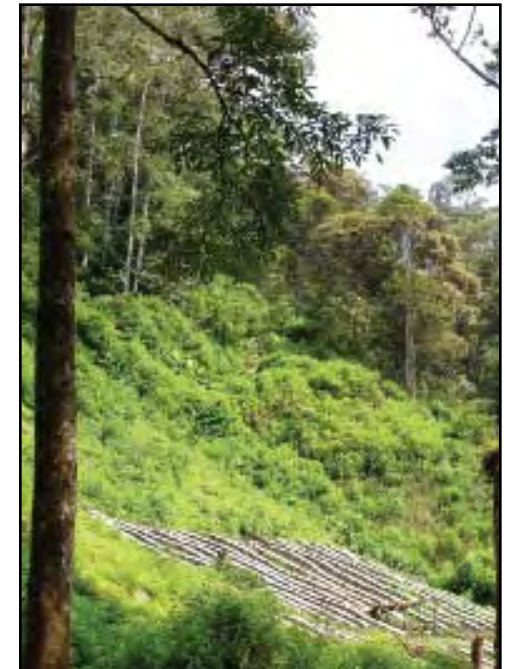
The Alliance is identifying and reducing threats in Gunung Leuser through good governance, community-based action, and technology transfer, and by harnessing market forces. Quick and accurate detection of illegal activity using both state-of-the-art and low-tech satellite remote sensing techniques is generating

### Rapid detection and the dissemination of satellite-based evidence of illegal logging activity are supporting improved forest management worldwide.

rapid responses by government agencies with improved capacity to follow-up on surveillance with effective enforcement. Local capacity to detect and monitor illegal activity and inform law enforcement will be enhanced through training workshops and the establishment of information-sharing networks.



Eradication of the illegal expansion of an oil palm plantation into Gunung Leuser National Park. The intact forest can be seen in the background.



An example of illegal clearing for small-scale agricultural production (classic encroachment) inside Kerinci Seblat National Park.



## Building a Better Future Through Partnerships

**PARTNERS:**

- Smithsonian Institute
- World Wildlife Fund
- Pembina Institute for Appropriate Development
- National Fish and Wildlife Foundation

**PROJECT SITES:**

- Papua, New Guinea
- Gamba Complex in Gabon
- Worldwide



In general, the wide variety of terrain, along with the abundance of moisture, has given rise to a large variety of vegetation types, which in turn supports an astonishing array of wildlife.

The petroleum industry has a long history of public-private partnerships aimed at finding cooperative solutions to environmental, educational and community issues. Developing cooperative public-private relationships to find lasting, sustainable solutions is part of a larger movement toward corporate social responsibility. Some industry partnerships have been in existence for more than seventy years. Others have been initiated more recently to address changing needs and emerging issues. These partnerships are voluntary activities aimed at ensuring that oil and natural gas companies are an integral and contributing part of society and the communities in which the industry operates.

A growing human population places greater demand on the Earth's limited supply of natural resources, which makes other species more vulnerable to a loss of their natural habitats and biological diversity.

A total of 470 bird species, represented by many spectacular species such as pelicans, ibises, hornbills, turacos and bee-eaters, have been recorded, of which 80% are resident breeders. Here an African Skimmer (*Rhynchops flavirostris*) slices the still water of a seasonal lagoon in search of a meal.



Although the oil and natural gas industry has engaged in environmental partnerships over the years to promote conservation and wildlife protection programs, the industry is taking more aggressive steps to integrate biodiversity conservation into its operational practices by partnering with other institutions to measure biodiversity impacts and employ new technologies to minimize its environmental footprint.

For example, Shell and the Smithsonian Institution signed a five-year memorandum of understanding in June 2000 to assess the impact of Shell operations on areas of high biodiversity value. The first joint project in the Gamba Complex in Gabon follows extensive national and international consultation including feedback from a stakeholder workshop. Chevron Niugini Ltd., with help from the World Wildlife Fund, formed The Community Development Initiatives Foundation to protect the fragile rainforests of Papua, New Guinea for generations to come. Petro-Canada, in partnership with the Pembina Institute for Appropriate Development, conducted a Life-Cycle Value Assessment of the MacKay River oil sands project to reduce environmental impacts. A number of companies, such as Shell, Conoco, Phillips and ExxonMobil, have implemented a variety of wildlife conservation programs in partnership with the National Fish and Wildlife Foundation.

**The petroleum industry is taking aggressive steps to integrate biodiversity conservation into its operational practices through partnerships.**



Valued for superior ivory, meat, and hide, hippos face threats across Africa; the Gamba Complex is an important refuge for hippos in Gabon.



Gamba's long, pristine beaches harbor high numbers of nesting leatherbacks (*Dermodochelys coriacea*).



# ANHEUSER BUSCH Companies

American Bald Eagle

PROJECT SITES:

Worldwide



Anheuser-Busch demonstrates its conservation commitment in every facility and community in which it does business. Since 2000, it has won over 100 awards for waste reduction, conservation, education, recycling, and wildlife protection.

Anheuser-Busch Adventure Parks – SeaWorld, Busch Gardens and Discovery Cove – provide up-close animal encounters for more than 20 million guests each year. A passion for animals is reflected throughout the parks’ award-winning zoological habitats, innovative veterinary care, critical conservation initiatives, animal rescue and rehabilitation efforts, and education program.

Ginny Busch, president of the SeaWorld & Busch Gardens Conservation Fund, shares wildlife success stories and conservation messages with millions of people a year with the help of animal ambassadors like Mattie. A juvenile bald eagle rescued by Florida’s Audubon Center for Birds of Prey and deemed non-releasable due to the extent of her injuries, Mattie is cared for by SeaWorld Orlando animal experts who have helped her become an extraordinary ambassador for her species and other wildlife.



## SeaWorld & Busch Gardens Conservation Fund

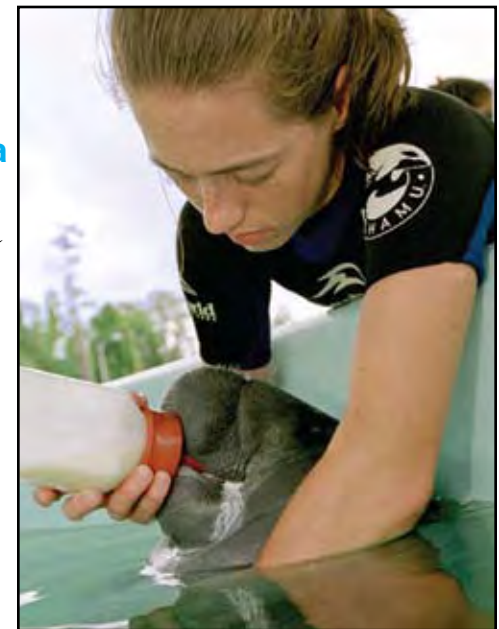
- ❑ Since 2003, the SeaWorld and Busch Gardens (SW & BG) Conservation Fund ([www.swbg-conservationfund.org](http://www.swbg-conservationfund.org)) has committed more than \$3.5 million for wildlife projects. Donations come from: Busch Entertainment Corporation, parks and visitors; Anheuser-Busch and its wholesalers; and the general public. Grants of over \$1.3 million to 112 organizations were made in 2007 – a record year! The Fund reserves \$100,000 annually for Animal Crisis Response grants.
- ❑ Through the SW & BG Rescue and Rehabilitation Program, the parks have saved more than 14,000 animals since 1970. Ginny Busch, SW & BG Conservation Fund president, shares wildlife success stories and conservation messages with millions of people a year with the help of rescued and rehabilitated animal ambassadors.
- ❑ The parks’ award-winning website ([www.swbg-ANIMALS.org](http://www.swbg-ANIMALS.org)) offers over 400 in-depth species profiles, zoological career information, classroom curriculum for teachers, and children’s activities.

### An Immediate Response to Gorilla Killings in Rwanda

Only about 380 gorillas live in the Virunga Massif which includes Volcanoes National Park (NP) in Rwanda, Mgahinga NP in Uganda and Virunga NP Mikeno sector in the Democratic Republic of the Congo (DRC). The SW & BG Conservation Fund supports five projects, including the Mountain Gorilla Veterinary Project in Rwanda and the International Gorilla Conservation Programme’s community rainwater harvesting project. In late July, four endangered mountain gorillas were found shot to death in Virunga NP on the eastern border of the DRC, bringing the number of human-caused mountain gorilla deaths to seven this year. In its first ever Animal Crisis Response grant, the SW & BG



Since 1970, the parks have rescued more than 14,000 animals — that averages out to about one animal rescue every day for the past 31 years.



**Since 2003, the SW & BG Conservation Fund has committed more than \$3.5 million for wildlife research, protection and education.**

Conservation Fund provided \$25,000 in emergency support to the International Gorilla Conservation Programme to ensure the effective surveillance and protection of the mountain gorillas and facilitate community meetings intended to improve relations between the local residents and park management.



## Reversing Habitat Loss in Namibia



12 million hectares of Namibian savanna have been lost to invasive thorn bush species.

In 2001, the Cheetah Conservation Fund (CCF) initiated an innovative program to implement an economically feasible solution to a problem that

was causing ongoing loss of cheetah habitat; this problem is commonly called “bush encroachment,” and it impacts tens of millions of hectares of land in savanna regions of Africa.

### The Problem: Loss of Habitat from Thorn Bush Encroachment

Bush encroachment — the steady proliferation of intruder species of acacia thorn plants that eventually convert African savanna to choked bush lands — continues to be a huge problem within Namibia and throughout Africa, causing severe habitat destruction, loss of biodiversity, and economic loss for local communities. The root cause of bush encroachment is traced to human occupation over the past century. Overgrazing and fire suppression changed the mix and quality of plant biodiversity, while fencing and the establishment of permanent water holes changed the migration patterns of animals and restricted access to feeding grounds. Hunting and the introduction of livestock further reduced the quantity and mix of wild browsers and grazers and the cumulative effect resulted in the conversion of savannas to dense, acacia-dominated thickets with little grass cover. Today, an estimated 10-12 million hectares in Namibia are severely impacted by bush encroachment.

Namibia is home to the largest remaining population of wild cheetah.



**PARTNERS:**  
 United States Agency for International Development  
 Namibian Ministry of Agriculture  
 Polytechnic of Namibia  
 University of Namibia

**PROJECT SITES:**  
 Otjiwarongo, Namibia

### The start of a solution

Realizing the broad impact that this problem had on cheetah habitat, biodiversity, economic health, and even social well-being, the management of the Cheetah Conservation Fund struggled with two key questions:

Would harvesting thorn bush help transform land back into savanna?  
 Was there a way to make the harvesting of thorn bush pay for itself?

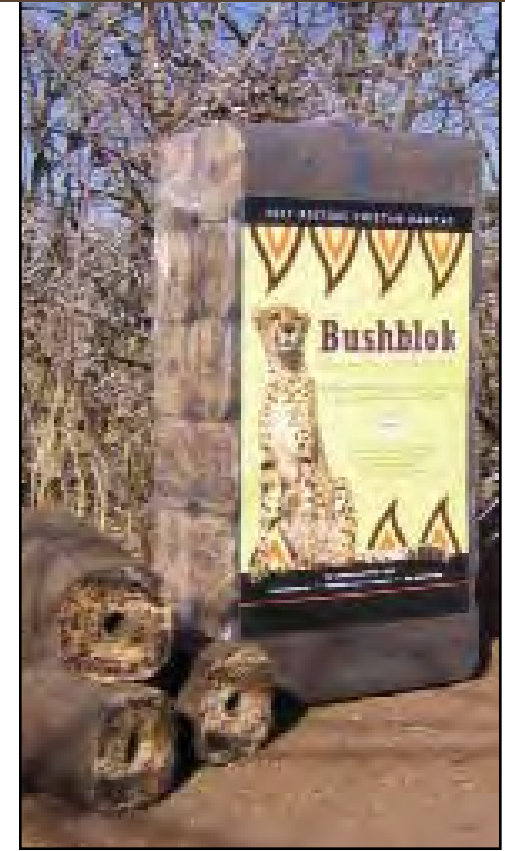
In 2001, the United States Agency for International Development (USAID) provided a generous grant to CCF to study this problem and investigate alternatives. Additional help from key organizations such as the Namibian Ministry of Agriculture, the Polytechnic of Namibia, and the University of Namibia enabled careful study of harvest and restoration techniques. The result was a proposal to create a new commercial enterprise that would harvest thorn bush, process it into compressed fuel logs, and sell the fuel logs to western markets for a profit. A further grant from USAID of US\$1 million provided the initial capital for the formation of a company, CCF Bush (Pty) Ltd., in Otjiwarongo, Namibia to manufacture and sell fuel logs under the brand name Bushblok.

The success of Bushblok has been impressive — annually over 2,000 tons of Bushblok fuel logs are now manufactured and sold to distributors in Europe, the United Kingdom and South Africa. Hundreds of hectares of Namibian land in the heart of cheetah habitat are cleared of intruder thorn bush each year, a number that may be small when compared to the scope of the full problem, but an encouraging start nonetheless.

Most importantly, the initial success of Bushblok has shown that clearing thorn bush to restore savanna habitat can be an economically feasible activity. New initiatives are now underway to investigate markets for other biomass products such as fuel pellets, charcoal,

### The power of a single idea followed by good execution may lead to a wide-spread restoration of savanna within Namibia ...

and even electricity generation. The power of a single idea followed by good execution may lead to a wide-spread restoration of savanna within Namibia and thus a more balanced and productive ecosystem. With the help of partners like USAID and Namibian education institutions and the continued support of thousands of worldwide donors, the Cheetah Conservation Fund will continue to be at the forefront of innovative and practical ideas to preserve and expand cheetah habitat.



Bushblok  
 —fuel logs made from harvested thorn bush



**PARTNERS:**  
 3M Foundation  
 United Technologies Corporation  
 China State Forestry Administration  
 Yunnan and Sichuan Forestry Departments  
 The Nature Conservancy  
 Winrock International

## Forest Restoration for Climate, Community and Biodiversity

The Payment for Ecosystem Service initiative of Conservation International (CI) in China is working in partnership with the State Forestry Administration of China, Yunnan and Sichuan Forestry Departments and local governments. Other non-governmental partners include The Nature Conservancy, Winrock International and communities at implementation sites, all working together to demonstrate the benefits of utilizing native species to restore degraded lands in areas that provide critical habitat for wildlife, and improving local livelihoods by integrating community development projects into conservation efforts. In addition to revitalizing habitat, the pilot projects will demonstrate the additional value of ecological services provided by native species, such as carbon sequestration and water services. The Forest Restoration for Climate, Community, and Biodiversity (FCCB) Initiative was officially launched in 2004 with \$3 million provided by the 3M Foundation and has since been supported by other corporations such as United Technologies Corporation.



Giant Panda

**PROJECT SITES:**  
 Yunnan and Sichuan  
 China

Thanks to the partnership approach, one of the demonstration projects in Tengchong, Yunnan province has the distinction of being the first small-scale forestry project validated under the Kyoto Protocol's Clean

Development Mechanism. This site has also been certified by the Climate,

Community and Biodiversity (CCB) Alliance, a partnership between leading companies, NGOs and research institutes seeking to promote integrated solutions around the world. To earn approval under the CCB Standards, projects must satisfy 15 required criteria to demonstrate compelling net benefits for fighting climate change, conserving biodiversity, and improving socio-economic conditions for local communities.

### Value for Biodiversity:

Healthy, intact forests store carbon taken from the atmosphere and thus play a unique role in mitigating the harmful effects of climate change. Wide-scale deforestation is fueling climate change and biodiversity loss, and is expected to greatly accelerate species extinctions. Land-based carbon offset projects that support both forest protection and reforestation are designed to implement actions that simultaneously address global warming and species extinctions. Through the FCCB Initiative, reforestation efforts at the demonstration sites will support habitat restoration within many sites critical for the continued viability of endangered species. These include the Wang Lang Nature Reserve, a major habitat for the giant panda in Sichuan province, and the Gao Li Gong Nature Reserve in Yunnan province, located near the border between China and Myanmar.

### Value for the Communities:

The Mountains of Southwest China Biodiversity Hotspot and the adjacent Tibetan Plateau form the major rivers in Asia, providing more than 45 percent of the world's population with fresh water. The FCCB Initiative is working with local governments and communities at demonstration sites to develop incentives and management mechanisms for local stakeholders to reduce pressure on the forest reserve and buffer areas and offer economic alternatives for long-term protection of restored forests.



Tibetan children



Kenneth Yu, 3M, planting trees with government officials

**... reforestation efforts at the demonstration sites will support habitat restoration within many sites critical for the continued viability of endangered species.**

### Value for Business:

With growing public concern for global warming, many leading companies are taking a proactive stance regarding their emissions. This creates an opportunity for investors in the FCCB Initiative to leverage their presence in this expanding economic region while making solid contributions to the local communities, the biodiversity of the region, and the fight against the negative impacts of climate change. Additionally, companies are able to communicate positive action to address climate change with concerned consumers, shareholders, and employees through clear, tangible commitments that reduce their greenhouse gas impacts in a cost-efficient manner.

# ExxonMobil

## Tiger Conservation Partnership

The tiger population in India has dropped by half to 1,500 or less in just 5 years.



**PARTNERS:**

- National Fish & Wildlife Foundation
- World Wildlife Fund
- Conservation International
- Wildlife Conservation Society

**PROJECT SITES:**

- Russia
- Myanmar
- Nepal

Tiger Conservation Landscapes analyses determine where tigers are most likely to survive.

**Conservation Goal & Objectives:**

The ExxonMobil Foundation partnered with the National Fish & Wildlife Foundation to launch the Save The Tiger Fund (STF) in 1995. ExxonMobil has contributed at least \$1 million a year to STF. Since its establishment, STF has awarded more than 300 grants totaling \$15.7 million for tiger conservation in 13 of the 14 tiger range countries. This constitutes more than one quarter of all philanthropic funds invested in tiger conservation globally, and ExxonMobil's contribution represents the largest single corporate commitment to saving a species.



STF invests in a variety of projects that deliver effective on-the-ground conservation action in human-dominated landscapes by protecting and restoring habitat and prey, increasing communication to mitigate human-tiger conflict, generating cooperation by involving people who share land with tigers, and building local conservation leadership.



STF also focuses on reducing wildlife trade through its "Campaign Against Tiger Trafficking" (CATT). Launched in 1995, CATT targets the demand side of illegal markets for tiger parts. It is designed to generate a global commitment from government leaders, a coalition of more than 35 non-governmental organizations, as well as business and communities to tackle the rampant poaching that has eliminated wild tigers from some parks.

STF grant recipients include ICCF partners, like the World Wildlife Fund, Conservation International and the Wildlife Conservation Society, among nearly 70 international and locally-based grant recipients. Their work over the past decade has led to many exciting tiger conservation outcomes, including helping to secure 2.2 million hectares of land for tiger conservation in Russia and Myanmar, stabilizing tiger populations in the Russian Far East and other priority landscapes, restoring 5,700 acres of degraded land to establish corridors between fragmented tiger habitats in Nepal, and

In Myanmar, tigers are hunted down for their hides, bones and teeth to meet Chinese demand across the border.



### ExxonMobil's contribution represents the largest single corporate commitment to saving a species.

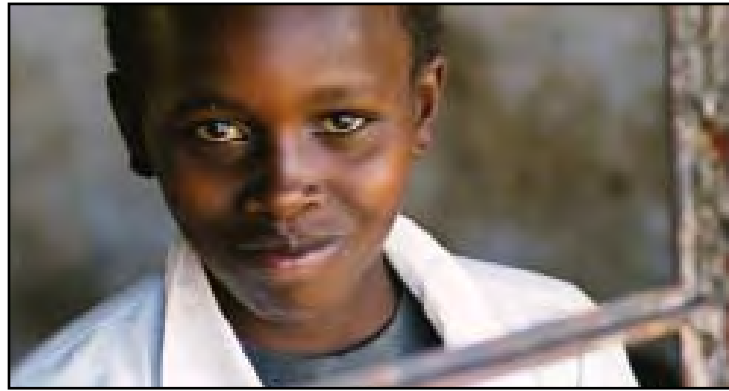
partnering with governmental and non-governmental partners to build conservation capacity and leadership in 13 tiger range countries.



The Campaign Against Tiger Trafficking is tackling supply and demand of tiger body parts.



## Mobile Education Unit Conservation Education Programme



Despite limited school facilities, Maasai children are still full of hope and eager to learn.

**PARTNERS:**

- U.S. Fish and Wildlife Service
- SeaWorld & Busch Gardens Conservation Fund
- Kenya Wildlife Service
- Narok and Transmara County Councils
- Local Education Districts
- National Environmental Management Authority

**PROJECT SITES:**

Greater Masai Mara Region, Kenya

FOC's Mobile Education Unit brings the message of conservation to children and families across the Masai Mara.

**Conservation Goal & Objectives:**

Established with the commitment and support of respected international travel company Abercrombie & Kent, for twenty-five years FOC has been a major presence and influence in conservation of the Greater Masai Mara Region of Kenya. Located in the northern portion of the Mara-Serengeti Ecosystem, the Masai Mara National Reserve and adjacent communal lands of the Maasai people are one of the world's primary wildlife habitats.

With an assistance award from U.S. Fish and Wildlife Service, FOC developed a Mobile Education Unit to travel the region to encourage



conservation by engaging children and adults in activities focused on wildlife conservation and sustainable management of natural resources.

**Conservation Results:**

FOC is a trusted stakeholder in the Greater Masai Mara Region, working hand-in-hand with the Maasai people to meet challenges arising as their traditional pastoralist lifestyle evolves into a more settled way of life.

Through Conservation Clubs established and facilitated by FOC, and with visits by the Mobile Education Unit to the Masai Mara National Reserve, FOC promotes sustainable environmental management in fifty Mara schools and neighboring communities.

The "Mobile Education Unit and Conservation Education Programme" transports school children and community groups on field trips and nature studies in the Masai Mara National Reserve, to enable them to better understand the importance of the protected area and its endangered species, particularly rhino and elephant.

The Mobile Education Unit enables Conservation Club members to participate in community clean-ups at local trading centers, and be a part of annual planned activities on national tree planting day, education day, and world environment day.

The Mobile Education Unit provides conservation activities and environmental learning opportunities as well for youth

**For twenty-five years FOC has been a major presence and influence in conservation of the Greater Masai Mara Region of Kenya.**

who do not attend school. With the Mobile Education Unit, FOC brings the message of conservation to remote communities and the 50% of Maasai children who do not attend school and receive no formal education.



Elephants in the Greater Masai Mara Region of Kenya.



Jorie Butler Kent, founder of FOC, visits a local village in the Masai Mara.



FOC brings much needed books and school supplies to children in the Masai Mara to help fuel their desire to learn about their environment.



## Karukinka Nature Reserve Tierra del Fuego, Chile



Guanacos are the signature species found in Tierra del Fuego.

**PARTNERS:**  
Wildlife Conservation Society

**PROJECT SITE:**  
Tierra del Fuego, Chile

### Conservation Goal & Objectives:

In September 2004, Goldman Sachs and the Wildlife Conservation Society (WCS) announced an unprecedented partnership to protect in perpetuity a vast tract of wilderness at the southernmost edge of South America, on the island of Tierra del Fuego, Chile. This alliance will create a 680,000-acre nature reserve for the Chilean people, donated by Goldman Sachs to WCS for conservation as a major ecological resource. Together, Goldman Sachs and WCS are working with Chilean conservationists and other partners to establish the reserve and to preserve its unique ecological characteristics for future generations.

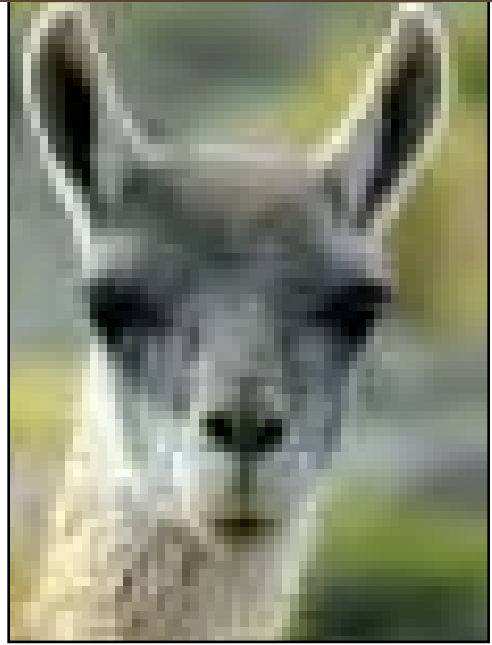
This first-of-its-kind private/public alliance is a result of initiative, creativity and years of intense effort on the part of many Goldman Sachs people. The firm's involvement began in 2002 with a seemingly routine

acquisition of a portfolio of loans, one of which was secured by these lands. In determining the disposition of this wilderness, Goldman Sachs looked beyond the traditional options and identified a rare opportunity for the firm to benefit global conservation.

Rather than split up and sell these lands in individual parcels, senior management and the Board of Directors agreed that the best way to maximize the value of the land was to purchase it for conservation. In December 2003, the land was acquired by the Goldman Sachs Charitable Fund. By that time, the firm had already begun working with international and Chilean conservationists to plan the reserve and its long-term stewardship.

The search for a partner in this endeavor led Goldman Sachs to the WCS, one of the world's oldest and most respected international conservation organizations. Among the strengths that the WCS brings to the project is its extensive experience in wilderness preservation in the Southern Cone of South America and Chile. One of the most progressive forces in conservation today, WCS shares the firm's conviction that the private sector must play a growing role in protecting the environment.

A variety of unique ecosystems and habitat types are found in the protected area.



Pristine populations of wildlife call this region home, from guanacos to Andean condors.



The new protected area safeguards more than 700,000 acres of South American wilderness.



**"This could be one of the great conservation gifts of our lifetime. It will stand with the establishment of the great protected areas of the world. This will be a tremendous legacy for the people of our generation to offer to the next."**

Steven E. Sanderson  
President and Chief Executive Officer  
Wildlife Conservation Society

**INTERNATIONAL  PAPER**

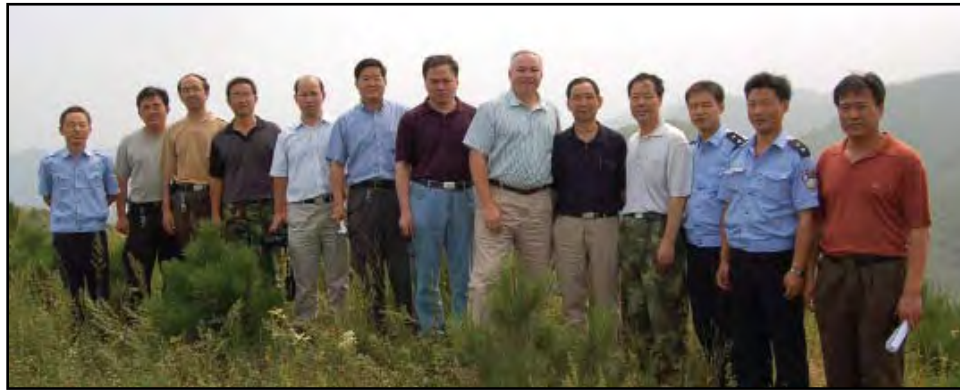
## Sustainable Forestry Partnership

**PARTNERS:**

- Memphis Zoo
- China State Forestry Administration
- Chinese Provincial Forestry Bureaus
- USDA Forest Service
- Georgia Forestry Commission

**PROJECT SITES:**

- Jilin, Fujian & Qinghai Provinces
- China



Xiaolongshan Forestry Bureau officials and International Paper employees touring one of the sustainable forestry demonstration forests with China State Forestry Administration officials — Gansu Province, China.

**Conservation Goal & Objectives:**

A cooperative agreement was forged between the China State Forestry Administration (SFA) and International Paper (IP) in March 2004, and recently extended an additional three years until 2010. IP and the China SFA have contributed more than \$100,000 by covering costs of workshops, travel, and personnel exchanges. Other partners include various Chinese Provincial Forestry Bureaus, the USDA Forest Service, Memphis Zoo, and the Georgia Forestry Commission. Project sites are located in Jilin, Fujian, and Qinghai provinces in China.

The purpose of the agreement is the exchange of information, knowledge and personnel to support the development of sustainable forestry practices and related forestry Best Management Practices (BMPs) in

The company has a long-standing policy of using no wood from endangered forests. International Paper has transferred more than 1.5 million acres of special place in the forest to conservation groups in recent years.



China. China has announced goals to substantially increase forest cover in China, from 17 to 26 percent over the next 20 years through ecosystem recovery and the protection and growth of well-managed forests. Over the past three years, IP shared expertise on sustainably managing forestlands for the protection of biodiversity, wildlife, soil, and air and water quality in the United States. China SFA conveyed information about the challenges of forestry management in China. This exchange resulted in the education of China SFA personnel about long-term, sustainable forest management.

Forestry officials from China SFA and provincial forestry bureaus attended workshops in the United States on sustainable forest management and forestry BMPs. Personnel exchanges occurred over 3-6-month periods to develop mutual, in-depth perspectives of their respective forestry practices.

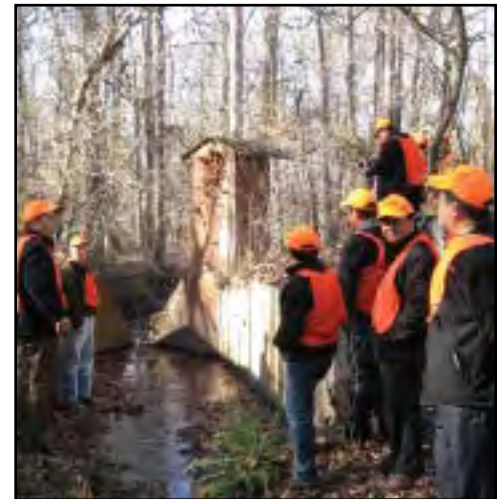
Because of the success of these initial educational activities, the Sustainable Forestry Initiative (SFI) Inc. and the Georgia Forestry Commission published a translated edition of the SFI Standard and the Georgia Best Practices Manual for Forestry. This publication has been widely distributed throughout China as a model reference document for sustainable forest management activities.

Also, China SFA established a network of six sustainable demonstration forests throughout China. IP personnel are working with China SFA to develop and implement forestry BMPs in these demonstration forests. Furthermore, several sustainable forest management feasibility studies of these forests are being developed and implemented.

**International Paper partners with customers and environmental, academic, civic and governmental organizations, as well as landowners and harvesting professionals, to encourage responsible forest stewardship, improve the health and productivity of forestlands and increase recovery of our recyclable products.**



Reforestation project of the Xiaolongshan Forestry Experimental Bureau in the Gansu Province of China. Located in the Qinling mountain range.



China Forestry delegation visiting southeastern US to learn about forestry Best Management Practices.



## “Healthy Communities, Healthy Ecosystems” Program

**PARTNERS:**  
World Wildlife Fund

**PROJECT SITES:**  
East Africa  
Congo Basin  
Eastern Himalayas



In Quirimbas National Park, where villagers faced severe food shortages caused by an unusual drought, the WWF-Johnson & Johnson project created a fishing sanctuary to promote food security and offer continued fishing catches for nutritional value.

In 2003, Johnson & Johnson and World Wildlife Fund (WWF™) launched the WWF-Johnson & Johnson “Healthy Communities, Healthy Ecosystems” Program, which makes important links between health and biodiversity. With support from Johnson & Johnson, WWF is working to promote community and environmental health in three of the most extraordinary places on Earth — East Africa, the Congo Basin and the Eastern Himalayas.

### East Africa —

WWF’s Eastern African Marine Ecoregion (EAME) program addresses the challenge of ecosystem conservation by making the link between a sustainably-managed environment and the need for access to health care by people who live near areas of high biological diversity. The EAME stretches several hundred miles and is home to a great diversity of plant and animal life. WWF worked with the district health service and the American Medical Research Foundation to facilitate the construction of a new dispensary for communities in the Kiunga Marine National Reserve in Kenya. This is improving community health and community participation in natural resource management. The partnership has also facilitated the procurement of safe drinking water supplies in the main villages in the reserve.

In Quirimbas National Park in Mozambique, Johnson & Johnson and WWF supported the creation of two new fishing sanctuaries, which increase the catch per effort in surrounding waters and encourage more sustainable use of this resource. As a result, marine biodiversity is on the rise within the sanctuaries.

### Congo Basin —

Lake Lobeke National Park in Cameroon and the Dzanga-Sangha Protected Areas Network in the Central African Republic are both part of the Sangha River Trinational Conservation Area, the crown jewel of the vast Central African rain forests. Through Johnson & Johnson funding, WWF partnered with the government’s health ministry to expand a training program for “health scouts” to provide basic community health care and organize conservation awareness campaigns linking a healthy environment with healthy living. This program supports health initiatives in Baka and Bayaka communities, whose people play a central role in protecting the forests. The WWF produced and used posters, cartoons, video and radio broadcasts to provide training on general health issues and to link them to biodiversity conservation and sustainable use of natural resources. Workshops catalyze a village-based vision connecting health care practices, population size, natural resource management and sustainability. The partners are hopeful that as the health of these communities improves over the long term, so will their desire and ability to protect and manage their natural resources for future generations.

### Eastern Himalayas —

In this region, WWF is focusing on four areas: Phobjikha Valley in Bhutan; Khata on the Nepal side of the Terai Arc; the Lagga Bagga corridor on the Indian side of the Terai Arc; and the North Bank Landscape in northeastern India. These sites are gateway communities to some of the most important biological corridors and protected areas in the Himalayas. Their communities play an important role in achieving WWF’s goal to restore essential habitat linkages between protected



A marine turtle hatchling exploring the sand. The WWF-Johnson & Johnson partnership is providing crucial breeding grounds for endangered marine turtles in the East Africa Marine region.

**With support from Johnson & Johnson, WWF is working to promote community and environmental health in three of the most extraordinary places on Earth.**

areas, as in the Terai Arc, which connects 11 parks and reserves across the foothills of the Himalayas, and the Bhutan biological corridors, which will maintain 60 percent of Bhutan’s pristine temperate forests.



# JPMorganChase

## Sustainability Principles for International Financial Investments

**PARTNERS:**

United Nations Environment Programme  
JPMorgan Chase Client Companies



Grey Whale (*Eschrichtius robustus*) calf underwater San Ignacio Lagoon, Mexico

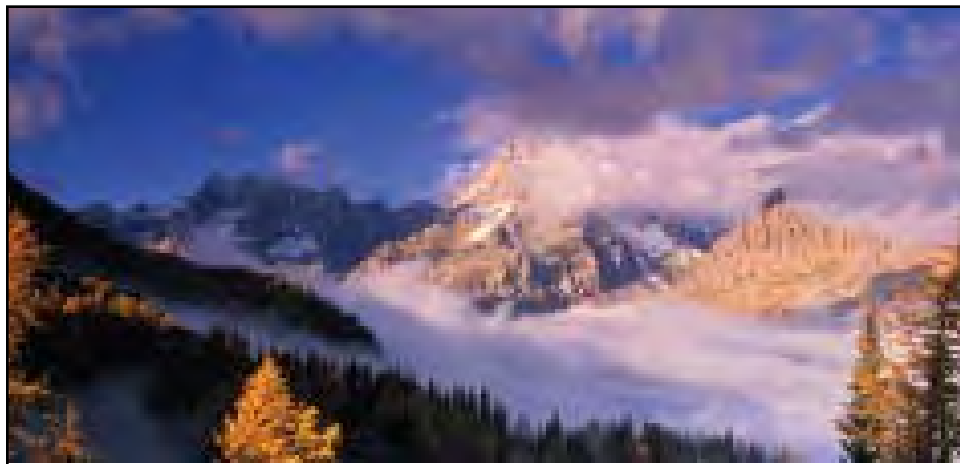
**PROJECT SITES:**

Convening & networking professionals around the globe.

JPMorgan Chase believes good corporate citizenship is an integral part of a firm's business operations. As a result, JPMorgan Chase applies the Equator Principles, as appropriate to financial transactions in its investment and commercial bank. Based on the policies of the World Bank and International Finance Corporation, the Equator Principles serve as a framework for determining, assessing, and managing environmental and social risk in project financing.

JPMorgan Chase also works in partnership with the United Nations through its adherence to the United Nations Environment Program (UNEP) Finance Initiative (FI) and the U.N. Principles for Responsible Investing (UNPRI). In addition, JPMorgan Chase is a signatory to the Extractive Industries Transparency Initiative (EITI) which aims to promote the good governance essential to environmental protection and poverty alleviation.

View of Jumbo Mountain from Jumbo Pass, located in the heart of the Purcell Range. — British Columbia, Canada



The firm believes there are certain places on earth with cultural and natural values so great that as a global citizen it must take extra precautions to protect them. Thus, JPMorgan Chase has developed special policies regarding forests and indigenous communities:

- ❑ No financing of extractive projects or commercial logging in World Heritage sites, nor commercial logging or the purchase of logging equipment for use in primary tropical moist forests, and no financing of companies or projects that collude with or are knowingly engaged in illegal logging. Clients that process, purchase, or trade wood products from high-risk countries are to have certifiable systems in place to ensure that the wood they process or trade comes from legal sources.
- ❑ Recognizing that the identities and cultures of indigenous peoples are inextricably linked to the lands on which they live and the natural resources on which they depend, the firm prefers projects in indigenous areas where free, prior informed consultation results in support of the project by the affected indigenous peoples.

The firm's climate change policy includes targets such as: reducing the firm's own greenhouse gas emissions (GHGs) through energy efficiency and green energy procurement; developing new financial products to facilitate emissions reductions for clients; financial modeling to evaluate a potential rising cost of carbon, and investing in businesses that reduce or mitigate GHGs. To date, JPMorgan Chase has completed deals accounting for \$3.5 billion of institutional equity invested in renewable energy.

As part of its efforts to reduce GHG emissions, JPMorgan Chase is building a new—and very green—investment banking headquarters at the World Trade Center in New York and intends to achieve Leadership in Energy and Environmental Design (LEED) Platinum certification for the new project. In addition, JPMorgan Chase also intends to achieve LEED-Platinum status

**JPMorgan Chase believes that there are certain places on earth with cultural and natural values so great that as a global citizen it must take extra precautions to protect them.**

for the renovation of its corporate headquarters, which will make it the largest LEED-Platinum certified conversion of an existing commercial building in the world.



Kayapo Chiefs — Brazilian Amazon



Little boy in Yunnan Province, China



**Audubon** Community Conservation  
**BirdLife Partner in the U.S.** Around Important Bird Areas

**PARTNERS:**

- BirdLife International
- Guyra Paraguay
- U.S. Fish & Wildlife Service
- Neotropical Migratory Bird Program

**PROJECT SITE:**

- San Rafael Reserve
- Southeastern Paraguay



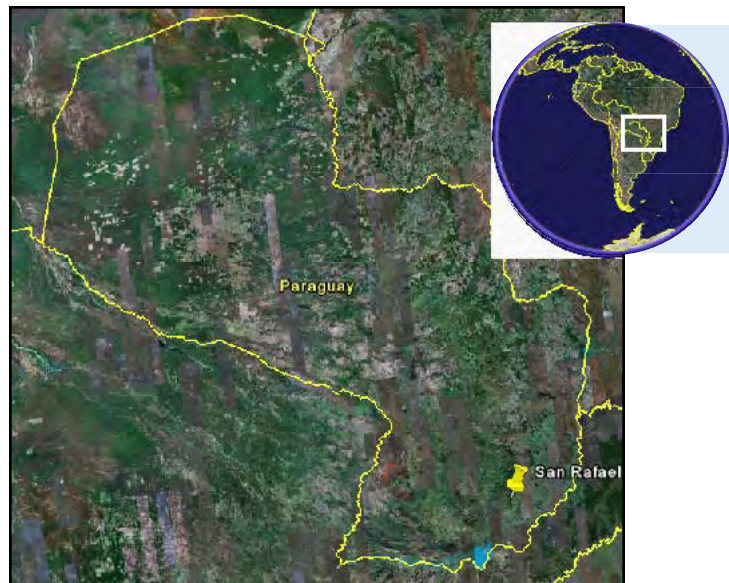
The Black-fronted Piping-guan is an endangered species found in Paraguay's San Rafael Reserve.

**Conservation Goal & Objectives:**

Building on more than a century of conservation education, habitat protection, and citizen participation, the National Audubon Society is catalyzing action in Latin America and the Caribbean around Important Bird Areas (IBAs), a global classification system piloted by BirdLife International to set conservation priorities for sites of critical importance.

With over 3,500 species of birds, Latin America and the Caribbean is one of the richest regions of bird diversity in the world. Yet about 320 species are endangered. Moreover, many migratory birds that breed in North America make their winter homes in tropical habitats that are shrinking in this region.

The San Rafael Reserve in southeastern Paraguay contains the country's largest remnant of Interior Atlantic Forest.



Joining forces with BirdLife Partner Guyra Paraguay, Audubon is helping conserve the San Rafael Reserve IBA in southeastern Paraguay. San Rafael holds the most Atlantic Forest endemic bird species of any site in Paraguay, as well as 12 globally-threatened bird species (e.g., Russet-winged Spadebill, Bare-throated Bellbird) and 17 near-threatened species (e.g., Blue-winged Macaw, Yellow-browed Woodpecker, Saffron Toucanet). Comprising the country's largest remnant of Interior Atlantic Forest, San Rafael also provides habitat for four globally-threatened mammal species, including the jaguar.

Threats to the San Rafael Reserve include deforestation caused by logging and clearing for agriculture, and activities associated with campesino (landless farmer) settlements deep within the forest. Severe poverty forces campesinos to eke out an existence hunting and gathering, poaching animals, growing crops on infertile land, and cutting valuable trees.

To address these threats, Audubon and Guyra Paraguay have assembled a diverse partnership involving BirdLife International, the Neotropical Migratory Bird Program of the U.S. Fish & Wildlife Service, Rare, and individual donors. To date over \$2.5 million has been raised to acquire and protect some 6,200 hectares of land.

Land purchases are accompanied by education and poverty alleviation initiatives that build support and capacity for conservation within local communities.



Deforestation is one of the biggest threats to the unique birds and other wildlife in the San Rafael Reserve.



Community engagement is an essential part of the San Rafael Reserve conservation project.

**To date over \$2.5 million has been raised to acquire and protect some 6,200 hectares of land.**

Local leaders have launched a "Rare Pride" campaign to raise awareness of San Rafael's unique natural heritage. Concurrently, partners work with local people on alternative livelihood strategies such as sustainable agriculture to increase income while easing pressure on forests. Together, these conservation strategies form a lasting framework of support to maintain the precious forest habitat of San Rafael.

# NATIONAL GEOGRAPHIC

**PROJECT SITES:**  
The Society funds explorations on every continent and the oceans of the world.



National Geographic Society Explorers-in-Residence and filmmakers Dereck and Beverly Joubert are at home in the African wilderness.



National Geographic Society Explorer-in-Residence and Wildlife Conservation Society conservation biologist Dr. J. Michael Fay (left) trekked 2,000 miles through the pristine forests and jungles of Gabon and Congo.

The National Geographic Explorers program is home to some of the world's preeminent scientists, conservationists, and explorers. The Explorers' groundbreaking discoveries fuel the kind of critical information, conservation initiatives, and compelling stories that are the trademark of the Society. Explorer-in-Residence and naturalist Mike Fay's 2,000-mile walk across Africa—the "MegaTransect"—inspired Gabon's President to set aside ten percent of his country as national parkland.

Since 2006, the remarkable species that call the Northwestern Hawaiian Islands home enjoy the highest level of protection for their fragile habitat, now a National Marine Monument.



Explorers-in-Residence and filmmakers Dereck and Beverly Joubert have been captivating viewers with images of lions, leopards, elephants, and other African animals for decades. Their award-winning documentaries rank among the most persuasive means yet found of promoting wildlife conservation around the globe. Explorer-in-Residence and oceanographer Sylvia A. Earle's advocacy of marine conservation helped inspire President Bush's 2006 designation of the Northwestern Hawaiian Islands Marine National Monument.

The Conservation Trust makes grants to scientists and conservationists around the world for fieldwork and novel community-based projects that yield creative solutions to pressing problems, connect conservation to daily life, and empower individuals to take action. With a grant from the Conservation Trust, Guy Parker is working to prevent conflicts

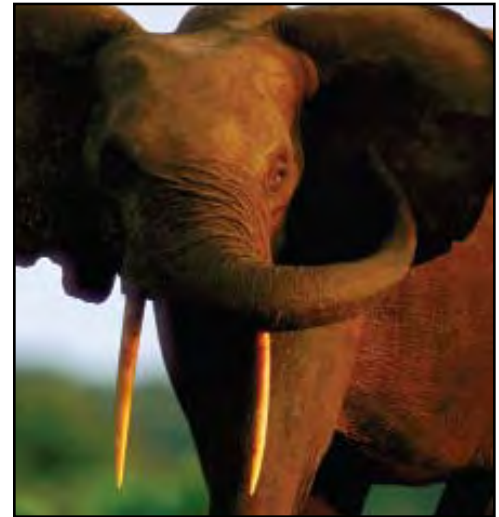
**IF YOU DON'T KNOW WHERE YOU ARE — YOU'RE NOWHERE.**

GEOGRAPHIC LITERACY IS IMPERATIVE TO FUTURE GENERATIONS OF CONSERVATIONISTS. THEY NEED A SOLID UNDERSTANDING OF THE PLANET AND THE MYRIAD WEBS THAT INTERTWINE TO SUPPORT LIFE AS WE KNOW IT. NATIONAL GEOGRAPHIC HAS CONDUCTED INTERNATIONAL SURVEYS TO ASSESS THE GEOGRAPHIC KNOWLEDGE OF STUDENTS IN SEVERAL DEVELOPED COUNTRIES. THE UNITED STATES RANKS CONSISTENTLY LOW. THE SOCIETY'S EDUCATION FOUNDATION AWARDS MORE THAN FIVE MILLION DOLLARS ANNUALLY IN SUPPORT OF GEOGRAPHY EDUCATION INITIATIVES, HELPING TO INSPIRE EACH NEW GENERATION TO BECOME GEOGRAPHICALLY LITERATE.

between Zimbabwean farmers and elephants by establishing movement corridors for the elephants. Grantee Joel Berger is documenting the sensitivity of Arctic species to both climatic alteration and human intrusion to create a basis for minimizing long-term ecological damage due to trade and human visitation.



Africa's lion population has declined by more than half—from more than 50,000 to fewer than 23,000—in the past quarter century.



Gabon's pristine wilderness spaces are home to abundant wildlife, such as the African elephant.

## INSPIRING PEOPLE TO CARE ABOUT THE PLANET

Through National Geographic media—magazines, television programs, films, music and radio, books, DVDs, maps, school publishing programs, interactive media, merchandise, and more—the Society is able to share the results of scientific and educational programs with a global audience. This reach translates into a remarkable capacity to effect positive change for the world by providing objective, accessible information on pressing local and global conservation issues.



**PARTNERS:**

USAID, Balzac Brothers, Boyd Coffee Company, Caribou Coffee Co., Cascadia Forest Goods, Chiquita Brands International, Citigroup, Coffee Enterprises, Coop-Danmark, D.R. Wakefield & Co., EarthSource Forest Products, ECOM Coffee Group, Environmental Systems, Research Institute, Forest World Group, Gibor SA, Gibson Musical Instruments, Global Building Products, Good Coffee Company, Green Mountain Coffee Roasters, IKEA, International Wood Specialties, Java City, Mayorga Coffee Roasters, Nespresso, Neumann Kaffee Gruppe, North American Wood Products, Kraft Foods, Procter & Gamble, Royal Cup, S&D Coffee, Selva Verde Products, UCC Ueshima Coffee Company, Volcafe, FORESCOM, Fundación Interamericana de Investigación Tropical, Instituto para la Cooperación y Autodesarrollo, Nepenthes, Pronatura Chiapas, SalvaNATURA

**PROJECT SITES:**

Mexico, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama



Certified coffee farms like Hacienda San Rafael in Nicaragua exist in harmony with surrounding forest landscapes.

## Certified Sustainable Products Alliance: Harnessing Market Forces for Communities and the Environment

### Conservation Goal & Objectives:

The Certified Sustainable Products Alliance was an innovative partnership between Rainforest Alliance (RA), the United States Agency for International Development (USAID), conservation NGOs in Central America and Mexico, and nearly three dozen private sector companies.

The goal was to increase the amount of land under sustainable management in the biodiversity-rich landscapes in Central America and Mexico.

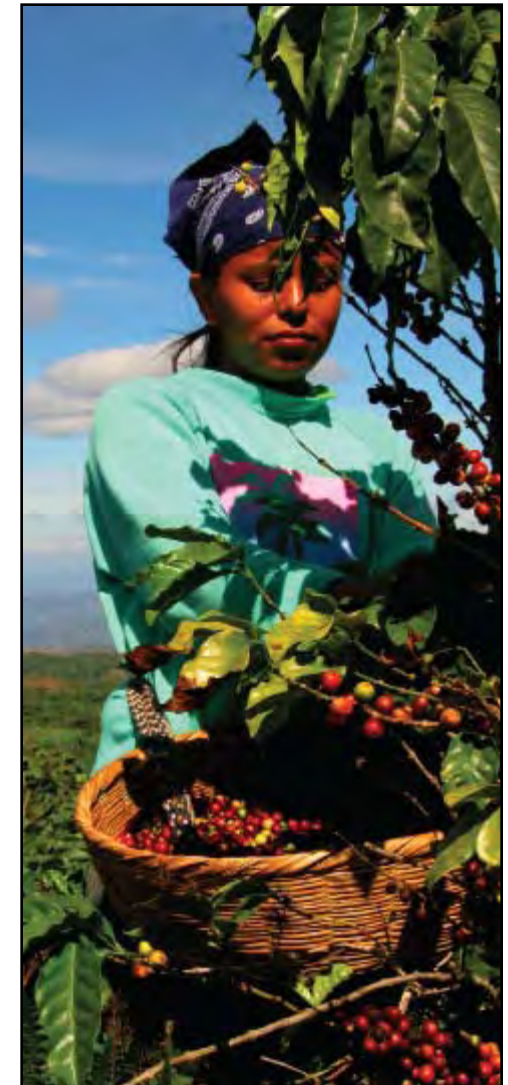
Certified farms and forests provide critical habitat for diverse plant and animal species.



By working on the ground with local partners, the partnership increased exponentially the number of operations certified to the Rainforest Alliance's strict standard for environmental and social sustainability. By meeting certification standards, which include requirements for set-asides and buffer zones, water conservation, pesticide use, and waste management, certified farms and forests provide critical, nearly untouched habitat for threatened endemic and migratory species of plants and animals and provide a healthier living and working environment for workers and their families. Furthermore, by creating economically viable alternatives to deforestation and agricultural conversion, certified enterprises help maintain ecosystems at a landscape level and act as wildlife corridors.

This project was financed by an \$8.6 million grant from the USAID Global Development Alliance, and over the course of three years from 2004 to 2007, catalyzed investments of \$48.4 million from the private sector partners involved. By the end of the project, the Rainforest Alliance had certified 1.6 million hectares of farm and forest land, including parts of the Maya Biosphere Reserve—the largest contiguous tropical forest north of the Amazon. 3,900 farms and forestry operations were certified, and sales of certified coffee, bananas, and forest products were valued at \$4.4 million. Companies like Kraft, Chiquita, Gibson Musical Instruments, Caribou Coffee Company, Nespresso, and UCC Ueshima Coffee Company made strong and increasing commitments to purchasing certified products, and the continuation of these relationships will provide farms and forestry operations with the economic resources they need to make continued investments in sustainability. For example, the Nueva Granada farm in Guatemala planted an additional 30,000 trees on their farm and saw a noticeable increase in

Workers on Rainforest Alliance certified operations benefit from better living and working conditions.



## Rainforest Alliance certified 1.6 million hectares of farm and forest land, including parts of the Maya Biosphere Reserve.

the number of butterflies, birds, and small animals on their property—an investment they were able to make due to the premium price they received for their coffee from UCC Ueshima. Similarly, Guatemalan and Honduran communities that supply sustainably harvested mahogany to Gibson Musical Instruments were taught to cut guitar-neck pieces from branches and smaller chunks of wood that have traditionally been left in the forest, therefore making a more efficient use of the communities' precious forest resources and lessening the pressure on the forest ecosystem.



## Asian Elephant Conservation Partnership

**PARTNERS:**

- International Elephant Foundation
- Forestry Industry Organization in Thailand
- Various zoos, universities and veterinary schools



Ringling Bros. provides round-the-clock veterinary care for all its animals including the largest herd of captive Asian elephants in the Western Hemisphere.

**PROJECT SITES:**

- Northern Thailand
- Sumatra
- Sri Lanka and Worldwide

Ringling Bros. and Barnum & Bailey® based in Florida is dedicated to the preservation of the Asian elephant through conservation education, breeding, research, and in situ conservation and husbandry partnerships. Partners include the International Elephant Foundation (IEF), the Forestry Industry Organization in Thailand, and various zoos, universities and veterinary schools.

One of the proudest accomplishments at Ringling Bros. is the establishment in 1995 of the Ringling Bros. and Barnum & Bailey Center for Elephant Conservation® – a unique facility where researchers, veterinarians and conservationists study and observe Asian elephant behavior, husbandry and handling, and apply lessons learned to managing and protecting the species. Home to the largest Asian elephant population in the Western Hemisphere and with 20 successful births, the Center's contribution to the knowledge of Asian elephants is unparalleled.

Ringling Bros. trains and advises managers and conservationists in Asia dealing with issues of managed care and human-elephant conflict.

As responsible stewards of these magnificent animals, Ringling Bros® spearheaded a successful effort on Capitol Hill to enact the Asian Elephant Conservation Act, providing funds for public-private conservation projects in the range states.

As a founding board member of the International Elephant Foundation, Ringling Bros. has pledged funds and expertise to aid in elephant conservation and assistance projects in Sumatra, Sri Lanka and elsewhere. In addition, Ringling Bros. helped provide a veterinary vehicle to deliver medical and husbandry services to injured elephants in Northern Thailand through the Forest Industry Organization there.

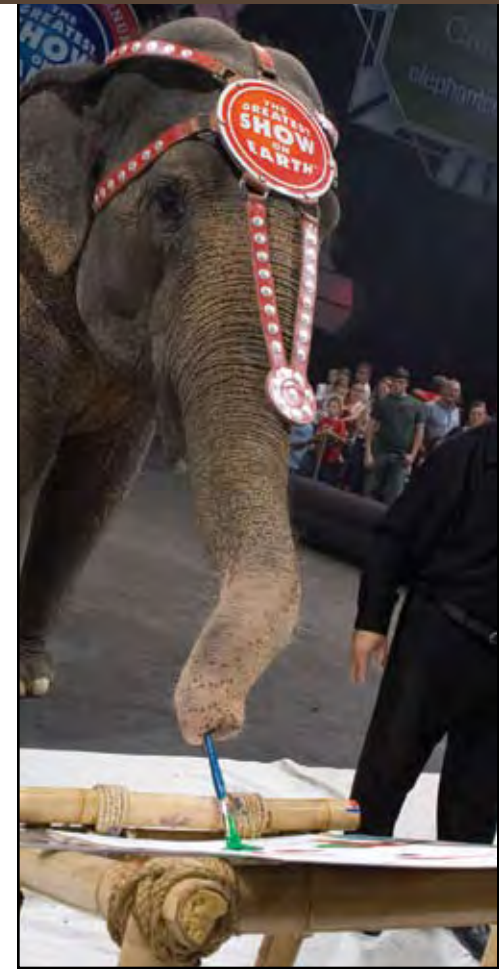
A significant challenge to in situ Asian elephant conservation is the shortage of capacity to support and stabilize captive populations in managed parks and in camps that house former work animals or those removed from threatening situations of conflict with humans. With over 137 years of experience living and working with Asian elephants, Ringling Bros. contributes its expertise to train and advise managers and conservationists in Asia dealing with issues of managed care and human-elephant conflict.

Ringling Bros. is also committed to its role in educating the public about the challenges facing the future of the species and the opportunities that exist to help.

**Endangered Species? Not if we can help it.**



The Ringling Bros. Center has had 20 successful elephant births since 1992.



Ringling Bros. is committed to conservation education and its efforts to help save the species, through its circuses.



Through the IEF, Ringling Bros. supports projects such as the Conservation Response Unit Patrol, which assists in the management of the Asian elephant species in range countries.



# Schering-Plough

## Incentives for Investments In Environmental Sustainability

**PARTNERS:**

US Environmental Protection Agency

**PROJECT SITES:**

Puerto Rico  
Singapore  
Australia



Marsupial Frog, (*Gastroteca riobamba*), The Andes, Ecuador

Schering-Plough is a participant in the U.S. Environmental Protection Agency's National Environmental Performance Track (NEPT) program. "Performance Track" is a voluntary partnership program that recognizes and rewards private and public facilities that consistently exceed regulatory requirements, excel in protecting the environment and public health, work closely with their communities, and set three-year goals for improvements in environmental performance.

Performance Track is designed to augment the existing regulatory system by creating incentives for facilities to achieve environmental results beyond those required by law. Two Schering-Plough facilities have been accepted into Performance Track since 2005: Schering-Plough Products L.L.C. in Las Piedras, Puerto Rico; and the Schering-Plough Animal Health manufacturing site in Baton Rouge, Louisiana.

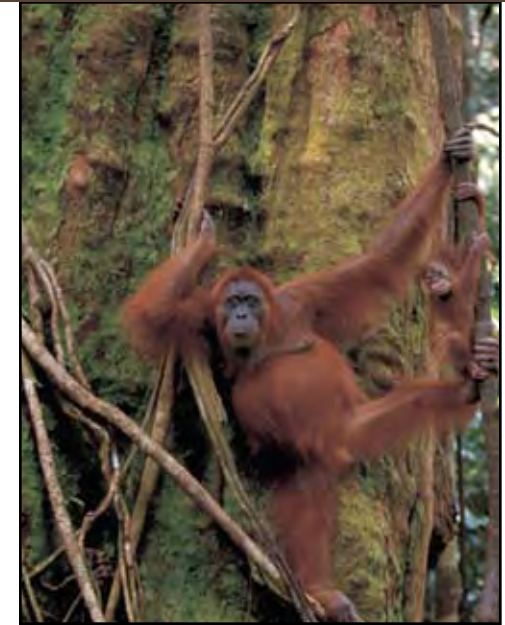
Courtship Dance of the Wandering Albatross (*Diomedea exulans*), Bird Island, South Georgia Island, Sub-Antarctic



The February 2007 agreement with TPGS Green Energy Pte. Ltd. in Singapore is another example of Schering-Plough's commitment to good corporate citizenship. The partnership will design a trigeneration facility to meet the utility requirements of Schering-Plough's pharmaceutical operations and is expected to help the company reduce its carbon dioxide emission by nearly a quarter each year. The partnership is receiving Innovation for Environmental Sustainability (IES) Fund seed money from Singapore's National Environment Agency. IES Fund support is designed as an incentive for companies that are early adopters of innovative projects that contribute to environmental sustainability.

Schering-Plough recognizes that environmental excellence is an essential element of every operation, and it believes every environmental incident is preventable. As a shared business value, environmental excellence must not be compromised.

Schering-Plough specifically values biodiversity for the promise it holds for human health. Schering-Plough is currently working on a new anti-clotting drug derived from a compound called himbacine that is found in the bark of Australian magnolia trees. The drug is moving up the ranks of closely-watched heart medicines in development.



Orangutan (*Pongo pygmaeus*), in Sumatra Indonesia

Nesting female green turtle on beach, Ascension Island, South Atlantic Ocean



**Schering-Plough has recognized that environmental excellence is an essential element of every operation and, as a shared business value, must not be compromised.**





Aerial view of Ahnd Atoll  
in Pohnpei

## Micronesia Challenge: Cornerstone of a Global Island Partnership

**PARTNERS:**

- Federated States of Micronesia (FSM)
- The Republic of the Marshall Islands (RMI)
- The Republic of Palau
- The U.S. Territory of Guam
- The U.S. Commonwealth of the Northern Mariana Islands (CNMI)

**PROJECT SITES:**

Micronesia

The Micronesia Challenge is a commitment by the Chief Executives of the Federated States of Micronesia (FSM), the Republic of the Marshall Islands (RMI), the Republic of Palau, the U.S. Territory of Guam and the U.S. Commonwealth of the Northern Mariana Islands (CNMI) to effectively conserve at least 30% of the near-shore marine resources and 20% of the terrestrial resources across Micronesia by 2020. The five governments of the Micronesia Challenge, The Nature Conservancy and partners have made huge strides over the past year in securing international support and funding for the \$18 million needed to implement the first phase of the Micronesia Challenge.

To date this public-private partnership has received pledges of \$13 million, including the initial \$6 million from TNC and Conservation International, a proposed match of \$6 million by the Global Environment Facility (GEF), and a donation of \$1 million from a private international donor. The broad political support and the recent financial achievements of the Micronesia Challenge have inspired nations beyond the boundaries

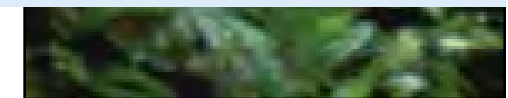
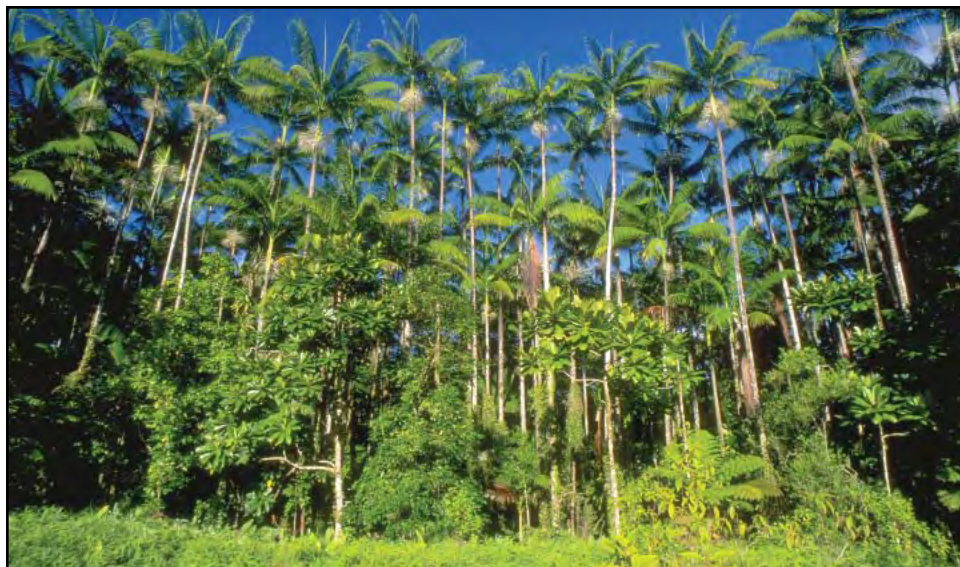
of Micronesia. Through the dedicated work of the Global Island Partnership (GLISPA), similar initiatives have already been declared in the Caribbean and in Indonesia, with several additional Challenges planned for the near future.

The Global Island Partnership, called for in 2005 by the Presidents of Seychelles and Palau, now includes 20 governments, organizations and NGOs and has helped mobilize \$30 million to assist islands in addressing one of the world's greatest challenges — to conserve and sustainably utilize the invaluable island natural resources that support people, cultures, and livelihoods in their island homes around the world. It brings together island nations and nations with islands — small and large, developing and developed — to mobilize leadership and share skills, knowledge, technologies, and innovations in a cost-effective and sustainable way that will catalyze action for conservation and sustainable livelihoods on islands. The Global Island Partnership is recognized by the Convention on Biological Diversity (CBD) as a partnership to advance the implementation of the CBD 2010 target to reduce the rate of biodiversity loss and the Programmes of Work on Island Biodiversity (COP8) and Protected Areas (COP7). It will compile a 3-year action strategy during a meeting sponsored by the Italian Government in La Maddalena in early 2008.



**The broad political support and recent financial achievements of the Micronesia Challenge have inspired nations beyond the boundaries of Micronesia.**

Forest in Madolenimw  
area in Pohnpei



Sakau clearing in a forest of Madolenimw  
area in Pohnpei



## The Mali Elephants Project

### PARTNERS:

Association des Amis des Elephants  
 Save the Elephants  
 Environment & Development Group  
 PAGEEM  
 Sahel Eco  
 Tinariwen

### PROJECT SITES:

Mali, Africa



**Mali Desert Elephant.**  
 The desert elephants of Mali, West Africa -- the last herd in the country and the northernmost in Africa -- cling perilously to existence, enduring seasonal droughts and temperatures of over 120F.

The **Mali Elephants Project** (MEP) researches, documents, and educates stakeholders about the migratory behaviors and needs of the last great elephant herd in The Sahel – the northernmost in Africa. This herd of approximately 500 elephants migrates from Mali to Burkina Faso and back annually. However, a recent trend of reduced rainfall, along with the spread of agriculture, large numbers of livestock, settled human communities and water development programs are increasing resource competition between elephants and humans.



The Tuareg nomads in Mali, living close to the elephants, do not poach them, and their cattle and goat herds share the meager forage.

First phase research with Save The Elephants and Environment & Development Group was conducted from 2004 to 2006, and it involved: recording elephant sightings and photographing the elephants to create individual identification files enabling a population estimate; determining boundaries of the elephant range; collecting ground-truth data to assist satellite image interpretation and GIS analysis; using GIS analyses of the use of space throughout the year and during different seasons; and assessing the relationship between elephant use and woody vegetation density, species diversity, and livestock abundance around Benzena, the permanent water source.



The Mali elephants — some 550 in total — survive by undertaking annually the longest elephant migration recorded — a circular route of 600 km in search of water, minerals, and food.

WILD's second-phase project goal is to use the data collected in education and conservation strategies that enable stakeholders at all levels of society to take and support appropriate action preventing any further decrease in elephant range likely to cause a change in elephant behavior that would exacerbate conflict and prompt decline of the Mali elephants.

The MEP is developing the capacity of institutions involved in land use, development and tourism planning to integrate scientific information about the elephants' migratory route and needs, along with potential sites and sources of human-elephant conflict – specifically the Malian Ministry of the Environment's Department of Nature Conservation and the Global Environment Facility (GEF)-World Bank-French Government Projet pour la Conservation et Valorisation de la Biodiversite du Gourma et les Elephants (PCVBG-E).

### The desert elephants of Mali, West Africa cling perilously to existence, enduring seasonal droughts and temperatures of over 120° F.

The MEP is also working with locally-based NGOs PAGEEM and Sahel Eco, and Mali's best-known Tuareg band, Tinariwen, to raise public awareness of elephant behavior and needs using publicity materials, school programs and music.

Through Association des Amis des Eléphants, the MEP is enabling conservation action at the local level via implementation of an Elephant Code that describes how farmers can avoid conflict with migrating elephants.





## Siuslaw-Sakhalin Restoration Partnership (SSRP)



Residents of the village of Taranai in southern Sakhalin discuss results of a watershed assessment with representatives of the USDA Forest Service and the Wild Salmon Center.

**PARTNERS:**

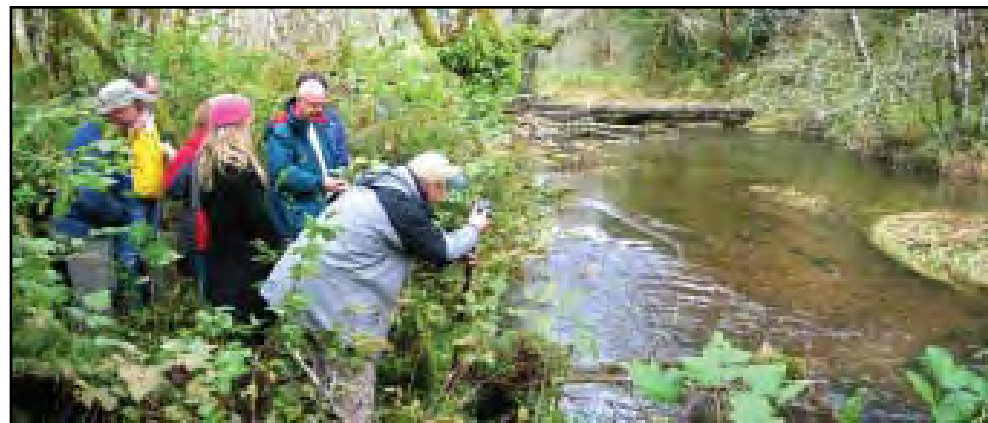
- Siuslaw Institute
- International Riverfoundation
- Sakhalin Salmon Initiative Center
- Siuslaw District Watershed Council
- USDA Forest Service
- Sakhalin Regional Administration
- Sakhalin Oblast Forestry Department
- Sakhalin Energy Investment Company Ltd.

**PROJECT SITES:**

- Aniva and Nogliki Regions
- Sakhalin Island
- Russian Far East

**Conservation Goal & Objectives:**

In 2004, the Siuslaw Basin Partnership, a central Oregon public-private initiative focused on river restoration, won the International Thiess Riverprize, which recognizes achievement in river restoration and preservation. The Riverprize encourages “twinning,” where the winner of the prize seeks out new partners with whom to share lessons. The Siuslaw group, including the USDA Forest Service, teamed with the Wild Salmon Center to launch the SSRP with partners in the Russian Far East. The SSRP seeks to achieve the following on Sakhalin island: 1. implement a pilot salmon habitat restoration project; 2. establish a network of watershed councils; and 3. educate local residents about community-based river restoration.



Sakhalin-based partners in the SSRP visit a river restoration project site in the Siuslaw Basin in central Oregon.

**Conservation Results:**

In the two years since its inception, the SSRP has significantly advanced the cause of river restoration on Sakhalin island. USDA Forest Service delegations have visited Sakhalin three times, holding two instructional seminars focused on river restoration techniques. Over 100 local academic, government, and community representatives participated in the seminars. As a result, river restoration has quickly become a familiar concept among local policymakers, resulting in official regional Administration support of the project. Through the SSRP, two watershed-scale assessments have been carried out on the island. These assessments, carried out jointly by American and Russian participants, estimated watershed health and determined possible treatment techniques and locations. A pilot river restoration project in the Dzhimdan Basin in the region of Nogliki is set to begin in the fall of 2007. Planned projects include extensive riparian revegetation and the repairing/replacement of collapsed road crossings. Meanwhile, in 2007, a local partner NGO, the Sakhalin Salmon Initiative Center, distributed grants to community groups interested in beginning watershed councils, grassroots organizations bringing together local residents with a common interest in river conservation and sustainable use. Councils in three regions will

## SSRP has significantly advanced the cause of river restoration on Sakhalin island.

be established by the end of 2007, and the creation of an island-wide network of councils is envisioned.



Participants in the 2006 SSRP river restoration seminar complete a classroom exercise.



Sakhalin-based partners in the SSRP visit a river restoration project site in the Siuslaw Basin in central Oregon.

# Ⓜ TUDOR

## INVESTMENT CORPORATION

### Singita Grumeti Reserves

**PARTNERS:**

Tanzania National Parks  
Singita

**PROJECT SITES:**

Tanzania



Lion of the Nyasirori pride near Sabora

The Singita Grumeti Reserves is a 340,000-acre virtual wilderness with open plains, rugged rocky outcrops, woodlands and

riverine forests providing habitat to some 400 species of birds, 40 species of herbivores, 25 species of large carnivores, and prolific plant life. Between June and August, the Reserves host the Great Migration of more than a million wildebeests, which spill freely over the western border of Serengeti National Park.

In creating Serengeti National Park, a third of the Great Migration route was left in concessions for development and hunting. To protect one critical link, American financier and environmental philanthropist Paul Tudor Jones won a concession in 2002 from the Tanzanian government consisting of Ikorongo Game Reserve, Grumeti Game Reserve, and Fort Ikoma Open Area. He immediately closed the area to hunting and set up Grumeti Reserves Ltd. Its mission is to rehabilitate and improve the

Large herds of wildlife roam the Reserves



indigenous biodiversity of the western Serengeti-Mara system to the benefit of local communities and districts, as well as national and international stakeholders, through practices that are financially sustainable, environmentally and culturally responsible, and politically acceptable. Mr. Jones has already invested over \$20 million in this \$45-million project.

Funded by tourism in the Reserves, the Grumeti Community & Wildlife Conservation Fund dedicates millions of dollars to create community projects in the Bunda and Serengeti districts providing access to clean water, job and educational opportunities, ambulance services, and radio communications, and helping set up community gardens and microenterprise. Also, profits generated from the Fund's commercial development programs support anti-poaching in the Reserves as well as Tanzania National Parks.

Herds of up to 300 elephants roam the area



Before Grumeti began managing the land, wildlife poaching was rampant. Grumeti has developed a 100-member enforcement unit and invested \$2 million in area villages to stimulate economic alternatives to poaching. In just three years, the number of elephants has doubled to almost 900, Cape buffalos have more than tripled to nearly 2,250, and warthogs have multiplied



Foal was just born, stallions immediately begin fighting over the mother — illustrating the delicate balance of life in nature.



Evening walk along the Grumeti River

**In just three years, the number of elephants has doubled, Cape Buffalos have more than tripled, and warthogs multiplied 10 times.**

10 times to over 4,000. Now Grumeti plans the reintroduction of 25 black rhinos. Singita, a world-renowned ecotourism company, is now partnering with Grumeti to help manage and globally promote tourism and hospitality at Grumeti and generally in the Serengeti region.

# WAL\*MART®

## Global Impact

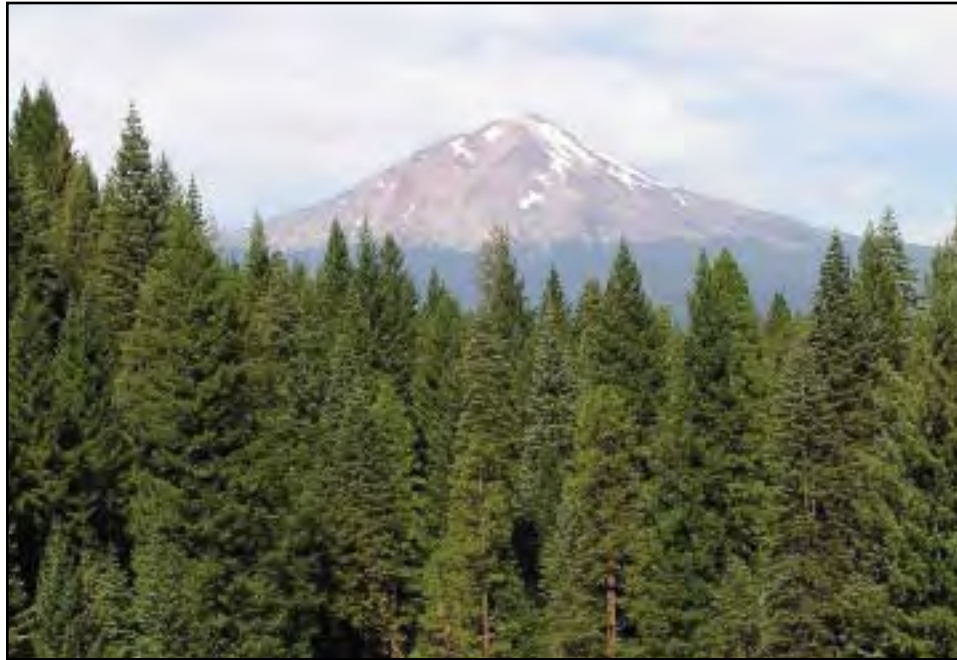
**PARTNERS:**

National Fish & Wildlife Foundation

**PROJECT SITES:**

Global Reach

Mt. Shasta is part of Wal-Mart's Acres for America Program which has already surpassed their goal and now protects close to 400,000 acres of critical habitat.



In 2005, Wal-Mart and the National Fish and Wildlife Foundation partnered to establish the Acres for America program with the goal of conserving one acre of critical wildlife habitat for every acre of land developed for an existing Wal-Mart facility or one created in the United States through 2015. Committing \$35 million to the project, Wal-Mart

Building owners, scientists, engineers, architects, contractors, and landscape designers can work together to create stores that save energy, conserve natural resources, and reduce pollution. These stores are living laboratories, testing experimental technologies and products.  
— McKinney, Texas Store



originally planned to conserve an estimated 138,000 acres of land. Through dedicated efforts, the Acres for America program already surpassed that goal, protecting close to 400,000 acres of critical habitat during the past three years.

In addition to this program, Wal-Mart has also made three larger commitments to environmental sustainability: to be supplied by 100 percent renewable energy, to create zero waste, and to sell products that sustain our natural resources and the environment. These goals, part of the company's "Sustainability 360" plan, will impact Wal-Mart's 68,000 suppliers in 70 countries, 1.7 million associates and 138 million customers. Wal-Mart's goals are proving that being an efficient and profitable business can go hand-in-hand with being a good steward of the environment.



Auxiliary Power Units installed on Wal-Mart's trucks eliminate the use of the tractor's main engine for keeping drivers warm or cool while on break.

Savings generated by making the product supply chain more efficient and sustainable are passed along to Wal-Mart's customers. Customers can already find sustainably-caught fish certified by the Marine Stewardship Council, organic cotton clothing, locally-grown and organic produce, compact laundry detergent and energy-efficient compact florescent light bulbs in Wal-Mart stores across the country. Not only are all of these products good for the environment, they are also helping Wal-Mart's customers save money so they can live better.

**Wal-Mart is committed to being supplied by 100 percent renewable energy, creating zero waste, and selling products that sustain our natural resources and the environment.**



**PARTNERS:**

- United States Agency for International Development
- Department of Defense
- Department of Health and Human Services: Centers for Disease Control and Prevention
- Food and Agriculture Organization of the United Nations
- Wetlands International
- BirdLife International
- Percy Fitzpatrick Institute of African Ornithology: The University of Cape Town
- University of California–Davis School of Veterinary Medicine
- United States Geological Survey
- United States Department of Agriculture
- Friedrich-Loeffler-Institut
- Convention on Migratory Species
- African-Eurasian Waterbird Agreement
- Cirad-French Agricultural Research Centre for International Development
- The National Aviary

**PROJECT SITES:**

- Eastern Europe, Latin America, Asia, Africa and the Caribbean, and Latin America

## Global Avian Influenza Network for Surveillance of Wild Birds



Dr. William Karesh and Dr. Martin Gilbert sampling dead whooper swans in Mongolia for highly pathogenic avian influenza.

Just as tropical storms are tracked as they strengthen into hurricanes to determine projected paths to landfall, migratory birds and the viral storms they

may carry must be tracked and disease information shared around the world. Highly Pathogenic Avian Influenza (HPAI or H5N1) has thus far been found to cause illness and death in 90 species of migratory and other wild birds.

The US Agency for International Development and the Centers for Disease Control are providing support to WCS to administer the wild bird Global Avian Influenza Network for Surveillance (GAINS) program. GAINS is a smart and targeted investment in the US government’s fight against avian flu (HPAI), since wild birds can serve as sentinels for the early detection of the virus’ presence.

### GAINS Surveillance and Capacity Building Partnerships

Working relationships with local institutions are being built in over 28 countries, with many more anticipated as the program unfolds. This network of partners builds a “window on the world” and will help GAINS bring timely and pertinent information that will help combat the threats posed by highly pathogenic avian influenza to both humans and animals. Collaborations have been established between WCS and US-based and international organizations including governments, NGOs and universities to work



together to improve our understanding of the dynamics of avian influenza, and to evaluate disease risks for people, biodiversity, and domestic poultry. WCS staff have been in active discussions with experts to address integrated approaches to global disease information management issues. Together with the FAO, WCS has conducted training efforts in Eastern Europe, Latin America, Asia, Africa and the Caribbean, and a recent agreement with the USDA will expand training and bird monitoring in Latin America. WCS is providing technical expertise related to health monitoring of wild birds and capacity-building activities around the world.



Dr. Martin Gilbert and a Mongolian colleague also sampling for highly pathogenic avian influenza.

**GAINS in Field Research** From Afghanistan to Zimbabwe, field surveillance for HPAI is currently underway. Our work in Mongolia illustrates the field methodology being used in many sites. Mongolia has been a hot spot for HPAI outbreaks in the past two years, and is a country where wild birds appear to be of particular importance to the ecology of the disease. Last year WCS staff collected over 3,500 samples at 42 sites across the country. Working with WCS staff, USGS scientists fitted whooper swans from the region with satellite transmitters (supplied by FAO) in early August, and some have been tracked to China, Korea, and Russia. These types of data may shed light on possible viral transmission routes across Asia.

**Early Warning System and Information Sharing** The first step to prepare for a pandemic is an ‘early warning system’ for global influenza that monitors diseases in birds. GAINS fieldwork also enables the isolation of new viral strains, which can contribute to vaccine development and help guide preparedness in the United States and abroad. One of the primary purposes of GAINS is to share international disease information through an interactive, publicly accessible web-based database, a working prototype of which has already been made available online at [www.gains.org](http://www.gains.org). The database is already starting to map sample collection sites, flyways and results of biological surveillance. *Legal and illegal movements of poultry and poultry products must remain a focus of governments around the world, as it is clear such movements represent a real threat in terms of the spread of HPAI.*

**GAINS in Public Health** Areas where the highly pathogenic avian influenza has been reported include Asia, Europe, the Middle East, and more recently the continent

### Highly pathogenic avian influenza itself and the culling of wild birds to control the disease are both threats to the conservation status of certain species.

of Africa. Of the 291 known human cases of H5N1 infection from 2003 to date, 172 resulted in death. Economic losses from the culling (destruction) of millions of chickens are estimated to be in the billions of dollars. As the virus moves and mutates among wild birds, domestic animals and people, the potential for a pandemic similar to that of 1918 that killed an estimated 40 million people worldwide increases.



**PARTNERS:**

U.S. Agency for International Development  
Metafore

**PROJECT SITES:**

Africa  
Asia  
Latin America  
Including: Indonesia  
Malaysia, Vietnam,  
Russia, Cameroon,  
Bolivia, Peru, and Brazil

## Global Alliance: Sustainable Forest Products Global Alliance



Stocks of FCS certified timber at one of Sweden's largest finished wood suppliers.

### Conservation Goal & Objectives:

The Sustainable Forest Products Global Alliance (Global Alliance) is a public/private partnership that catalyzes businesses, public agencies, and non-governmental organizations to promote responsible management of forest resources, reduce illegal logging and improve the well-being of local communities. Launched in 2002 by U.S. Agency for International Development (USAID), WWF, and Metafore, Global Alliance has been working to meet the challenges faced by producers and buyers of responsible forest products by developing and advancing a new model for forest conservation and community development in developing countries. In this model, best practices are promoted and recognized in the growing marketplace for responsible forest management and trade in forest products.

## WWF's GFTN has established Forest & Trade Networks in key producer and consumer countries and regions covering over 30 countries.

The Global Forest & Trade Network (GFTN) – supported by Global Alliance partners and guided by WWF's science-based conservation approach and analyses of global trade flows and trends – provides committed companies with tools and technical assistance to achieve responsible forestry through their management and purchasing practices. The GFTN works with strategically chosen companies that have the most potential to impact management in the world's most threatened and valuable forests. By working with those companies, the GFTN aims to reduce the trade of illegally or unsustainably harvested forest products from developing regions by transforming market behaviors on a global scale.

### Conservation Results:

WWF's GFTN, with support from the Global Alliance, has established national/regional Forest & Trade Networks in key producer and consumer countries and regions covering more than 30 countries (including Indonesia, Malaysia, Vietnam, Russia, Central Africa, Ghana, Peru, Bolivia, Mesoamerica and the Caribbean, Brazil, China, North America and Europe). Currently, GFTN is working with a total of 361 separate legal entities around the world, providing tools and technical support to improve forest management and purchasing practices as well as niche market access.



FSC logo painted on certified logs.

GFTN also pioneered an innovative “stepwise” approach for producers to gradually achieve certification through a series of targeted steps – this approach addresses situations where there is a strong need for protection of valuable and threatened forests but responsible forest management and certification remains difficult. 76 forest participants managing 25.5 million hectares of forests are working with GFTN to improve their management practices and achieve a credible certification. There are another 5.7 million hectares managed by applicants. GFTN has also generated 380 business enquiries with an estimated value of \$379 million. Of this total, 160 are now trading relationships worth \$74 million, and 43 of these were made only through participation in GFTN.



The harvested timber is measured, identified and tagged before entering the sawmill.

GFTN participants and applicants produce or trade in an estimated volume of 222 million cubic meters of round wood equivalent. This represents 12.3% of the global total traded, estimated at 1.799 billion cubic meters in 2005 by Food & Agriculture Organization (FAO). In terms of value, GFTN participants and applicants produce or trade in an estimated \$49 billion or circa 13.6% of the global total (\$360 billion estimated by World Resources Institute (WRI)). In addition, GFTN participants and applicants employ over 150,000 people, or circa 1.2% of the global total based on the FAO estimate (in 2000) of 12.9 million forest workers globally.

Since the launch of Global Alliance, GFTN and Global Alliance partners have trained over 2,481 individuals representing private industry and local communities in sustainable forest management practices; over 3,000 decision makers in developed and developing countries to purchase, specify and finance forest products responsibly; and built the capacity of over 2,000 individuals representing private industry and local communities worldwide to access global markets for responsible forest products.

**Photo Credits In Order of Appearance**

**Cover**

Igor Shpilenok  
Carlton Ward  
Craig R. Sholley  
Michele Westmorland

**Inside Front Cover**

Jez O'Hare

**ICCF**

Kevin Schafer  
CG Mittermeier  
Michael Westmoreland  
Florian Schulz  
Carlton Ward, Jr. LINCS  
Alison Jones  
Roy Toft  
Christian Ziegler

**African Wildlife Foundation**

Craig R. Sholley

**American Forest & Paper Association**

CI/John Musinsky  
CI/Kelly Maynard

**American Petroleum Institute**

Carlton Ward, Jr. LINCS

**Anheuser-Busch Companies**

Anheuser-Busch

**Cheetah Conservation Fund**

Photos courtesy of the Cheetah Conservation Fund

**Conservation International**

CI/Piotr Naskrecki  
CI/He Yi  
CI/Piotr Naskrecki

**ExxonMobil**

ExxonMobil

**Friends of Conservation (Abercrombie & Kent)**

FOC President Reute Butler  
FOC President Reute Butler  
FOC Intl Chairman Jorie Butler Kent  
FOC USA

**Goldman Sachs**

WCS Julie Larsen Maher

**International Paper**

Hanmin Dong  
Christian Ziegler  
Gary Boyd  
Craig Hedman

**Johnson & Johnson**

World Wildlife Fund

**JPMorgan Chase**

Kevin Schafer  
Florian Schulz  
CG Mittermeier  
CG Mittermeier

**National Audubon Society/BirdLife International**

Arthur Grosset  
Google Earth  
Guyra Paraguay  
Guyra Paraguay

**National Geographic Society**

Beverly Joubert  
Michael Nichols  
Bates Littlehales  
Chris Johns  
Mike Nichols

**Rainforest Alliance**

Photos courtesy of Robert Goodier

**Ringling Bros. and Barnum & Bailey**

Feld Entertainment, Inc.

**Schering-Plough**

Pete Oxford  
Kevin Schafer  
Art Wolfe  
Kevin Schafer

**The Nature Conservancy**

Jez O'Hare

**The WILD Foundation**

Carlton Ward, Jr. LINCS  
Carlton Ward, Jr. LINCS  
Vance Martin

**The Wild Salmon Center**

The Wild Salmon Center

**Tudor Investment Corporation**

Singita Grumeti Reserves

**Wal-Mart**

Wal-Mart

**Wildlife Conservation Society**

WCS WKaresh

**World Wildlife Fund**

WWF-Canon / Edward Parker  
WWF-Canon / Edward Parker  
WWF-Canon / N.C. Turner

**Inside BackCover**

Pete Oxford

**The ICCF would like to give special thanks  
to ILCP and its Executive Director, Cristina Mittermeier,  
for their generous support through the use of their photography.**



INTERNATIONAL LEAGUE OF  
**CONSERVATION**  
PHOTOGRAPHERS



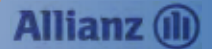
*A special thanks to*

**INTERNATIONAL  PAPER**

*for their generous donation of recycled paper  
to produce this publication*

ICCF Partners in Conservation

INTERNATIONAL  PAPER



AFRICAN WILDLIFE FOUNDATION®



Baker Hostetler



AmerisourceBergen®



Founding Partners

